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Urban Freight for Livable Cities:

-How to deal with collaboration and trade-offs.

Panel Discussion

Partnerships and Leadership

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There are four major stakeholders in urban freight transport: (a) shippers, (b) freight carriers, (c) administrators, and (d) residents. These players have different objectives and behave to seek for their own goals which are generally different each other. Therefore, the partnerships among these stakeholders and collaboration are very essential for enhancing the mobility, sustainability and liveability of cities which are target of city logistics. City logistics has been proposed (Taniguchi et al. 2001) to establish efficient and environmentally friendly urban freight transport systems. The partnerships among stakeholders are core elements of city logistics, since the urban freight transport is mainly carried out by private companies but the intervention of public authority by implementing city logistics schemes are needed to balance the efficiency and environmental friendliness as well as liveable communities. All stakeholders should participate in the partnerships from the beginning of planning and designing process.

The leadership of a person who has enough knowledge on urban freight transport is strongly required for a successful project of city logistics. The leader should be neutral and set a simple goal of project, for example, reducing CO₂ emissions by 10%. The conventional top-down system by administrators does not lead to good results. On the contrary sharing data, discussing frankly and identifying problems, finding approaches and measures, implementing them and evaluating in target area is the right way of governance of urban freight policy implementation (World Road Association report, 2012). This process is based on "plan, do, check and action" cycles and some feedback is also critical for obtaining better results. The leader needs to encourage good communication among stakeholders and coordinate any different ideas and responses.

The urban freight transport should be on the agenda of urban politics. Especially it is true in mega-cities whose population is over 10 million. In mega-cities including Tokyo, New York, London, Paris, Sao Paulo, Shanghai, Mumbai, the urban freight transport gives very complicated features and greatly affect the economy and sustainability and liveability of society. Politics should play an important role in terms of challenging difficult problems as well as ensuring the equity in urban freight transport business and enforcing some regulations in urban areas.

Cities can facilitate the change process towards sustainable and liveable cities through implementing policy measures of city logistics. The policy measures should be comprehensive and well examined in advance before implementing them using modelling and simulation techniques. They are not necessary a single measure but a combination of multiple measures, for example, designated truck route guidance and joint delivery systems. The incentives play important role for private companies to participate in some scheme and stay for a long time. These policy measures should also be well associated with land use planning and logistics facilities location planning.

Transparency and accountability in urban freight partnership processes and urban governance are other essential issues for a success of public-private partnerships. Any data relating to urban freight transport should be opened and results of survey and analyses need to be openly discussed and well disseminated to public. This is a completely different process from the conventional top-down decision process. Media may play an important role for enhancing public involvement in urban freight transport issues. Discussion on urban freight policy should not be limited in professionals but open to public.

References

- Taniguchi, E., Thompson, R.G., Yamada, T. and van Duin., R. (2001) City logistics ---Network modelling and intelligent transport systems, Elsevier, Oxford.
- World Road Association, TC B.4 Report (2012) Public sector governance on urban freight transport.