



CiViTAS

Cleaner and better transport in cities

CATALIST



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
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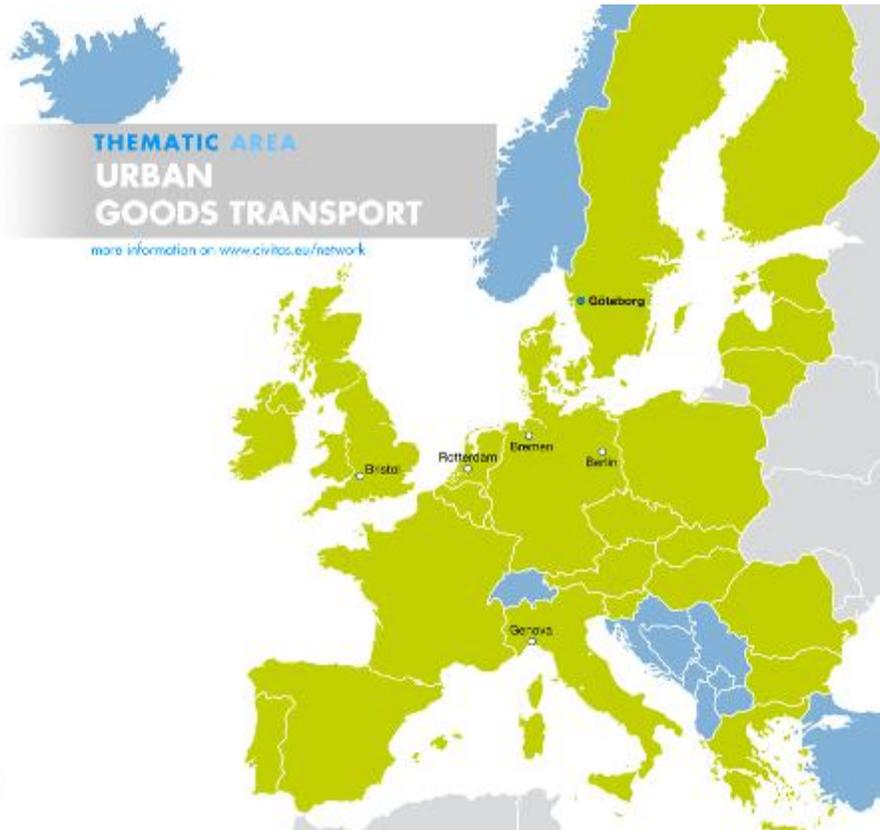
Urban Goods Workshop

11 February 2010

Brussels

Richard van der Wulp

Municipality of Rotterdam



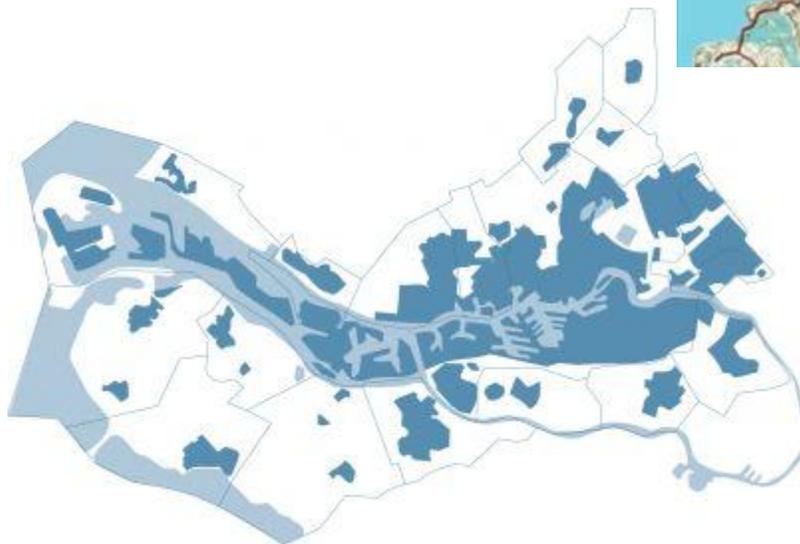
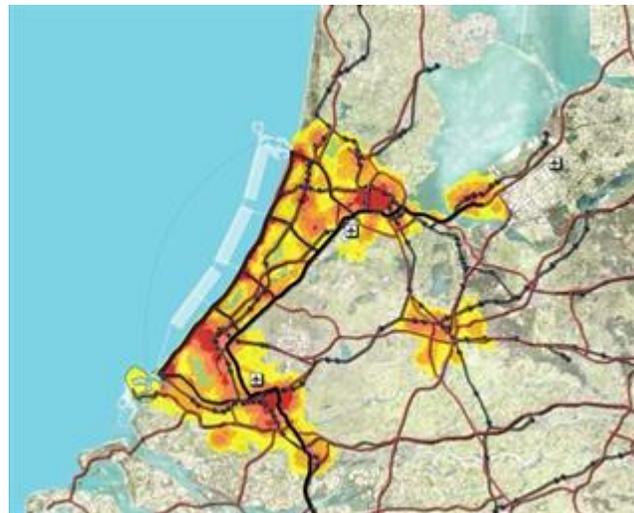
C.C. Consortium Agreement

Thematic Coordinators are partner cities responsible for providing a source of inspiration for other cities and promoting an interactive process bringing together partner and non-partner cities ties in specific fields, which can be seen as a source of inspiration for other cities.+



Knowledge Exchange / Development (1)

- “ Local / Regional
- “ (Large) Cities
- “ National



Knowledge Exchange / Development (2)

Citizens' Meeting
on Mobility
Mobility in the Cities
of the 21st Century



Encuentro ciudadano
con la movilidad
Movilidad en las
ciudades del siglo XXI

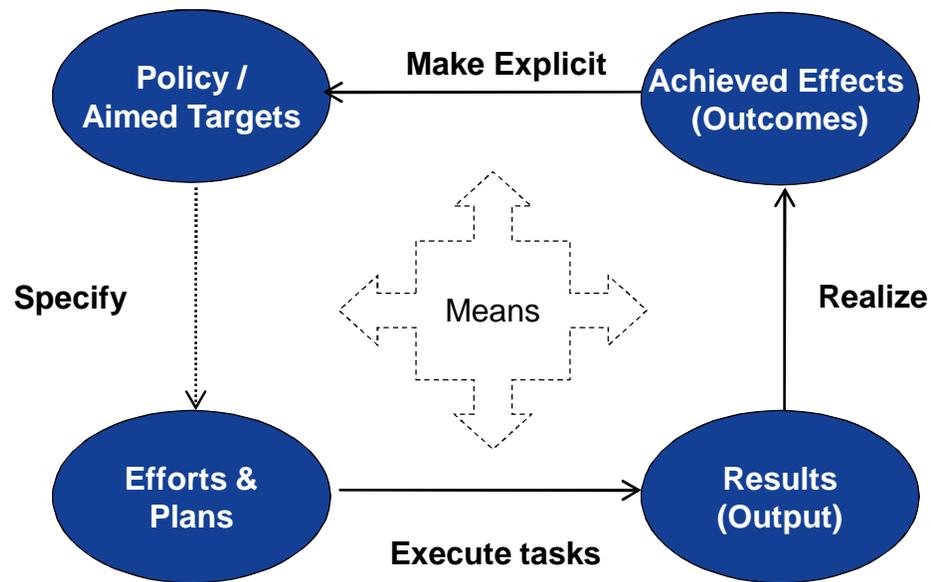


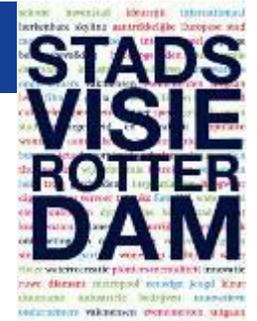
Story Line

- “ Process Management
 - “ Policy / Aimed Targets
 - “ Effort and Plans -> Strategy
 - “ Results
 - “ Achieved Effects
- “ Knowledge Development / Exchange



Process Management





Policies

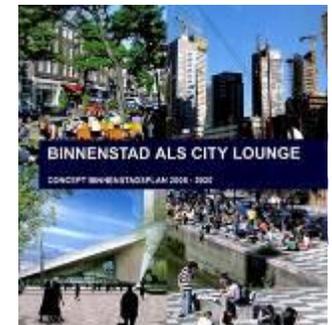
General vision of the City of Rotterdam City Vision

Sector

- ” Traffic: Urban Traffic and Transport Plan
- ” Economy: Rotterdam Economic Vision
- ” Environment: Rotterdam Climate Initiative
& Rotterdam Program Air Quality
- ” ò e.g. social aspects

Area

Central City Vision



Aimed Targets (Sector)

City Vision " Strong Economy (Employment) " Attractive City (Balanced Composition of the Population)	
Traffic and Transport " Sustainable Accessible City " Sustainable Mobility System	e.g. 80 % usage of P+R Average speed car 25 km/h 50 % reduction traffic- related death rate
Economy " City of Entrepreneurs " City of Knowledge " Attractive City	e.g. + 20% hotel stays 10.000 m2 new small sized office space available + 25 international companies
Environment " Improve Air Quality	e.g. -/ 50% CO ₂ 1990 Æ 2025 Reduction PM ₁₀ & NO _x



Aimed Targets (Area)

City Vision

- “ Strong Economy (Employment)
- “ Attractive City (Balanced Composition of the Population)

Central City Vision

To develop the central city to a high quality place to meet, stay and enjoy for citizens,

- + 5.000 apartments
- + 600.000 more m² offices
- + 80.000 more m² retail

Total intensified by 20%



Sustainable View in Policies



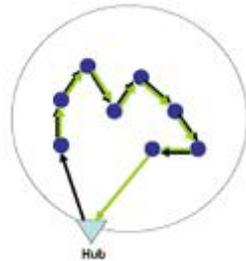
Sustainable Mobility



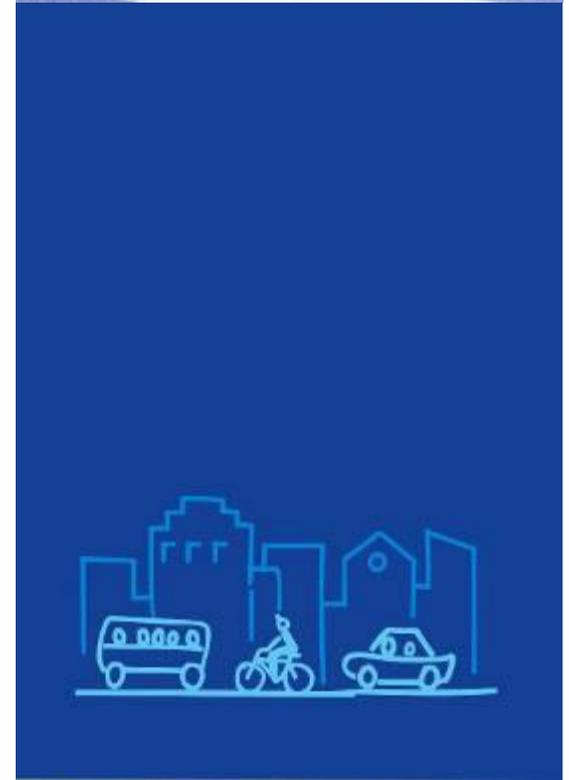
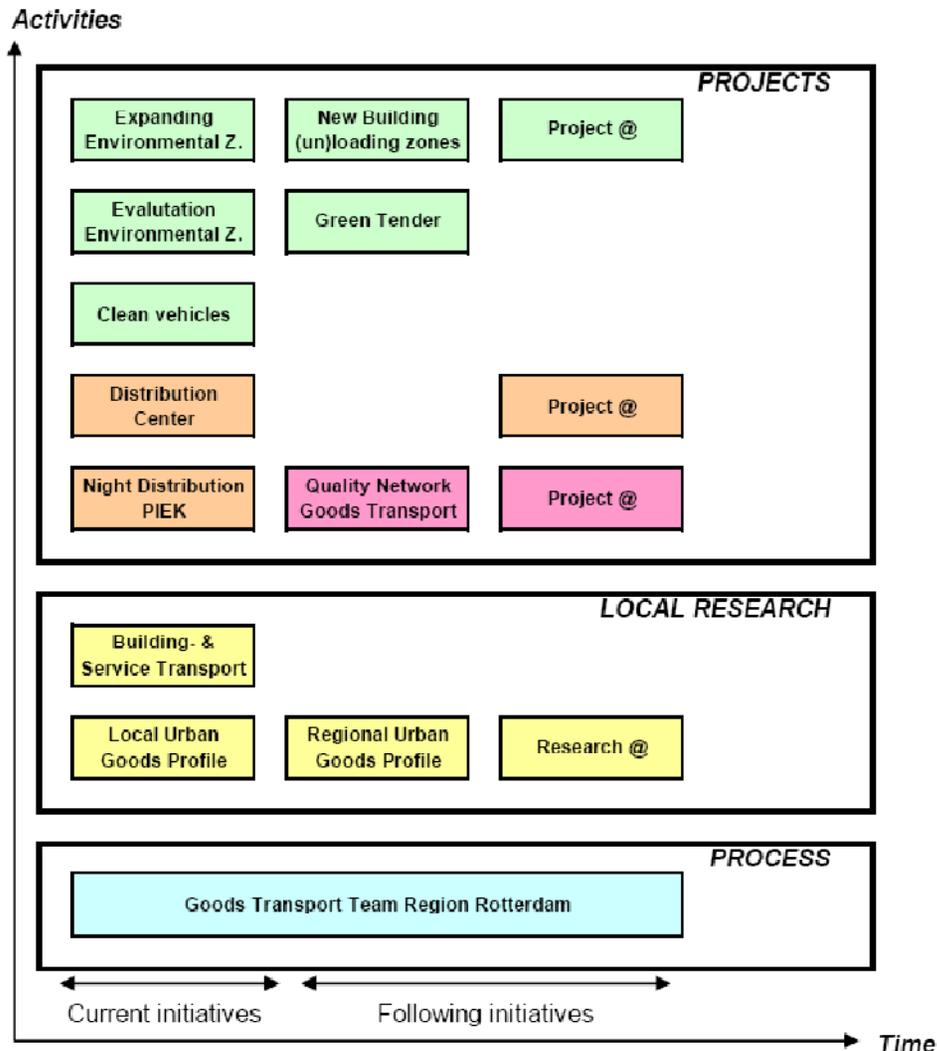
Clean Use

Clean Vehicle

Clean Fuels



Efforts and Plans -> Strategy



Process

Goods Transport Platform Region Rotterdam

“Very important!”



Local Research

Recent:

- “ Urban Goods Transport Profile
 - “ Primarily about Retail en Hotel and Catering Industry
 - “ Centers of Rotterdam
- “ Building- & Service Transport
 - “ Transport for building industry in urban area
 - “ Service transport
 - “ Often small and medium sized vehicle

Nearby Future:

- “ Regional Urban Goods Transport Profile
 - “ Primarily about Retail en Hotel and Catering Industry



Activities (1)

Recent:

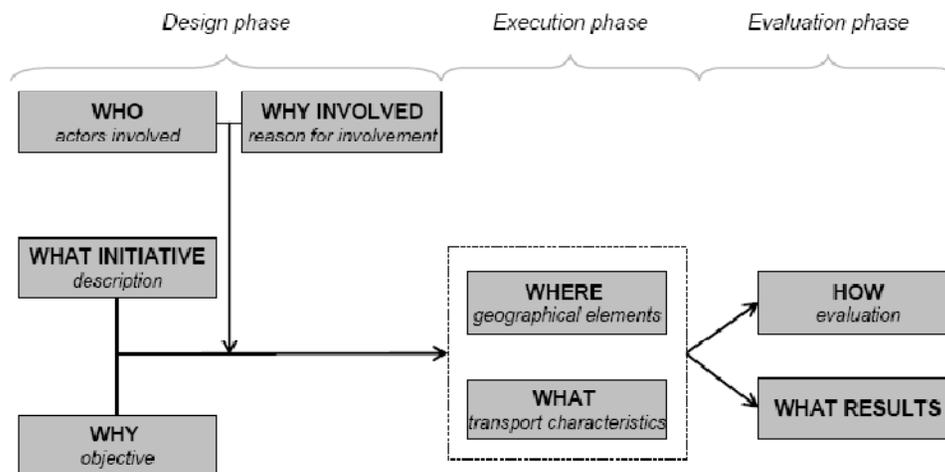
- “ Environmental Zones
- “ Night Distribution (PIEK)
- “ Urban Distribution Centre
- “ Regional Quality Network for Goods
- “ Electric Vehicles

Nearby Future:

- “ Specifications about (un)loading for new buildings in high density areas
- “ Green Tender
- “ Investing in a Sustainable Accesible Goods Transport Network



Characteristics differ per City



Source: Quack, H. (2008). *Sustainability of Urban Freight Transport*.



Conclusions

“ Take the next step:
Make a Strategy

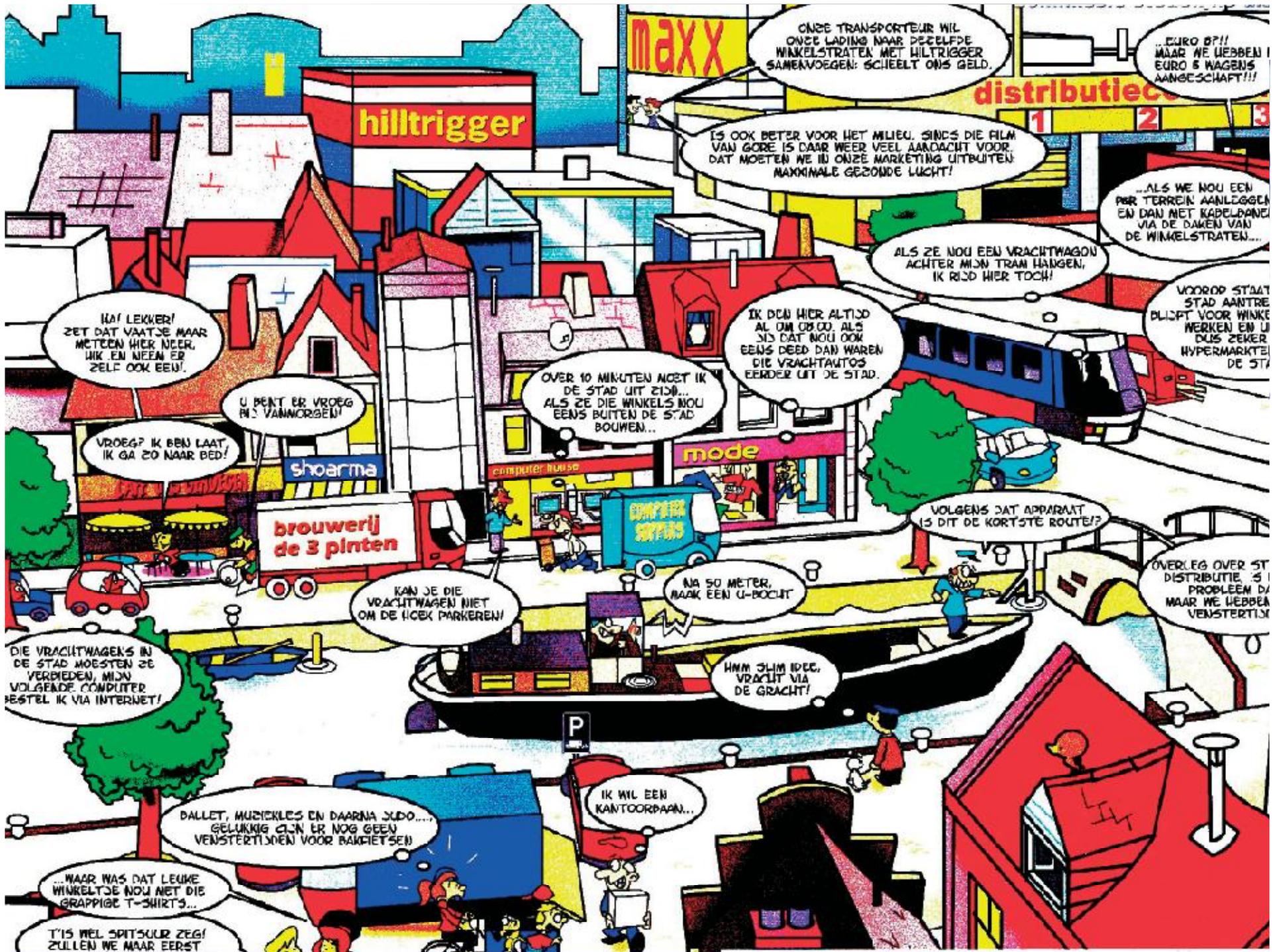


“ Combinations - Carrot and the stick



“ Public Organisation is only the oil in engine





ONZE TRANSPORTEUR WIL ONZE LADING NAAR DEZELFDE WINKELSTRATEN MET HILTRIGGER SAMEVOEGEN: SCHEELT ONS GELD.

...EURO 0?!! MAAR WE HEBBEN 1 EURO 5 WAGENS AANGESCHAFT!!!

IS OOK BETER VOOR HET MILIEU. SINCS DIE FILM VAN GORE IS DAAR WEER VEEL AARDACHT VOOR. DAT MOETEN WE IN ONZE MARKETING UITBUIJEN MAXIMALE GEZONDE LUCHT!

...ALS WE NOU EEN PER TERREIN AANLEGGEN EN DAN MET KABELDRADE VIA DE DAKEN VAN DE WINKELSTRATEN...

ALS ZE NOU EEN VRACHTWAGON ACHTER MIJN TRAM HANGEN, IK RIJD HIER TOCH!

VOOROP STAAT STAD AANTRE BLIJFT VOOR WINKEL MERKEN EN U DUS ZEKER HYPERMARKET DE STA

IK DEN HIER ALTIJD AL OM 08.00. ALS NIJ DAT NOU OOK EENS DEED DAN WAREN DIE VRACHTAUTOS EERDER UIT DE STAD.

OVER 10 MINUTEN MOET IK DE STAD UIT ZIJN... ALS ZE DIE WINKELS NOU EENS BUITEN DE STAD BOUWEN...

WAI LEKER! ZET DAT VAATJE MAAR METEEN HIER NEER. WIK EN NIEER ER ZELF OOK EEN!

U BENT ER VROEG NIJ VANNORGEN!

VROEG? IK BEN LAAT, IK GA ZO NAAR BED!

shoarma

brouwerij de 3 pinten

computer huise

mode

VOLGENS DAT APPARAAT IS DIT DE KORTSTE ROUTE!?

OVERLEG OVER ST DISTRIBUTIE, SI PROBLEEM DA MAAR WE HEBBEN VENSTERTIJDEN

KAN JE DIE VRACHTWAGON NIET OM DE LIEK PARKEREN!

NA 50 METER, MAAK EEN U-BOCUT

HMM JIJM IDEE, VRACHT VIA DE GRACHT!

DIE VRACHTWAGENS IN DE STAD MOESTEN ZE VERBIEDEN, MIJN VOLGENDE COMPUTER BESTEL IK VIA INTERNET!

DALLET, MUZIKLES EN DAARNA JUDO... GELUKKIG ZIJN ER NOG GEEN VENSTERTIJDEN VOOR BAKKIETSEN!

IK WIL EEN KANTOORBAAN...

...WAAR WAS DAT LEUKE WINKELTJE NOU NIET DIE GRAPPIGE T-SHIRTS...

T'IS WEL SPITSOUR ZEG! ZULLEN WE MAAR EERST!

Thank you

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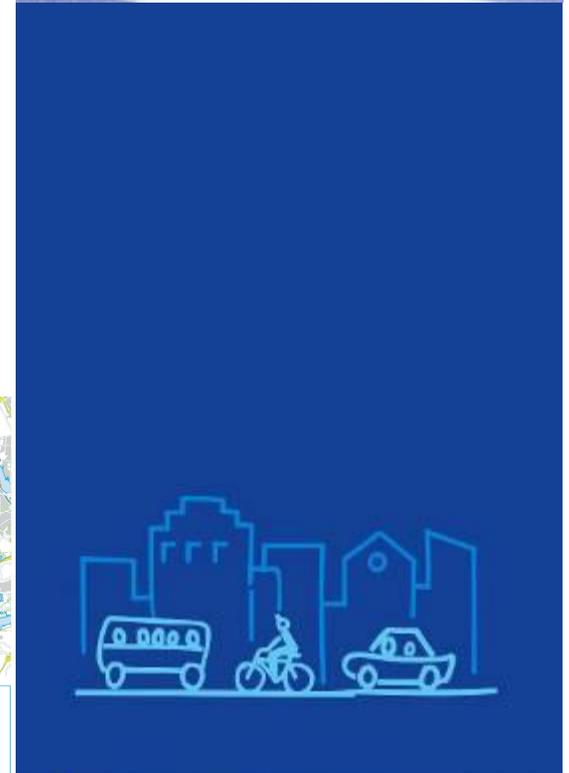
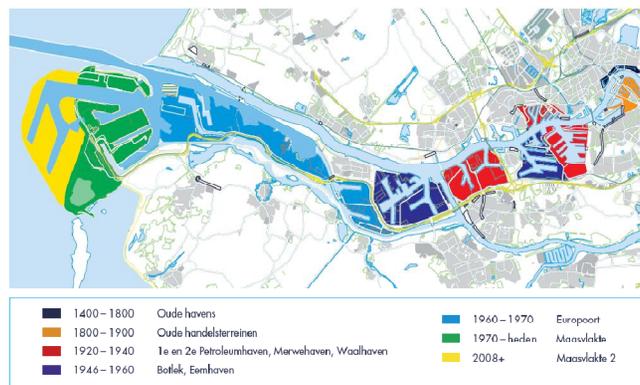


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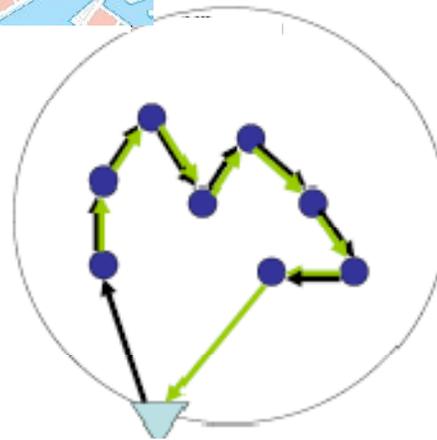
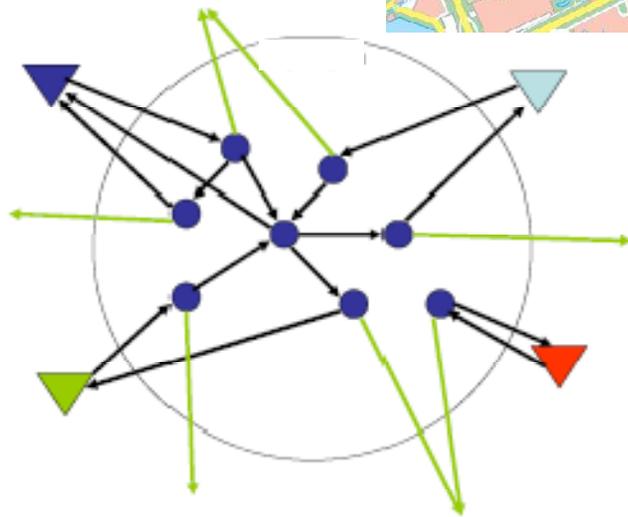
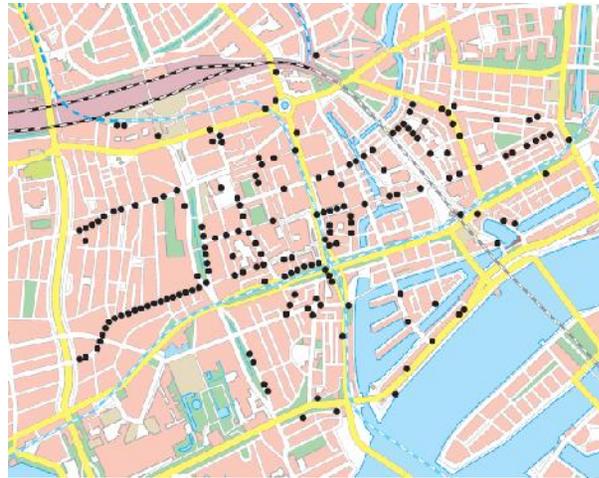
@1 Restricted Zone



@2 PIEK È Night Distribution



@3 Binnenstadservice.nl



Hub



@5 Inform (ation)

