

Sharing the urban space

Afternoon session

What's the issue?

- Space is limited
- Multiple users
- Users are not independent and do not operate in isolation.
- Passenger and freight is fundamentally related
- Results in conflict.
- Conflict resolution is not the sole focus of stakeholders.
 - Public authorities.
 - Public transport gets more attention even though freight occupies more road space.
 - Commercial operators.

Drivers of complexity

- Diversity and number of stakeholders
 - End-users
 - Retailers and other business premises
 - Logistics and transport service providers
 - Major organisations
 - Owner-operators and other small enterprises
 - Public authorities
 - Politicians
 - Local residents/commerce
 - Society and general public
 - Interest groups
- Identify the stakeholders with the volumes to affect larger change (who has the power?).

Drivers of complexity

- Transient nature of truckers
 - Often ignored due to lack of visibility.
 - Where is their voice heard?
 - Locally or different region/level.

Drivers of complexity

- Many urban designs are ignorant of requirements of freight.
- Move towards more compact cities
 - Increases complexity.
 - Increases conflict.
 - Increases difficulty of managing last mile.
 - Trends towards smaller stores leads to more frequent deliveries.
- Poor enforcement of regulations
 - Compact cities require better enforcement

Drivers of complexity

- Small operators
 - Very large proportion of the industry
 - Very different to large scale operators
 - Less room to manoeuvre
 - Not a level playing field
 - Particularly difficult to hear their voice
 - Need to be considered for effective policies

Potential solutions

- Infrastructure solutions
 - Consider both construction and maintenance.
 - Urban design should reduce conflict between users.
 - Expensive and requires a long-term commitment.
- Technological solutions
 - E-Logistics for reducing noise and pollution
 - Does not contribute to space and safety management
- There is no silver bullet – all solutions have their drawbacks
- Inexpensive and simple solutions may be very promising
 - Incremental changes in general
 - Will radical changes be needed in the future?

Suggested approaches to the problem

- “Collaboration, communication and sharing”
 - Pedestrian infrastructure planners
 - Cycling infrastructure planners
 - Freight planners and operators
- Public authorities
 - Interaction between researchers and public authorities in research and policy development.
 - Freight should be included in long-term land-use and transport planning initiatives.
 - Increasingly on the agenda
- Get all stakeholders involved in the process as early as possible.

Suggested approaches to the problem

- All perspectives need to be considered
- Small, quick results are needed to keep stakeholders motivated and interested.

Suggested approaches to the problem

- Gaining stakeholder buy-in
 - Hands-on examples preferred
 - Planned properly to address specific problem context
 - Clearly identify and communicate the value proposition to stakeholders.
 - Clear incentive to promote behavioural change.
- Bottom-up pressure
 - Customers drive change
 - Need to get and keep them committed, positive and happy.
 - “Our biggest asset is people”
 - If it works for shippers they will support and promote it.

Other interesting discussions

- Strong parallel to passenger transport travel surveys
 - Information coming from the ground up
- Consolidated deliveries are preferred by retailers
- Policy ripple effect
 - What is done in large cities affects transport providers from their region beyond the city limits.
- Knowledge transfer between developed and developing world
 - Transfer should be bi-directional
 - No blind adoption between different contexts

Other interesting discussions

- Commercial potential needs to be identified and communicated.
 - Ideas that are good business should be promoted as such.
 - Subsidies are less available in developed countries and should not be relied upon.