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## Stakeholder's perception about urban goods distribution solution: exploratory study in Belo Horizonte (Brazil)

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### Abstract

The urban goods distribution is an important factor for dynamic of the economic activity in the city. In this paper, we present the results of the survey, which identify the stakeholder's perception about urban goods distribution in Belo Horizonte (Brazil). Population, carriers, retailers and government were interviewed to understand the vision and paradigms about the problematic. As result, solutions and relations between stakeholders were identified. The results indicate that the city logistics solutions should promote the integration the different views of these stakeholders and, it is necessary to invest in forums to change the paradigm with respect the advantages/disadvantages of a cooperative vision for the urban goods distribution.

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### 1. Introduction

Urban goods delivery is an important factor in the dynamics of economic activity in a city as the cargo is an essential element to the existence of a competitive market. In that way, Dablanc (2007) stated that urban freight distribution is a key activity in the development of cities, with significant importance in sustaining the lifestyle of the population and maintaining the competitiveness of industrial and commercial activities. However, this activity

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has a direct impact on the urban area and urban logistics provides solutions to improve its efficiency, reducing congestion and mitigating environmental externalities.

The main problems related to urban freight transport are congestion, poor road networks and inadequate loading/unloading operations due to factors such as the size of freight vehicles, the saturation of traffic levels, project failure and bad pavement (Ogden, 1992). Also, Macharis and Melo (2011) pointed out conflicts between urban activities and goods distribution, generating social, environmental and economic externalities and requiring solutions to improve the efficiency of cargo transportation, which take into account mobility, quality of life and sustainability.

Due to the high complexity of urban goods distribution activity, information about preferences and perceptions for each stakeholder has become essential, especially because their interests are often divergent and conflicting. To Taniguchi and Tamagawa (2005), it is necessary to consider the behavior of stakeholders associated with urban freight transport in examining and evaluating city logistics measures. The shippers, freight carriers, residents and administrators are the key stakeholders in urban freight transport (Taniguchi et al., 2001, Taniguchi and Tamagawa, 2005, Behrends 2015) and the main interactions between those stakeholders are presented in Figure 1. To Ballantyne and Lindholm (2012) is not easy the stakeholders' identification, their complex relationships and effect on urban freight.

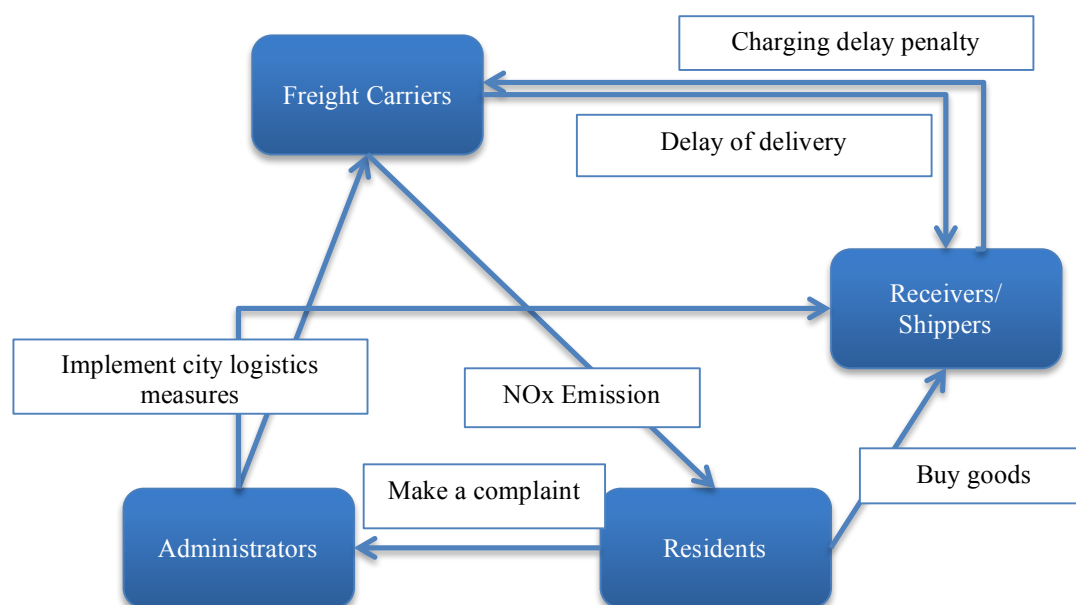


Fig. 1. Interaction among stakeholders in urban freight transport (Adapted from Taniguchi and Tamagawa, 2005)

Taniguchi et al. (2015) stated that the stakeholders' behavior affects the results of city logistics measures, and this behavior is important to studies involving decision-support systems and multi-agent models are often used to represent this behavior. Russo and Comi (2015) indicated that the low degree of acceptability among stakeholders could be solved with the analysis and selection of implemented city logistics solutions that consider all stakeholders needs. Lindholm and Ballantyne (2015) highlighted that lack of freight stakeholder's involvement in urban transport policy and policy makers, and reinforce that it is necessary to include the stakeholders in this decisions and policy making.

To Taniguchi et al. (2014), the partnership and consensus among stakeholders can be extremely important in implementing city logistics projects regarding different stakeholder expectations. Yet, Lindholm (2014) states the freight quality partnership is one way to include the stakeholders in transport planning process. According to Kibajaniak (2015), the involvement of all stakeholders is necessary in formulating long-term plans in city logistics as is

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