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Private public collaboration on logistics in Norwegian cities

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Abstract

This paper presents conclusions from a survey among urban freight actors in the four biggest cities in Norway (Oslo, Bergen, Stavanger and Trondheim). The survey focus on logistic operations and transport decisions affecting the city logistics. In the studied cities we found that there is lack of emphasis on urban logistics and urban freight transport planning. The survey indicates that the missing focus on logistic activities is due to lack of co-ordination among actors involved in urban logistics, and often insufficient dialogue between city authorities and private actors who operate in the cities. Representatives from the industries do not always understand the municipal planning processes and on which level of bureaucracy the plans are accomplished.

To solve challenges a suggestion related to urban logistics and collaboration among private and public actors is to develop structured Urban Logistic Plans. A part of such plans should be the involvement of all stakeholders in the exploitation and processes of development. The stakeholders must also be involved in policy development and strategic planning processes. The survey indicates that congestion and access to centrally located loading and unloading zones are the biggest problem for freight transport in Norwegian urban areas. From the industry, there is a request that loading and unloading zones must be incorporated as part of land use plans.

It was also stressed that local authorities must include plans for goods deliveries in line with services from taxi and public transport in sustainable urban mobility plans (SUMPs).

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Keywords: City logistics; collaboration; urban freight planning; transport industry.

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1. Introduction

Urban areas represent particular challenges for freight transport, both in terms of logistical performance, environmental impacts (emissions, noise, accidents, congestion and land use) as well as area for public private collaboration. Urban freight is indispensable for the city's economy, but at the same time freight deliveries significantly affect the attractiveness and quality of urban life. Freight transport is a part of the urban transport system, and goods, waste and service trips in cities impact negatively on traffic and the environment. As these activities take place in space shared with many other actors, including public transport operators, private car users, taxis, cyclists and pedestrians, this generates conflict between the different interests of stakeholders. The inevitable outcome of business trade are the freight flows as goods must be conveyed between sellers and buyers which are often apart. Bearing in mind that 80 % of the European Union population lives in urban areas, while about 85 % of the Europeans Union GDP is generated in cities, then goods will inevitably be carried into, out of, or even across such areas (Ecorys, University of Antwerp, University of Lisbon and prof. Dablanc, 2015). Urban freight transport represents between 20 to 25% of road space contributing to between 10 to 20 % of urban road traffic (TURBLOG, 2010). (European Commission DG MOVE, 2012) reports that the share of emissions of freight vehicles is between 20% and 30% of total urban traffic emissions.

The development of new consumers' demands and retail formats (including e-commerce) makes urban freight operations even more challenging.

European Commission (2013) defines urban logistics as "the movement of goods, equipment and waste into, out from, within or through an urban area". Urban freight and urban logistics have been given increasing attention over the last decade, and many cities and companies across Europe have undertaken various trials of regulatory, technological, infrastructural and logistical measures with the intention of making urban freight transport more efficient.

In the Action Plan on Urban Mobility (European Commission, 2009 (COM(2009)490 final)) the Commission explains that it intends to provide help on how to optimize urban logistics efficiency, including improving the links between long-distance, inter-urban and urban freight transport, aiming to ensure efficient 'last mile' delivery (Action 19). Another focus in the Action Plan is how to better incorporate freight transport in local policies and plans, and how to better manage and monitor transport flows.

There remains however a lack of emphasis on urban logistics in city and transport planning. Of those who expressed an opinion in a 2012 DG MOVE public stakeholder questionnaire, 83% did *not* agree that "urban transport planning gives sufficient consideration to urban freight logistics". The European Commission (2013) suggested that this was due to a lack of:

1. focus and strategy on urban logistics, and few cities have an individual in authority responsible for urban logistics;
2. co-ordination among actors involved in urban logistics, and in many cases insufficient dialogue between city authorities and private actors who operate there;
3. data and information which makes it difficult to improve operational efficiency and long-term planning. The development of new consumers' demands and retail formats (including e-commerce) makes urban freight operations even more challenging.

Many attempts have been made to improve the economic and environmental performance of urban freight transport (Macharis and Melo, 2011; SUGAR, 2011; TURBLOG, 2011 and STRAIGHTSOL, 2014) are some of several projects that study urban-interurban interfaces and last mile distribution promoting increased effectiveness and sustainable solutions for urban-interurban shipments and urban logistics. To answer topic 2 a suggestion is to especially study Urban Logistic Plans and involvement from all stakeholders in processes and decisions to solve day to day challenges and how private stakeholders are involved in policy development and strategic planning processes. On the other hand freight knowledge does affect the outcome of actions. Lindholm M, 2010 conclude that the lack of awareness and knowledge in freight transport issues generates no, or low, interest in handling those problems in urban areas. This is most probably affecting the sustainability of the freight transport system, since nothing, or almost nothing, is done to reduce the impacts in an efficient way.