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.