

8 th BESTUFS WORKSHOP

**Public Private Partnerships (PPP) enhancing urban goods transports
12th - 13 th september 2002**

PPP experiences from the french "Marchandises en Ville" program

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I - The French "marchandises en Ville" program

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III - Case studies : la Rochelle - Rouen - Nanterre

IV - Lessons and recommandations

I - The French "marchandises en Ville" program

The French national "urban freight program" runs since the end of 1993.

The national Government has decided to launch a long term action to improve urban freight transport.

This program is managed by the French ministry of Transport (DRAST - DTT - CERTU) and the French Agency for Environment and Energy Savings (ADEME).

The "Marchandises en Ville" Program has a three fold aim :

- 1/ to establish a comprehensive data base upon the different aspects of urban freight and disseminate the accumulated knowledge to the local decision makers,
- 2/ to develop enquiries and to appraise the impacts of action not only on transport but also on local economy and the environment,
3. to promote and estimate experiences in juridical, technical and economical fields, in tight cooperation with local authorities.

This presentation is directly related with this last issue.

II - PPP experiences in city logistics in France - Results and ongoing projects

Four categories of actors are involved in the experiences :

- 1 - Central Governmental Agencies
- 2 - Local authorities (Communes, Communautés Urbaines, Communautés d'Agglomération, Départements, Régions...)
- 3 - Freight holders (shippers, retailers)
- 4 - transport operators

II - PPP experiences in city logistics in France - Result and ongoing projects

Five key sectors have been identified for action

- 1 - new organisations of supply chains (Urban Distribution Center, CLES, ELU, ELP...)
- 2 - new urban organisations
- 3 - new regulations, better fitted for urban freight, adopted after consultation with the public and private actors
- 4 - development of intercities cooperation in a same urbane area
- 5 - development of new technologies (Information technologies - electric vehicles...)

II - PPP experiences in city logistics in France - Results and ongoing projects

About 30 projects are in preparation or ongoing with the financial support of the French National "Marchandises en Ville" program.

We can classify them in 5 categories

- 1 - Urban Logistic Equipments
- 2 - B to C
- 3 - Regulations - Traffic management
- 4 - Information Technologies
- 5 - Other projects

II - PPP experiences in city logistics in France - Results and ongoing projects

1 - Urban Logistic Equipment's

- La Rochelle – ELCIDIS,
- Urban distribution Centre (UDC),
- Arras - Urban Distribution centre with Logistic and Environmental Services (CLES),
- Nancy – UDC,
- Besançon – UDC,
- Montpellier,
- Aix en Provence.

II - PPP experiences in city logistics in France - Results and ongoing projects

2 - B to C

1 - Strasbourg "Relais - Liberté"

2 - Nanterre = PAD "Boutiques Services"

3 - Cognac - Saintes - Rochefort = PAD + "relais village"

4 - Versailles = PAD

5 - Paris 3^o = PAD

6 - Aulnay sous Bois = PAD

II - PPP experiences in city logistics in France - Results and ongoing projects

3 - Regulations - Traffic Management

1 - Rapido – Lyon

2 - St Denis de la Réunion "Dionys'r"

3 – Dijon

4 - Besançon

4 - Information Technologies

- Rouen = SURFF
OSCAR 2

- Toulouse = Transurbama

II - PPP experiences in city logistics in France - Results and ongoing projects

5 - Other projects

- Lyon - management / Cooperation
- Strasbourg / Chronopost - CDZU

II - PPP experiences in city logistics in France - Result and ongoing projects

Results

- feasibility studies with conclusions and strategic informations,
- a key question : the economic viability of the projects in a medium / long term perspective,
- the necessity of a long period of consultation with the actors = minimum : 1 year,
- the lack of legal framework for innovative projects,
- a strong interest from the chambers of commerce and the transport operators,
- the necessity to build a specific methodology for the environmental appraisal.

III - Case studies : la Rochelle - Rouen - Nanterre - Lyon

La Rochelle

- a city of 135 000 inhabitants on the French Atlantic Coast,
- the municipality has been promoting the use of electric cars - There are about 250 electric vehicles on the road,
- la Rochelle is the leading city for electric vehicles within the European Union,
- the successful deployment of electric vehicle based logistic system for goods deliveries in the city,
- the concept is to develop an urban distribution centre from which electric vehicles deliver parcels and packages to shops and businesses in La Rochelle,
- the same vehicles collect also packages and take them to the distribution centre for deliveries outside La Rochelle,
- this project is on going since 13 th February 2001 with the Financial Support from the European Union (ELCIDIS project), the French National Program "Marchandises en Ville" and local communities,
- the use of a central distribution centre lead to a more efficient organisation of goods deliveries in the city.

III - Case studies : la Rochelle - Rouen - Nanterre - Lyon

La Rochelle

- the electric urban distribution vehicles have longer access to the city centre.
- Small electric vans and scooters are best suited for driving in the narrow streets of the historical city and are very energy sufficient,
- the operator is a private company : “Transports Genty”, designated after a competition organised by the "Communauté de Villes " of La Rochelle,
- the Chamber of Commerce is a partner of the project in association with some local operators,
- the economic viability of the project is not yet achieved in a medium / long term perspective,
- an economic and environmental appraisal is ongoing.

III - Case studies : la Rochelle - Rouen - Nanterre

Rouen

Objectives of the project

- reduce the presence of heavy goods vehicles in its town centre,
- improvement of company competitiveness through the integration of new methods and technologies (SURFF) + the integration of silencing and non -polluting materials allowing for night deliveries

Project manager = Rouen Chamber of Commerce and Industry with the support of the Program "Marchandises en Ville" and in cooperation with local transport operators

- Centre d'Etudes Techniques de l'Equipement,
- CETE
- Community of the Rouen Agglomeration

The Regional Centre of Innovation and Technology Transfer (CRITT).

III - Case studies : la Rochelle - Rouen - Nanterre

Rouen

Feasibility studies

- study of delivery practices and capacities,
- study of the regulations in force in the town,
- inventory of town access data,
- modelling goods traffic,
- study on the rounds of loaders / carriers

An experimental web site

- set up of an experimental sire which intended to inform its users and especially road hauliers of traffic difficulties including;

III - Case studies : la Rochelle - Rouen - Nanterre - Lyon

Rouen

- information on road works,
- schedules of deliveries,
- access to certain business ports.

Information on real time traffic is provided through the implementation of webcams on :

- Pont Guillaume,
- Pont Mathilde.

III - Case studies : la Rochelle - Rouen - Nanterre - Lyon

Nanterre

Promoter

Association of local Relailers
ACAN - M. CREUZET

Project = PAD + "Boutiques services"

Delivery of goods at home = B - C

Social service for disabled persons on going since 5 years with the support of the Program "Marchandises en Ville" and private and public sponsors.

Including Peugeot - VIVENDI - FRANCE TELECOM - Department of the Hauts de Seine.

Problems

- economic viability in a long term perspective,
- training of the manager and agents of the association

IV - Lessons and recommendations

- How to enhance the quality of city life, without impairing the quality of supply and collection services in the process of urban goods transport ?
- The experiments gives some answers and try to build a consensus between public and private partners / actors,
- A large range of vital functions in society depends on urban freight transport,
- Its effect results from the activities of numerous private actors who maintain through it complex relations,
- Public actors cannot regulate this sector without consultation and partnership with private actors,
- Concertation and cooperation with the actors concerned by applied and experimental projects is an efficient way to contribute to the optimisation of urban freight transport,
- The most promising way to follow is a step by step procedure at the local level.