Towards more resilient cities: European public and private sector actions to respond to the market trends and to the social and environmental challenges.

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Spanish adaptation overview: public and private sectors

UFD Challenges

Public Sector
- SUMP
- Regulations
- Measures

Private Sector
- Night deliveries
- New Distribution Business Models
UFD Challenges: Market increasing trends: e-commerce

- Two business models
- E-commerce increases the B2C

\[ \text{Final delivery points} \downarrow \downarrow \quad \text{Transport Flows} \uparrow \uparrow \quad \text{Parcels size} \downarrow \downarrow \]

Complexity
Optimum transport use

03/07/2019
UFD Challenges: Social and environmental needs

Global Warming:
- Climate Change
- Water level

Air quality in cities:
- Respiratory diseases
- Life Quality

Traffic congestion
- Global warming
- Air quality
- Stress

Noise levels
- Increase stress
- Quality of life

Policies →
prevent the worst scenario
and create liveable cities
Spanish adaptation overview: public and private sectors

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Spanish adaptation overview: public SECTOR → SUMP
Spanish adaptation overview: public SECTOR → SUMP

Analysis

First Draft

Review

Public consultation

December, 2016

January, 2018

March, 2019

2016 SUMP Review
Diagnosis of the current situation
Analysis of the foresee situation
Oportunities identification

First draft open consulation
→ Collect feedback and update

Setting goals and objectives
Actions defintion to achieve these goals
→ Public consultation with all sector Representatives, meet interests
Spanish adaptation overview: public SECTOR → SUMP

City of Zaragoza (Spain)
Population ≈ 666000

Scenario for 2027
- Main Objective: Traffic calmed roads and low-carbon and polluted areas
- Access constraints (type, weight)
  - Private vehicle
  - Freight distribution vehicle

1. How will the public sector implement these contraints?
2. How will the public sector facilitate the UFD?
3. How will the private sector adapt to the new scenario?
1. How will the public sector implement these contraints?

Deffinition of superblocks

Civitas Vitoria Gaseitz:
https://civitas.eu/content/superblocks-model

Barrios Barcelona:
http://ajuntament.barcelona.cat/superilles/es/

Barrio Zaragoza:
https://www.heraldo.es/noticias/aragon/zaragoza/2019/05/16/el-ayuntamiento-ya-ha-elegido-barrio-para-crear-la-primera-supermanzana-de-zaragoza-1315012.html
2. How will the public sector facilitate the UFD?

UFD Issues

- Increasing e-commerce is increasing last mile transport intensivity, but calmed and low carbon scenario hinders the conventional UFD

- Loading/Unloading zones available do not meet the zones needs → irregular practices

- Time access contraints to specific areas are incompatible with the timetables for the UFD
2. How will the public sector facilitate the UFD?

UFD measures

- Multifunctional loading/unloading zones (Bilbao, Barcelona)
- Revise the vehicles size and allow night deliveries
- Allow the access to pedestrian areas with specific clean vehicles (bikes)
- Implementation of micro distribution centres
- Subsidies/ fiscal benefits to renew the fleet with clean vehicles
Spanish adaptation overview: public and private sectors

UFD Challenges

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Spanish adaptation overview: private SECTOR

3. How will the private sector adapt to the new scenario?

Revise the vehicles size and allow night deliveries

What does company need for night deliveries?

- Use of clean vehicles (CNG, electric)
- Soundproofing: Vehicles, Facilities, loading/unloading equipment

Succesful stories in the food and consumer sector.

Retailers/ PoS

https://mercadona2016.wordpress.com/

https://www.alimarket.es/alimentacion/noticia/284664/consum-lleva-la-distribucion-nocturna-a-40-tiendas

https://www.clusterforlogistics.lu/members/members-list/member-detail/service/sumy
Spanish adaptation overview: private SECTOR

3. **How will the private sector adapt to the new scenario?**

- Allow the access to pedestrian areas with specific clean vehicles (bikes)
- Implementation of micro distribution centres

**What does company need?**

- **Incorporate new Urban freight distribution models:**
  - multiechelon distribution models
Spanish adaptation overview: private SECTOR

http://elvigion.com/correos-simulara-su-reparto-de-ultima-milla-con-bicicletas-y-triciclos-electricos/


Conclusions

➢ E-commerce trends, enviromental and social challenges require cities become more resilient and get adapted to different scenarios

➢ Public administration plays a crucial role in designing the urban mobility city models with the definition of the SUMP
  ▪ This process requires the participation of the whole community to build a successful engagement
  ▪ Urban freight transport is one of the key sectors to meet the foresee market trends and urban sustainable challenges

➢ Public administration must facilitate private sector with the knowledge and resources to adapt to the new city models

➢ Private sector has to face new challenges and opportunities to innovate
  ▪ New Business distribution models
  ▪ Night deliveries
  ▪ Eco driving training
Thank you for your attention

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