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Recommendations for urban freight policy development in Gdynia

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Abstract

The purpose of this paper was to provide practical recommendations on how to develop Gdynia's urban freight policy based on actual planning experience and characteristics of potential measures. Freight policy scheme was developed as a result of three interrelated factors: a) the general procedure of the urban freight planning, b) the city's current planning stage analysis and, c) characteristics of urban freight objectives and related measures which allowed to compare existing planning competence with practical implementation requirements. Three phases of policy development were identified: preparation phase, implementation and follow up. On this basis, urban freight component of the Sustainable Urban Mobility Plan for Gdynia was proposed as a part of CIVITAS Dynamo project implementation. The SUMP's objectives were then described with the set of concrete measures. However final structure of the SUMP depends on the city's authorities approval, presented recommendations are intended to serve as a practical support for local decision makers.

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1. Introduction

Gdansk, Gdynia and Sopot form the core of the Tricity metropolitan area with more than one million inhabitants, two major seaports and highly complementary markets creating the most important economic area in northern Poland. Positive changes in the economic environment increase the demand for transport services, challenging the existing policies and calling for more effective solutions. There is growing awareness of the impacts transport has on

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the urban environment coupled with a constant growth of the car ownership ratio. At the same time downtown businesses seek a full use of the location potential to gain an advantage over large chain retailers expanding their networks. With growing public participation, city authorities are faced with higher expectations of urban populations.

The unexplored potential for urban freight planning may be seen in contrast to more advanced and sustainable measures in the area of commuting and public transport, a recent addition to the city's planning documents. This was the main reason for verifying how the city of Gdynia could proceed with its urban freight planning bearing in mind the existing potential and limitations. Because the city has launched a revision of its strategic documents, planners and decision makers should pay special attention to urban freight and develop a practical tool for aligning freight related activities with the city's strategic goals.

2. General procedure of urban freight planning

To facilitate a comprehensive approach to urban freight planning, a four stage procedure was developed (Kaszubowski, 2014a), presented in Fig. 1 and Fig. 2. The procedure would serve as a basis to formulate recommendations for freight policy options in Gdynia identifying crucial requirements for the planning process and policy development. These requirements will be also a part of the city's freight planning stage assessment. The procedure includes standards phases of planning, preparation, implementation and evaluation, broken down into subsequent steps to cover all factors related to urban freight specificity. The main objective of this procedure is to structure a decision making process and incorporate all required data to prevent inadequate decisions. In most cases the implementation of city distribution measures can be described as the learning by doing approach (Visser et al., 1999). Despite that, the learning process should have an operational structure to generate best results. The procedure may be used as a long-term planning tool supporting strategic decisions, when particular attention is given to the planning phase, its forecasting modules and the identification of feasible measures to support the transport system's long-term objectives. It can also be considered as a support tool for operational decisions for single measures or combined measures oriented at selected problems. The difference is the scope of data used for analysis and in most cases the time horizon for results estimation. To ensure the success of this procedure, we need to have clear evaluation criteria at the early stage of planning to ensure proper monitoring of the implementation. This condition implies a good understanding of the measures and a rational vision of expected results.

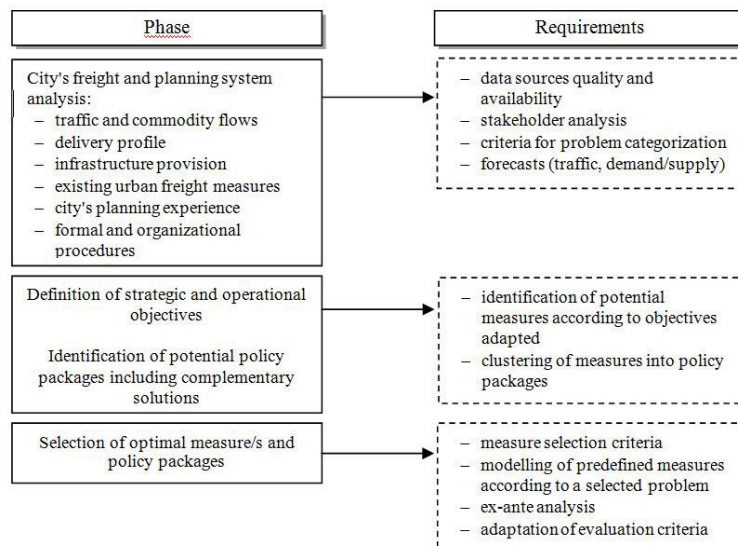


Fig. 1. Planning phase and its requirements

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