

**“5<sup>th</sup> BESTUFS II WORKSHOP”**  
**21 - 22 September 2006**

**ATM S.p.a is the company that  
manages local public transport  
in the City of Milan  
(Metropolitan Area).**



- **ATM provides mobility services for 2,5 million passengers per day.**
- **It manages a fleet of 3.000 vehicles covering an area of 1,051 km<sup>2</sup> ( Milan + 85 Municipalities in the Province).**
- **Traffic performance: 138,000,000 km p.a.**
- **Traffic performance: 600 Million passengers.**
- **ATM employs over 8,600 people spread across 29 sites (offices, depots and maintenance yards).**
- **Network of services: 3 underground lines, 96 road lines, 19 tramlines and 3 trolley-bus lines.**

## **Furthermore:**

- **ATM manages park+ride lots in Milan.**

**Following the liberalisation process of local public transport, ATM S.p.a has drawn attention to the threats in the sector, drawing up structural proposals including modification of several laws, aimed at:**

- performing environment-friendly transport services,**
- helping the Municipality in tackling traffic congestion and pollution.**

**The CITY PLUS experimentation is ATM S.p.A.'s freight-side answer to the growing emergencies of traffic congestion and pollution in the City of Milan.**

## CITY PLUS objectives :

**REDUCING CONGESTION**

**REDUCING POLLUTION**

**Cityplus increases the  
efficiency of LPT in Milan!**

# MILAN TODAY

Commercial vehicles are an important part of the traffic converging on Milan city centre from its hinterland (and v.v.).

**Motorway by-passes  
("Tangenziali")**

**107,241** commercial vehicles

**20%** of total traffic

**Municipal borders**

**78,164** commercial vehicles

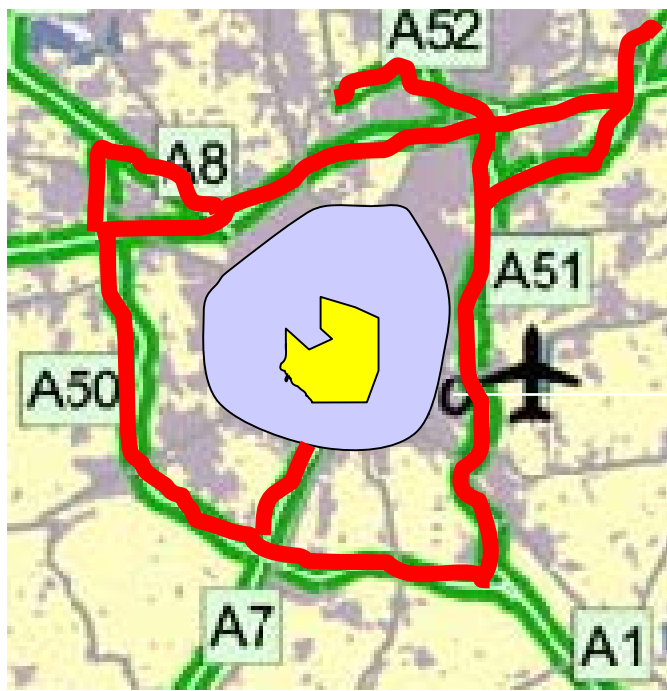
**11.1%** of total traffic

**"Cerchia dei Bastioni"  
Inner ringroad**

**33,431** commercial vehicles

**9.3%** of total traffic

Source: Politecnico di Milano, 2002



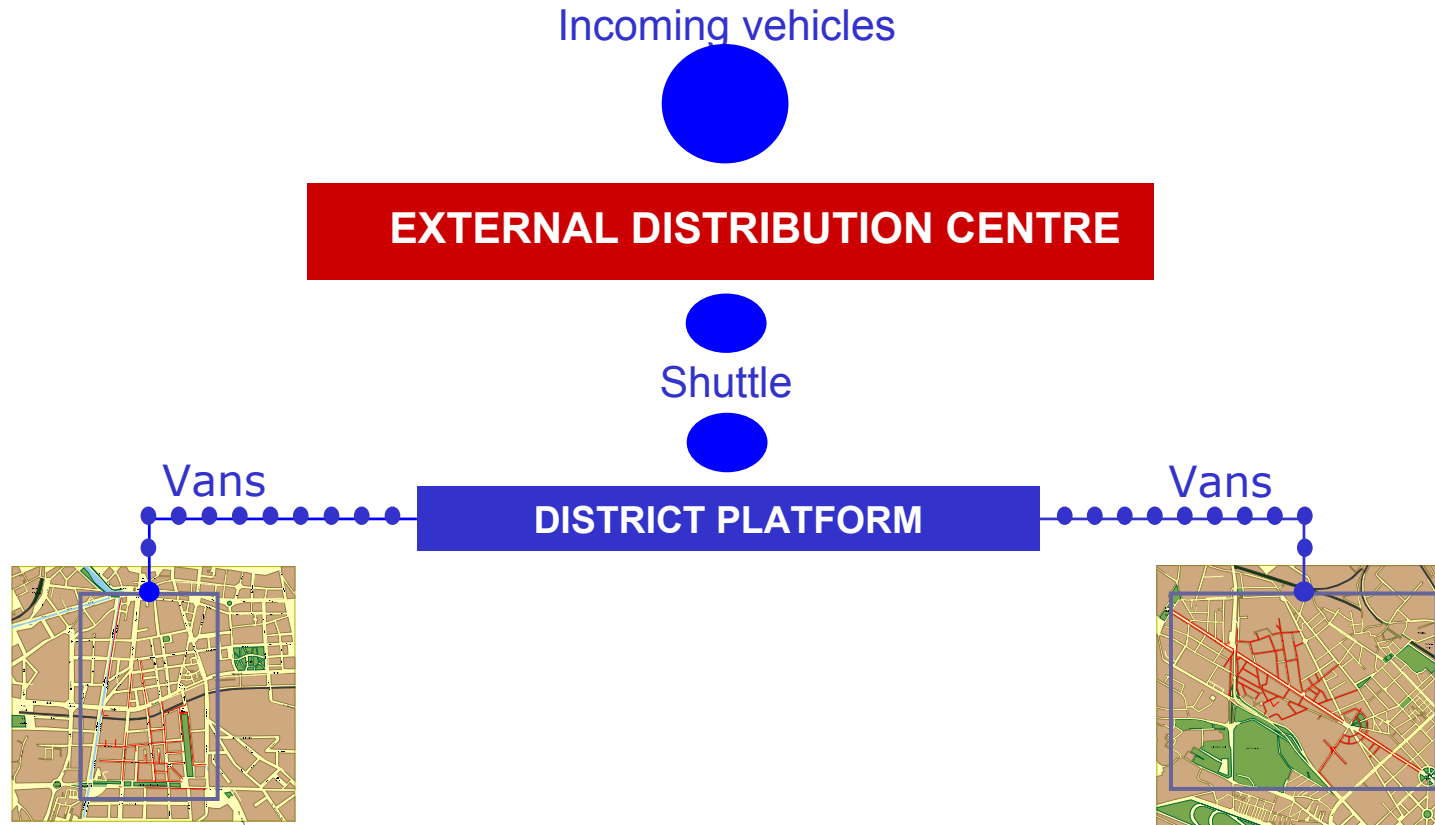
- the average load factor of (own account + 3PL) vehicles is less than 40%
- most of the vehicles in circulation are obsolete and pollutant

# HOW CITYPLUS WORKS

## ICT endowment:

Cityplus uses a cutting-edge computerised system, based on the one used for the request bus system “radiobus ATM”, to optimise routes and provide immediate information to dispatchers and recipients of deliveries.

Cityplus ensures the distribution of goods in the city centre through urban platforms, where parcels are grouped and loaded on Cityplus shuttles and (LEV) vans.



# HOW CITYPLUS WORKS

## The 4 urban platforms:

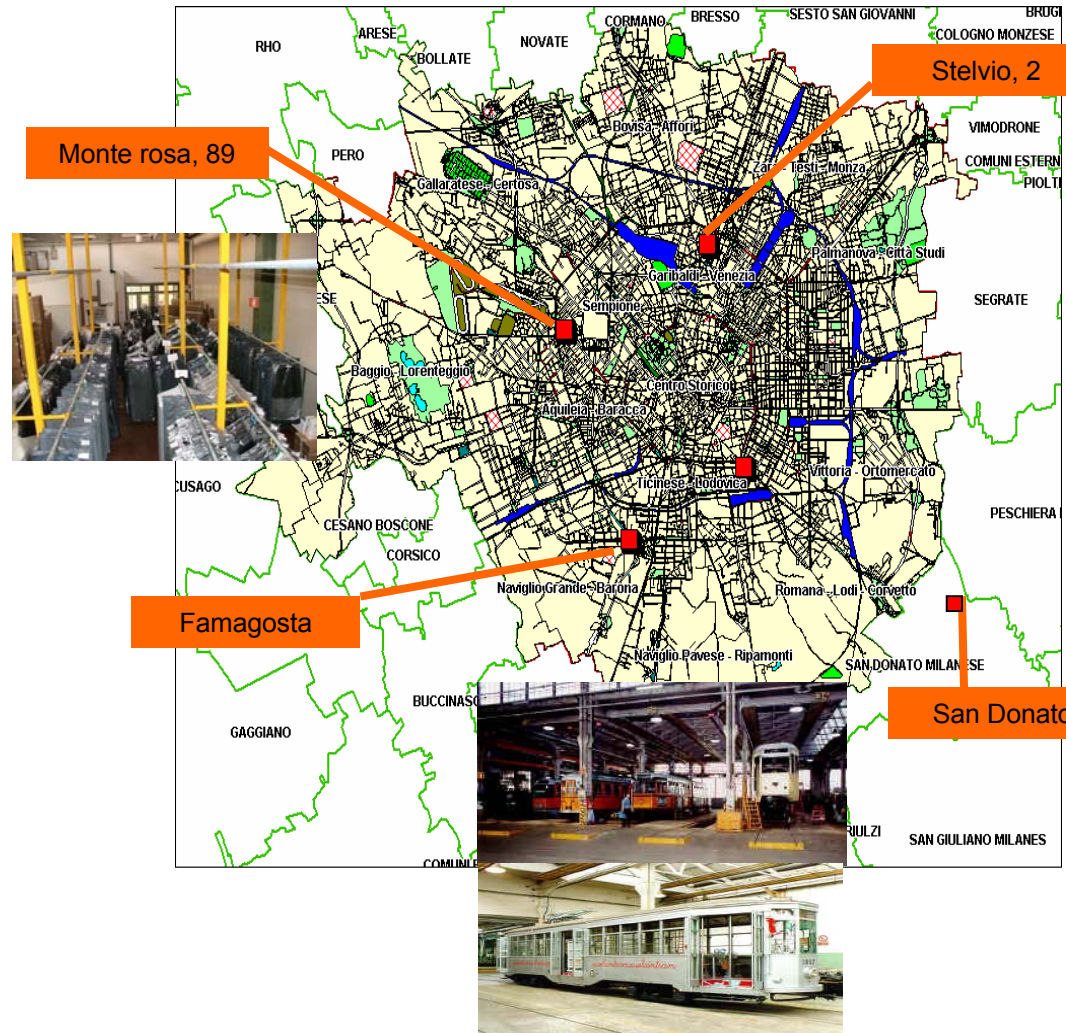
• on the Outer Ring, i.e. are areas with heavy commercial traffic but far from shops

• in **ATM bus/tram depots**.

• equipped with storage and cross docking facilities

• Open 24/7

• NNN vehicles (LNG powered)



# UPDATE

Cityplus has efficient, fully equipped means at its disposal for all deliveries:

- General palletised cargo
- Food and beverage
- Gifts and complimentary goods
- Appended clothes (to showrooms, fashion stores, etc.)

# UPDATE



Cityplus' customers are mainly **shippers**, that keep their contract with 3PLs for the long distance transport leg until the “last mile” platform.

The most part of customers are from **clothing, food, gifts, publishing, health and beauty** sectors .

For ATM itself, Cityplus delivers **travel documents** to over 2000 sales points (bars, newsagents etc..).

Other customers: **Ferrero, Max Mara, ITTIERRE, Industries Group, Salmoiraghi& Viganò, Mondadori, Gusella, Yamamay, L'Oreal...**

Today **Cityplus** makes over 200 deliveries a day, covering over 3000 different destinations in Milan and its province



**Right from the start, the first benefits of CITYPLUS were visible. Although Cityplus impact is very small on the total traffic of Milan, the commercial success in terms of increasing number of deliveries ensures an increasing optimisation of freight traffic.**

## **INSERIRE GRAFICO SU CRESCITA CONSEGNE**

**Furthermore, thanks to goods picking including ATM items (tickets and material), the number of trips for deliveries generated by ATM of per day has been reduced in the various city sales points, with undisputed benefits for traffic congestion and pollution.**