

Malaga
12-13 September
2002

Public Private Partnership
(PPP) enhancing urban goods
transport

Municipality of Parma and Infomobility S.p.A.

**Parma transit point
Freight distribution in
urban territory**

Local area

Municipality of Parma has approximately **170.000** inhabitants

The whole province has approximately **400.000**



Area of intervention

Pilot test shall concentrate on town centre where 40% of deliveries are down with a density per km² of 7 times more than those recorded in peripheral areas

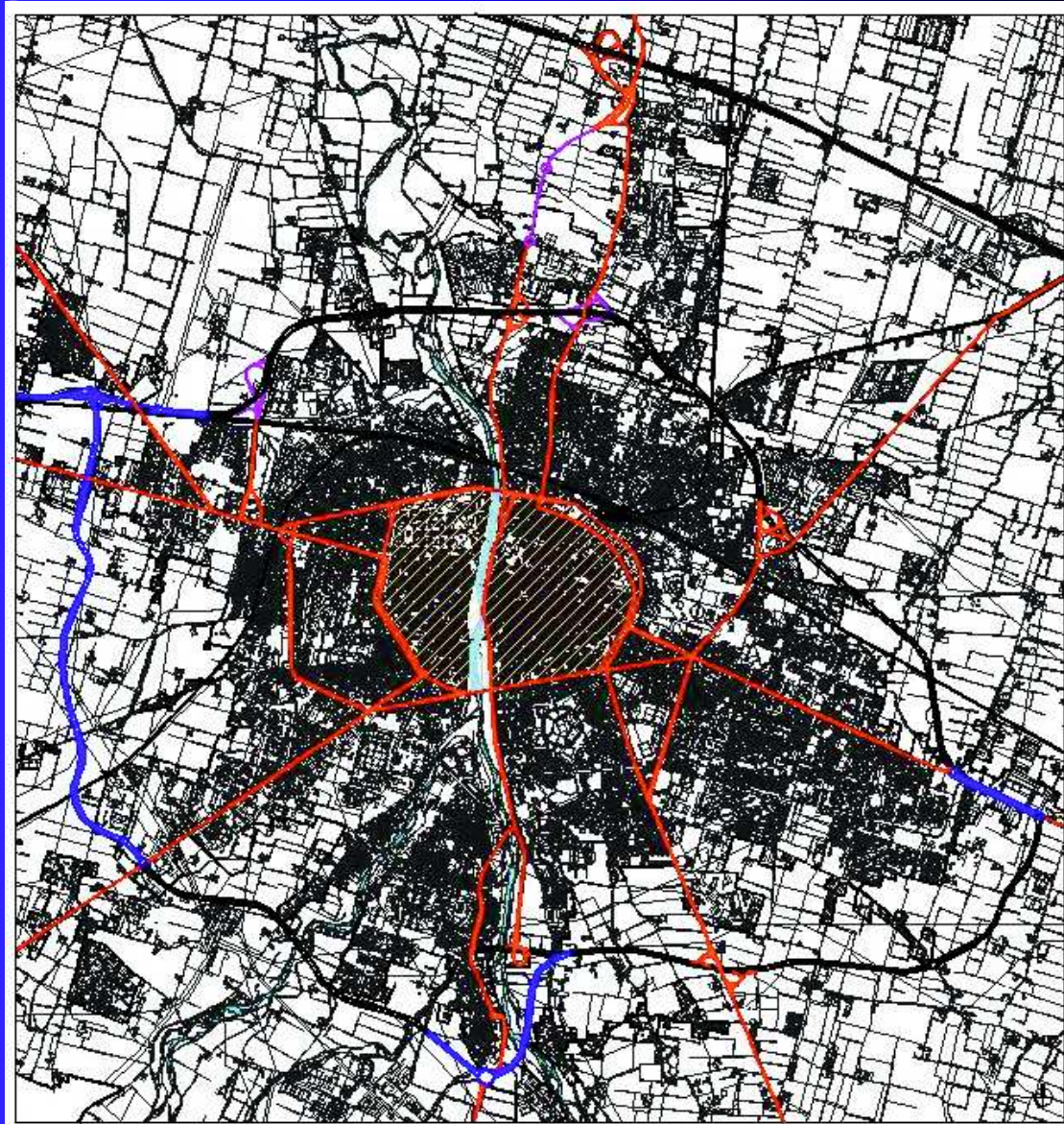
Parma Capital of Food Valley

Parma's province has a very strong **industrial** record. In this area mainly small and medium companies have successfully developed

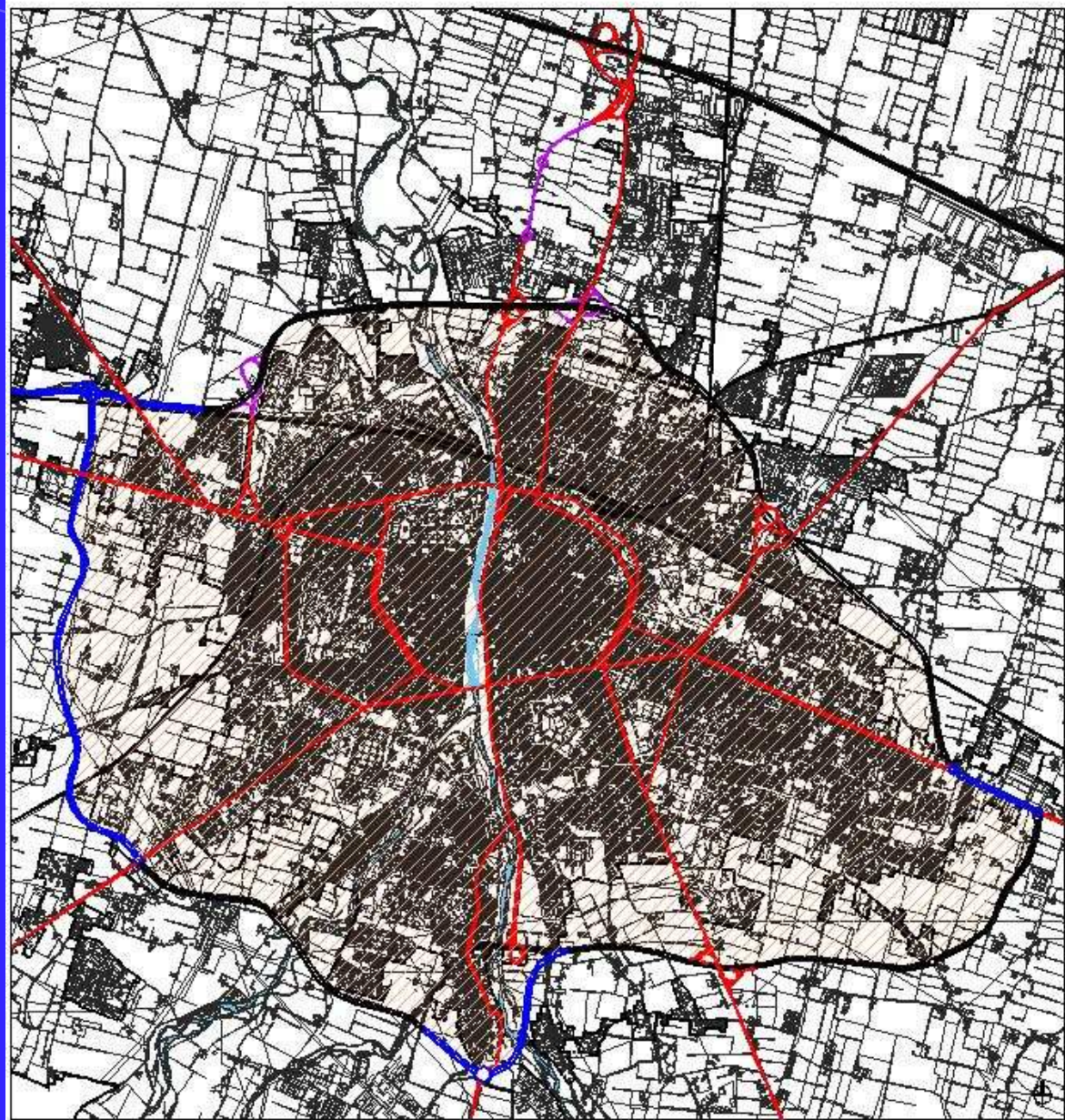
Main trade is run by small shops:

- **7.000** trade shop
- **1.858** in food sector, of which 1.764 are attended by neighbors customers (within 250 m²)
- **4.972** other-than-food distribution shops, of which 4.770 are attended by neighbors customers (within 250 m²)
- **3** supermarkets (big surface) in food sector and **4** other-than-food big surface sales points

Town centre



Total area



Municipality has started a complex plan for intervention for **Sustainable Mobility** development

Main elements:

- development of a infrastructural network adequate to mobility demand
- development and promotion of a public transport
- implementation of a coordinated mobility management plan
- use of a new mobility integrative technologies
- definition of a project for goods distribution

Mobility Management Action Plan

In particular:

- Training sessions for Mobility Managers
- **PSCL** agreements between companies and Municipality (**36** companies are the target with a total of **40.000** employees)
- Elaboration of mobility plan for the employees of Municipality of Parma
- Elaboration of Area Mobility Plan for Municipality of Parma
- Creation of an electronic databases for data related to Mobility Management Policies

Goods Distribution Project is a fundamental part of a sustainable mobility policy

The lack of specific regulation and of necessary adequate modernization of transportation fleet can cause some negative and dangerous effects either human health, environment and traffic:

- increase of traffic congestion due to high number of vehicles that circulate every day also for small deliveries at shops
- worsening of air quality due to the contamination released by inadequate vehicles (especially for PM10 particles)

OBJECTIVE OF **THE PROJECT**

- Increase quality of air: organization of goods distribution in town centre with vehicles at low emission and environmental impact
- Reduction of traffic congestion: regulation of town centre access in order to decrease contamination and traffic congestion

INTERVENTION POSSIBILITIES

- Use of **electronic technologies** for distribution organization
- Selective regulation of town access

The **Project** consists in:

organisation of several **Transit Points** nearby the town ring "tangenziale" where goods can be received, stored and eventually manipulated and sent to final destination by low environmental impact vehicles.



TRANSIT POINT is

a small or medium dimension logistic platform, organised per type (cold, fresh controlled temperature, dry, food, no-food, etc.) where goods can be stored and selected according to destination and where distribution can be organised in accordance to defined **conditions:**

- Optimisation of quantities
- Optimisation of track
- Use of low environmental impact vehicles

At **transit points** the following operations will be done:

- confirmation of access permission for the vehicle to town centre
- Booking of slot at goods distribution place, once activated

Accreditation consists of

- technical-operational structure (allocation, adequacy of type) verification of space availability,
- elaboration of a convention where opportunities and obligations shall be defined according to maximal costs, delivery time and use of environment compatible vehicles
- Transit point electronic connection to Goods Distribution Operational Central Bureau

Steps of Project

1. Actualisation of research on goods distribution in town
2. Preparation and communication of ordinances and rules on limitation of access
3. Elaboration of types of passes at transit points
4. Definition and development of a software for management of goods distribution project

1. Actualisation step

Qualified associations, traders and logistic professionals are the target of an organic research whose aim is, through the use of specific questionnaires and interviews, to create a specific database on goods distribution on the whole territory

2. Step: preparation and communication of ordinances for access limitation to town centre

Ordinances for access limitation are being progressively prepared for conventional vehicles, with the intentions to facilitate access of low environmental impact vehicles according to day time

In the editing ordinances the needs of transport organisations and logistics network customers (producers, distributors and shop holders) will be taken in consideration

3. Step: Transit Point accreditation process

A specific electronic control database shall operate in real time and give automatically access permissions. It shall optimise delivery tracks and give temporary slots at goods distribution positions

Specific electronic projects for logistic shall be initiated in order to avoid potential increase of costs for distribution

Special contributions shall be activated for acquisition of low environmental impact vehicles and for the realisation of logistic platforms

4. Support Policies

The project costs is around 3,5 millions Euro (including private sector investments in Vehicles and Docks. Transit point projects received grants from:

- 160.000,00 € from Regione Emilia-Romagna within the project CITYPORTS
- a consistent part from Ministry of Infrastructure within the development of pilot project E.COMMERCE
- another consistent part from Ministry of Environment that shall be used to finance the acquisition of environment compatible vehicles.

Conclusions

1. The start of project will be october 1st
2. The project is a good public private partnership
3. Target: optimisation of a goods distribution for environment respect