



Freight Logistics in Utrecht

Approach, solutions and success factors

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BESTUFS
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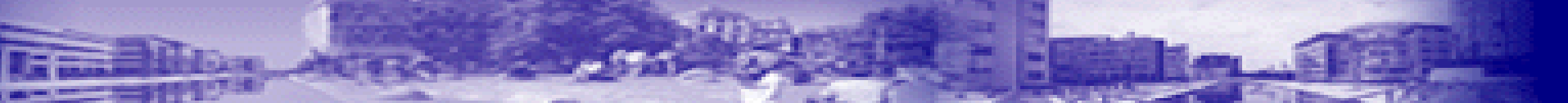
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- Success Factors in Utrecht

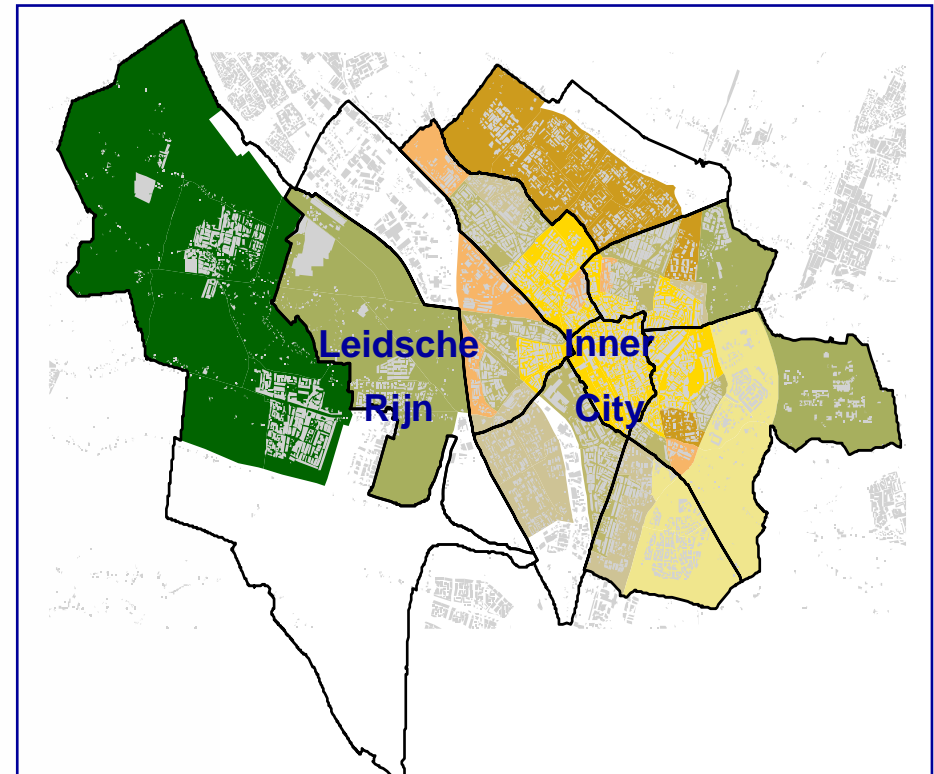
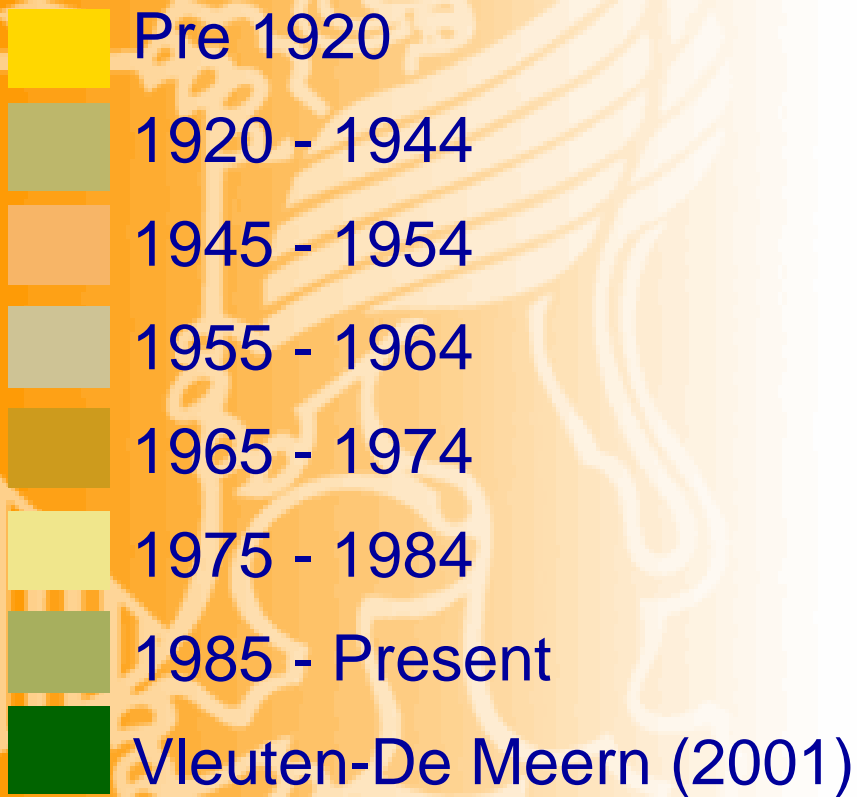


Utrecht Heart of the Netherlands





Utrecht expansion

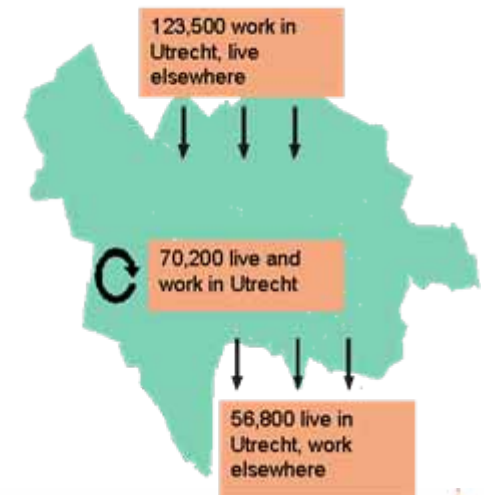
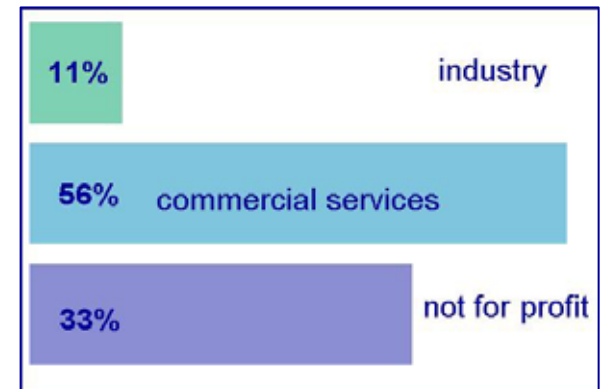


Facts about Utrecht

- 270.000 inhabitants (4th largest city in NL); 320.000 in 2015
- 206.000 jobs

Until 2015:

- 600.000 m² new office space
- 130 ha new industrial area
- 200.000 m² new shopping space



What is the problem?

- Internal transport in NL from/to G4 cities, 2000 (x1.000t)

Amsterdam		Rotterdam	
Rest van Nederland en vv.	13.091	Rest van Nederland en vv.	30.934
Vanuit de Randstad en vv.	35.531	Vanuit de Randstad en vv.	81.012
Vanuit Rotterdam en vv.	5.855	Vanuit Amsterdam en vv.	5.855
Vanuit Utrecht en vv.	2.567	Vanuit Utrecht en vv.	3.736
Vanuit Den Haag en vv.	416	Vanuit Den Haag en vv.	1.306
Totaal	57.460	Totaal	122.843

Den Haag		Utrecht	
Rest van Nederland en vv.	3.358	Rest van Nederland en vv.	17.252
Vanuit de Randstad en vv.	15.017	Vanuit de Randstad en vv.	43.883
Vanuit Amsterdam en vv.	416	Vanuit Amsterdam en vv.	2.567
Vanuit Rotterdam en vv.	1.306	Vanuit Rotterdam en vv.	3.736
Vanuit Utrecht en vv.	821	Vanuit Den Haag en vv.	821
Totaal	20.918	Totaal	68.259

- More than 10% of internal transport is related to Utrecht (through transport excluded)



What is the problem?

- Medieval city centre (canals: problem AND opportunity)
- Expansions, new second city centre
- Main city in region
- Part of Randstad area (quarter of NL area, half of NL population)
- Central position in national road, rail and water system: through traffic, but also many opportunities for ((inter)national) distributors



What is the problem?

Municipal organisation

- Traffic and transport division: 35 people
- 8 policy advisors
- 1 part time policy advisor on freight transport
- 2001: few money, lack of knowledge





Approach to freight transport

- Subjects
 - Short term priority: physical measures in city centre distribution
 - Long term: knowledge collection, all freight transport, stimulating organisational changes, regional/national perspective
- Organisation
 - Condition: private partners should do their share
 - More budget and benefits through co-operation in G4 and Randstad
 - Higher awareness within municipal organisation



City distribution: starting point

Existing measures in inner city

- Loading / unloading zones
- One way traffic, small streets
- Time window in main shopping area
- Bierboot (waterbound city distribution)
- Urban distribution centres (UDC's)
- CABU (advising committee on city distribution)



Bierboot

Clients:

- 4 Breweries
- 1 Catering industry wholesaler (recent)

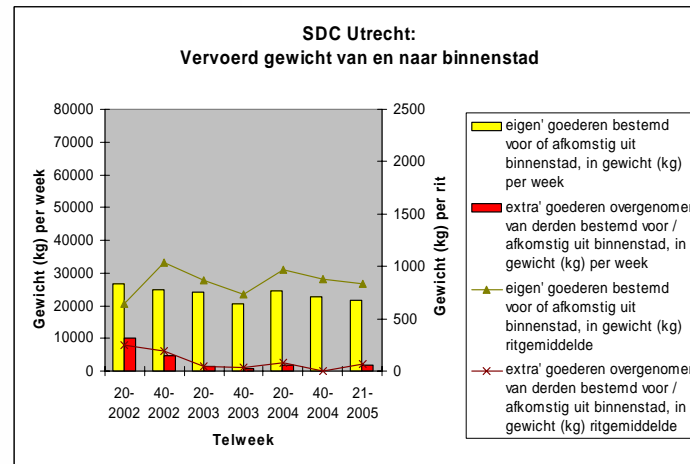
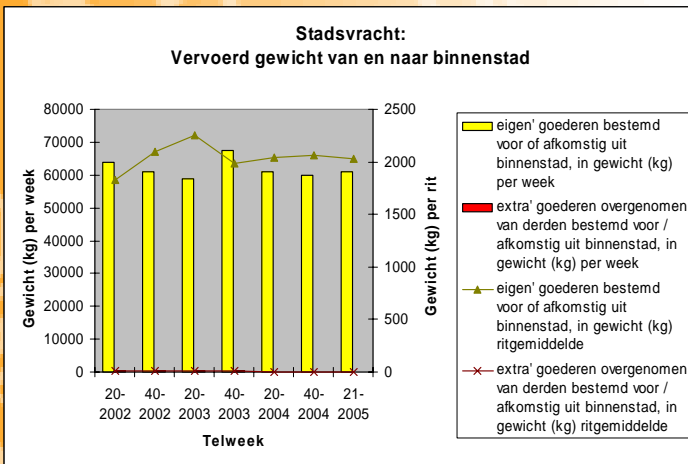
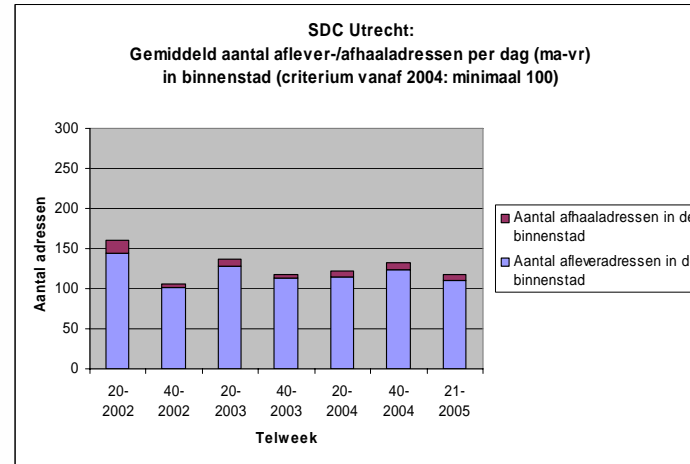
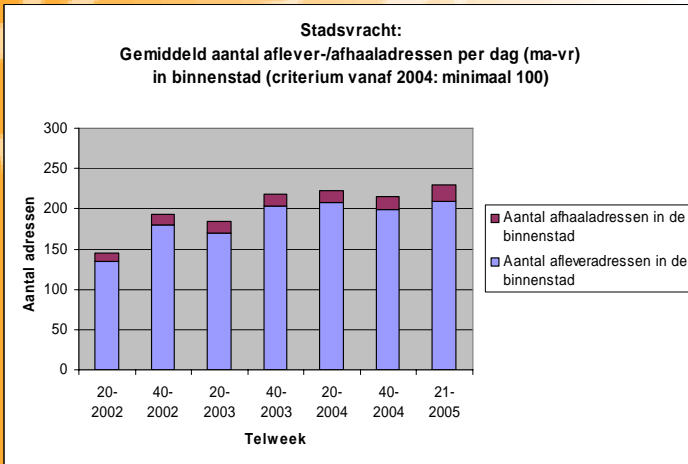


Urban distribution centres

- Demands: Avg. # of addresses / day: > 100
Avg. # of addresses / tour: > 25
- Benefits: Use of bus lane
No time window in pedestrian area
- Currently 2 recognised UDC's
- Part of bigger companies (DHL and GLS)
- Not self-supporting
- Market share of these companies: 15-16%
- Pure share of UDC-transport: 2% (decreasing)



Urban distribution centres



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Inner city Distribution Plan ("Bevoorravingsplan")

- Goals:
 - Optimising existing measures
 - Creating cohesion between existing measures
 - Supplementary measures
- Role of private partners
 - Plan was wish of private partners, therefore alderman asked for financial support
 - Direct support impossible, but indirect support was possible: co-producing the plan
 - Has led to more understanding and realistic proposals from both sides



Inner city Distribution Plan ("Bevoorravingsplan")



Results

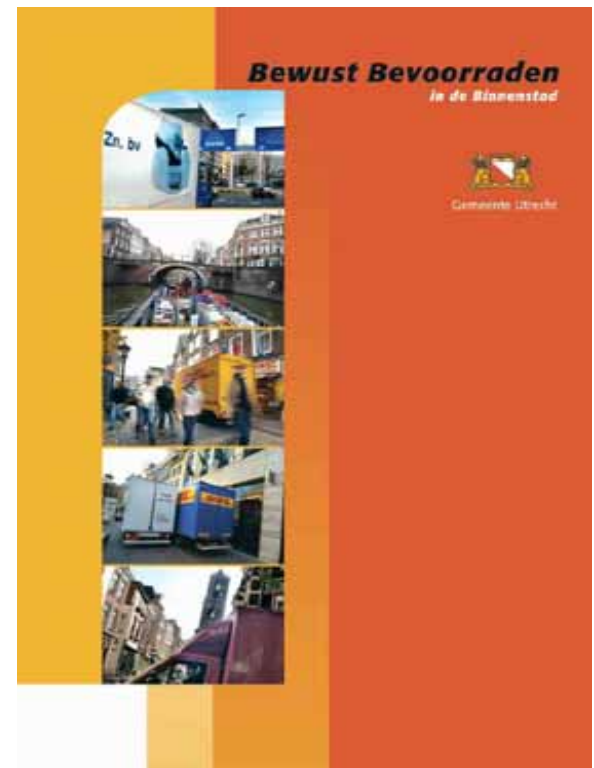
- Total investment €265.000
- 6 new (un)loading locations (now more than 60)
- New road signs
- Check list design (un)loading zones
- Check list city distribution



Inner city Distribution Plan ("Bevoorravingsplan")

Results (2)

- Information and awareness campaign:
 - Measures from Bevoorravingsplan
 - Maps
 - Explanation about UDC (incl. tariffs) and Bierboot
 - Tips for durable distribution (co-operation with neighbours, earlier deliveries, etc)



Downloadable at www.utrecht.nl/bereikbaar, choose "verkeersbeperkingen centrum"





Regional co-ordination ("Samen Goed Geregeld")

- Public Private partnership (10 parties)
- Financial contribution also by private parties
- Integral approach
- National example project
- Finalisation: December 2005
- Filling in the loose ends of, and strengthening the role of the "Bevoorravingsplan" like logistic routes and co-ordination with neighbouring municipalities





Samen Goed Geregeld

Voorbeeldproject Goederenvervoer Regio Utrecht

www.samengoedgeregeld.nl

Regional co-ordination ("Samen Goed Geregeld")

- Integral approach, involving:
 - Quality network for freight transport
 - Regional tuning of regulations (time windows, vehicle constraints, environmental regulations)
 - "Streetmanagement" (improving local organisation and co-operation)
- Very important for Utrecht: biggest interests
- Challenge: involving smaller retailers and small municipalities (although small municipalities can take advantage); ultimately implementation



Sharing Knowledge



- G4-cities have same problems
- Participating in GOVERA (PPP in Randstad on the broad field of freight transport)
- Revenues
 - Vision on freight transport system in Randstad
 - Randstad-wide Quality network
 - Innovative projects
 - Knowledge of GOVERA incorporated in our local transport plan (considered as an example of a short, yet complete freight chapter)
 - Financial “returns”





Success Factors

As a small/medium sized city:

- Take advantage of knowledge of others (region, private parties, other cities)
- Involve private parties as much and as soon as possible; recognise their interests, trust them and dare to share responsibilities
- Show that you care and invest in spite of small budget: interesting and innovative projects (and money) will come at you “automatically” (as long as only few cities pay attention to freight transport!)





Thank you for your attention



the heart of Holland

