



CiViTAS
Cleaner and better transport in cities

CATALIST



THE CIVITAS INITIATIVE
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EUROPEAN UNION

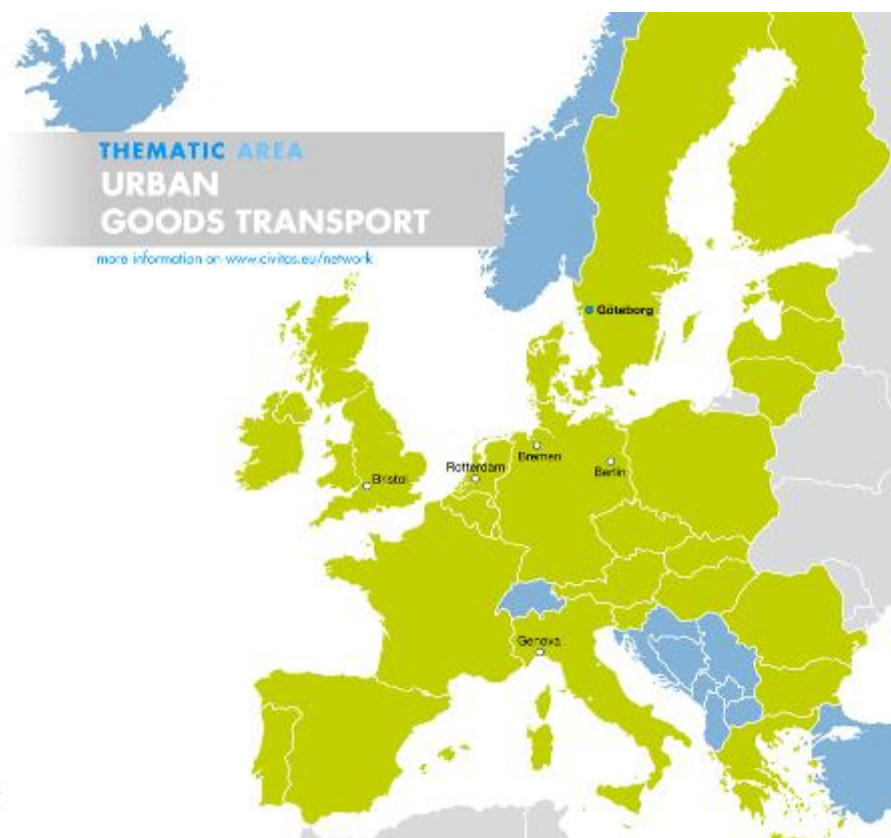
Urban Goods Workshop

11 February 2010

Brussels

Richard van der Wulp

Municipality of Rotterdam



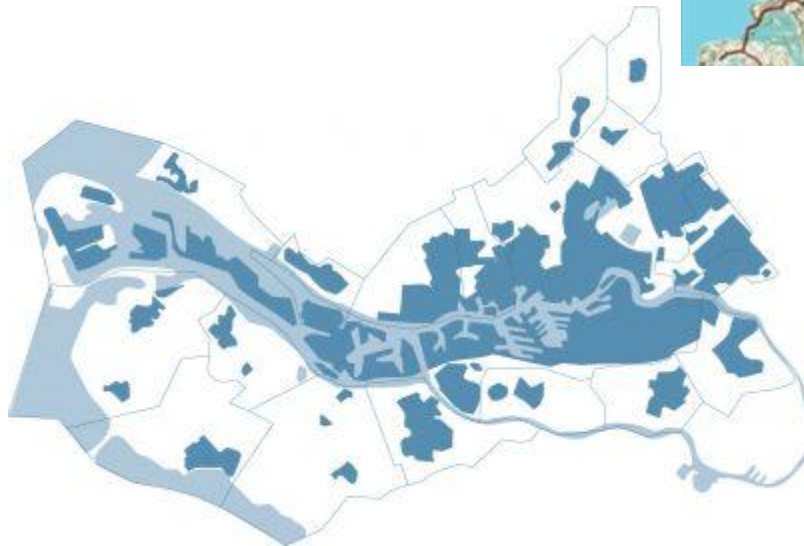
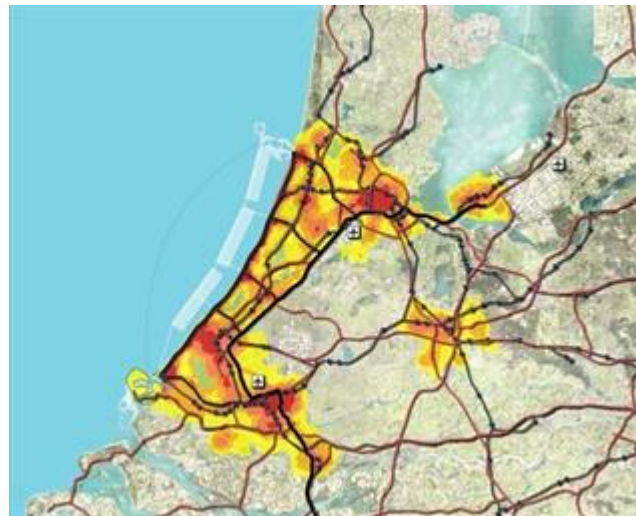
C.C. Consortium Agreement

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

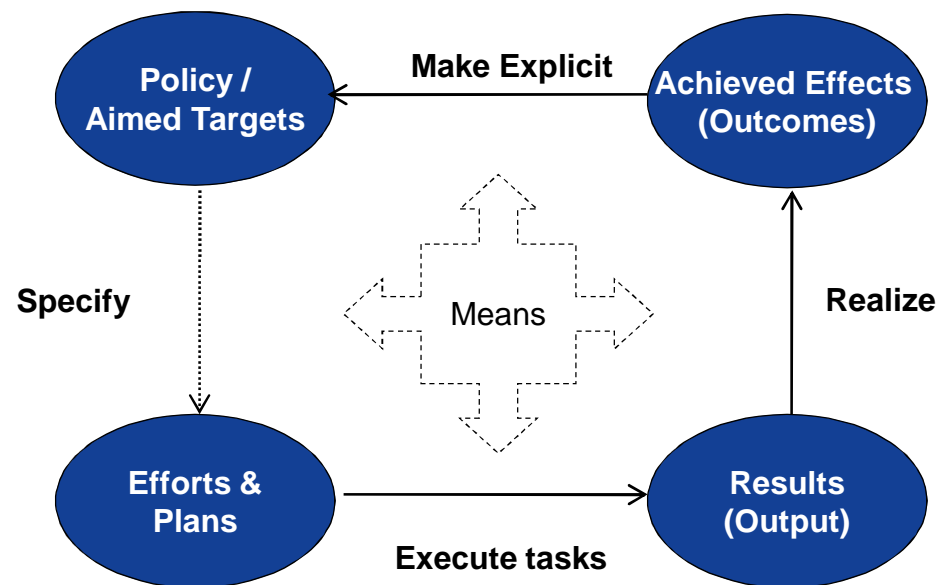


Story Line

- “ 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 Initiatieve
& 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 ÷ 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%

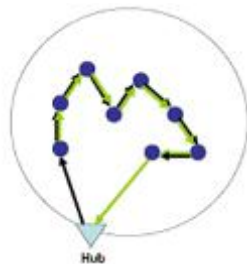


Sustainable View in Policies



Sustainable Mobility

Clean Use



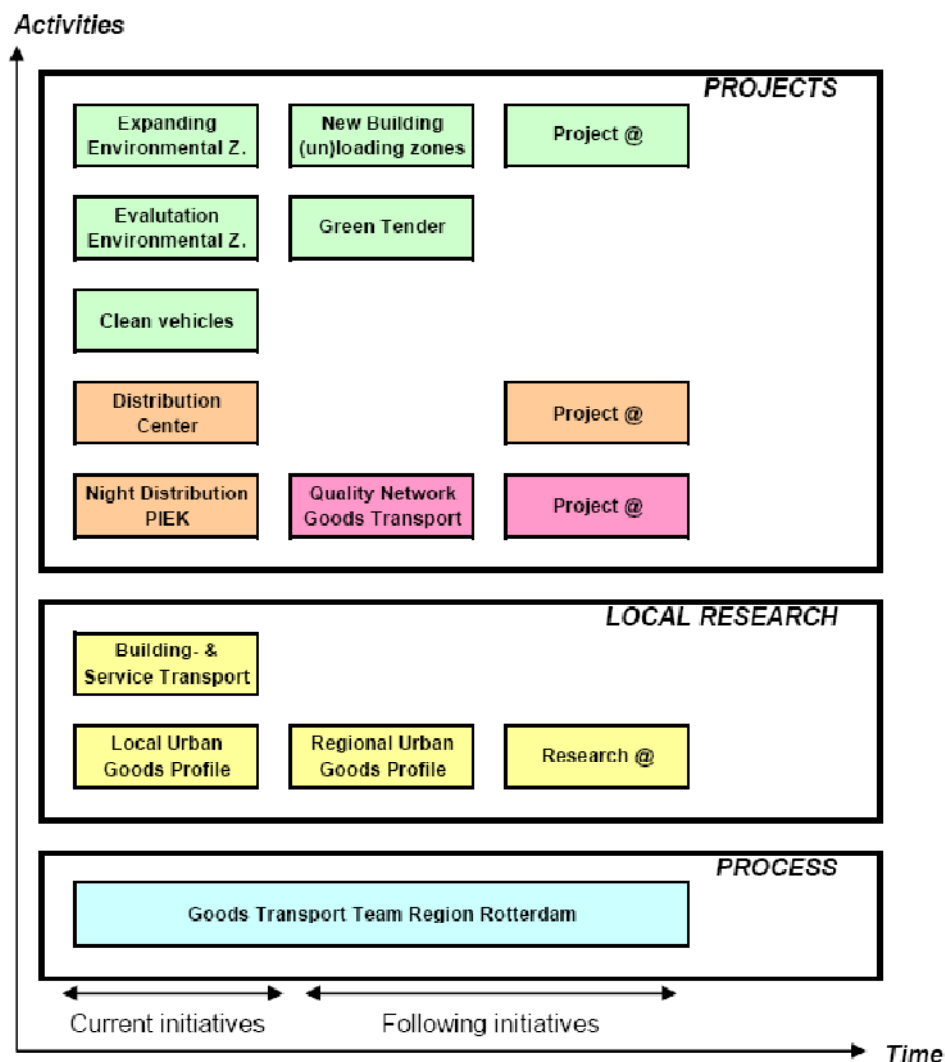
Clean Vehicle



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:

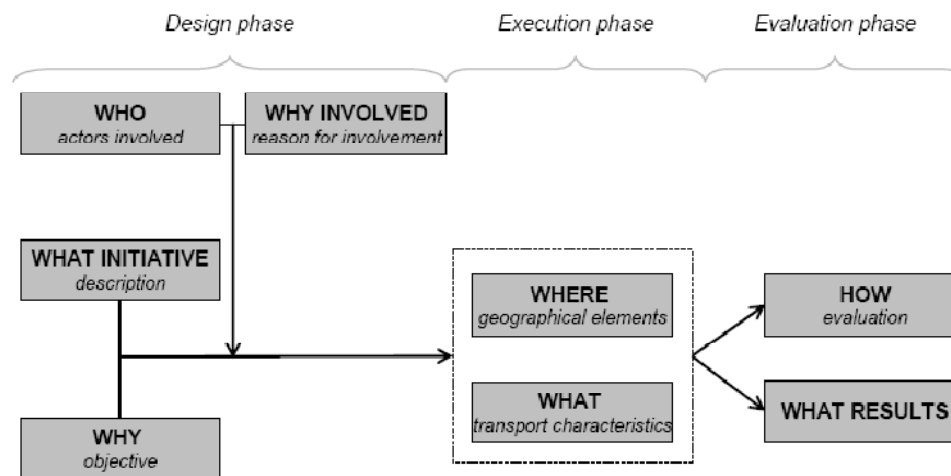
- “ Environmental Zones
- “ Night Distribution (PIEK)
- “ Urban Distribution Centre
- “ Regional Quality Network for Goods
- “ Electric Vehicles

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

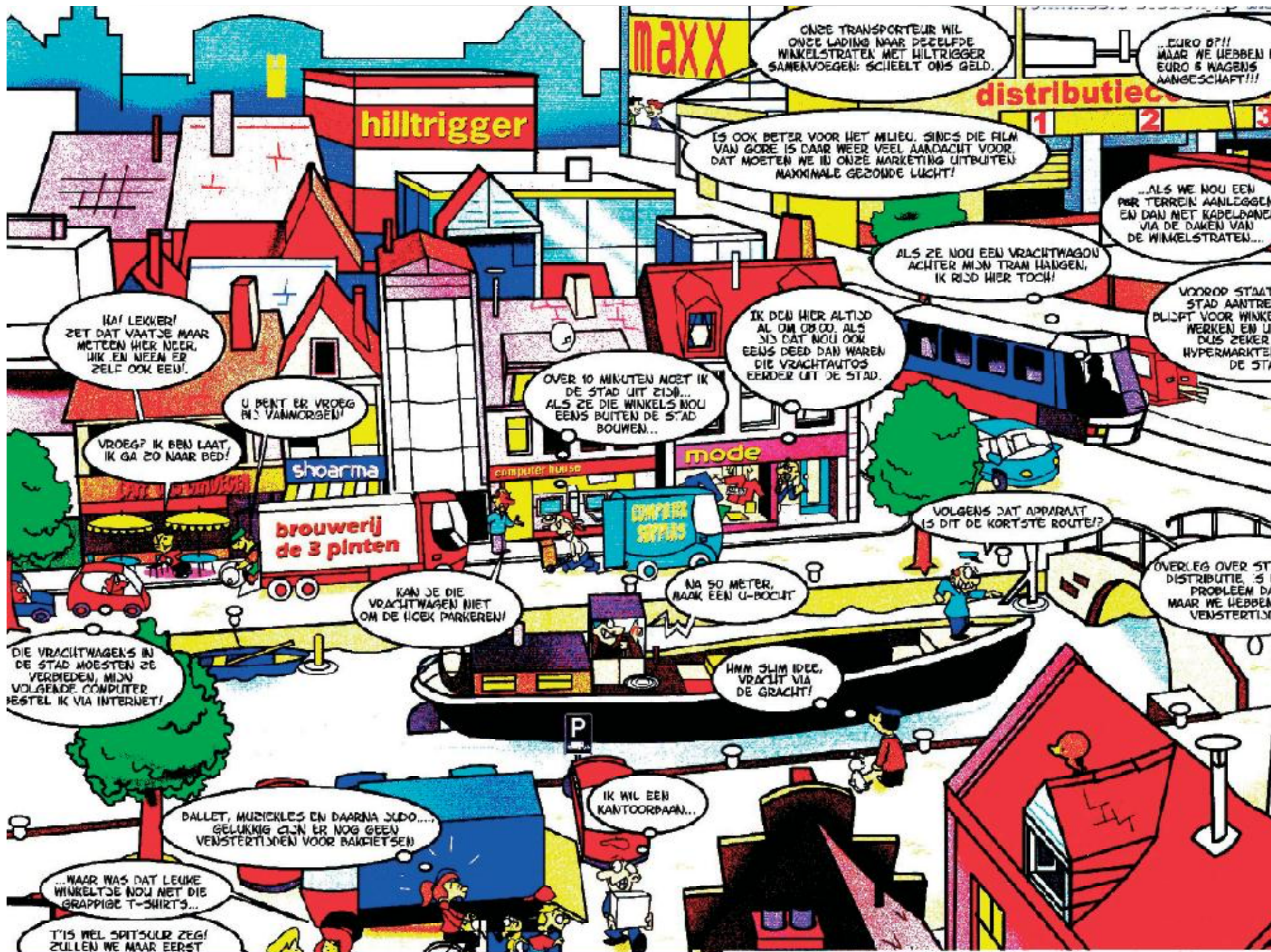


“ Combinations - Carrot and the stick



“ Public Organisation is only the oil in engine





ONZE TRANSPORTEUR WIL
ONZE LADING NAAR DEZELFDE
WINKELSTRATEN MET HILTRIGGER
SAMENVOEGEN: SCHELT ONS GELD.

EURO 8?!!
MAAR WE HEBBEN
EURO 5 WAGENS
AANGESCHAFT!!!

distributie

IS OOK BETER VOOR HET MILIEU. SINCE DIE FILM
VAN GORE IS DAAR WEER VEEL AANDACHT VOOR.
DAT MOETEN WE IN ONZE MARKETING UITBUILEN
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 ST

WAT LEUKER!
ZET DAT VAATJE MAAR
METEEN HIER NEER.
WIJ EN NIEMER
ZELF OOK EEN!

U BENT ER VROEG
NIS VANNORGEN!

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

shoarma

brouwerij
de 3 pinten

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

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

VOLGENS DAT APPARAAT
IS DIT DE KORTSTE ROUTE?

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

KAN JE DIE
VRACHTWAGEN NIET
OM DE HEEK PARKEREN!

NA 50 METER,
MAAK EEN U-BOCUT

HMM JIJM IDEE,
VRACHT VIA
DE GRACHT!

IK WIL EEN
KANTOORBAAN...

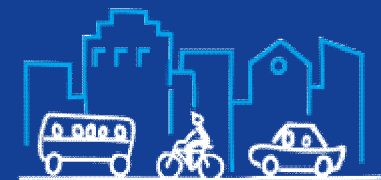
DALLET, MUZIKLES EN DAARNA JUDO...
GELUKKIG ZIJN ER NOG GEEN
VENSTERTIJDEN VOOR BAKKETSEN!

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

T'IS WEL SPITSLOU ZEG!
ZULLEN WE MAAR EERST

Thank you

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www.civitas-initiative.org



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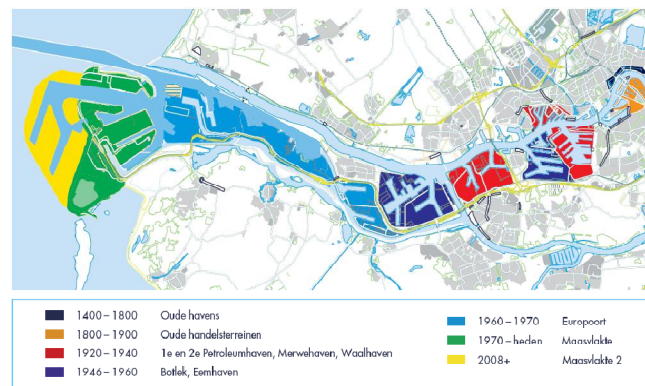
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@1 Restricted Zone

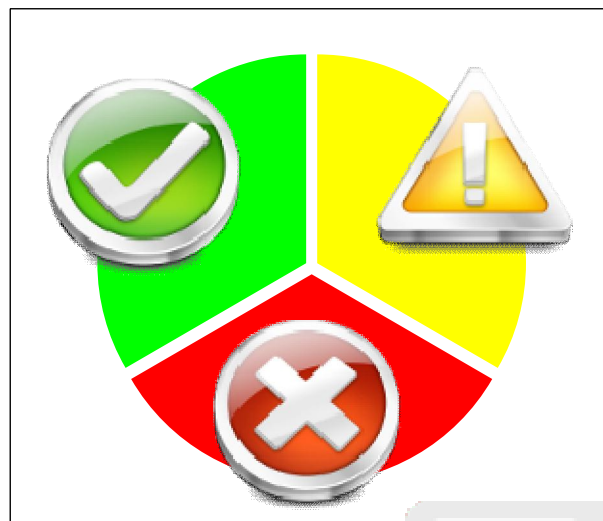


milieuzone

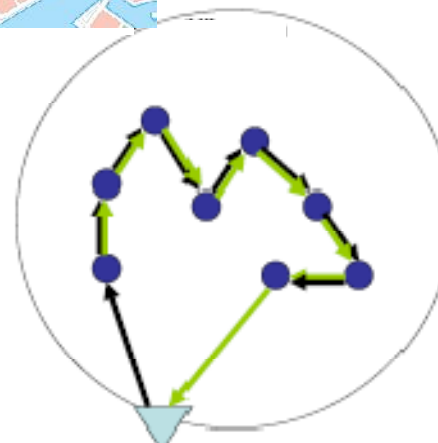
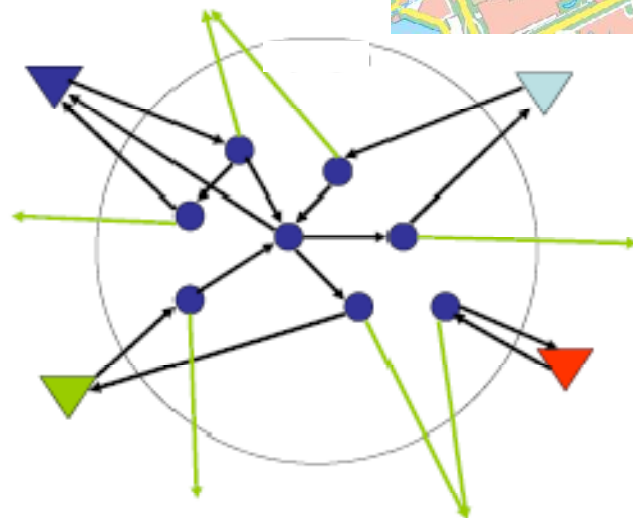
ZONE

uitgezonderd
onthefinghouders

@2 PIEK Æ Night Distribution



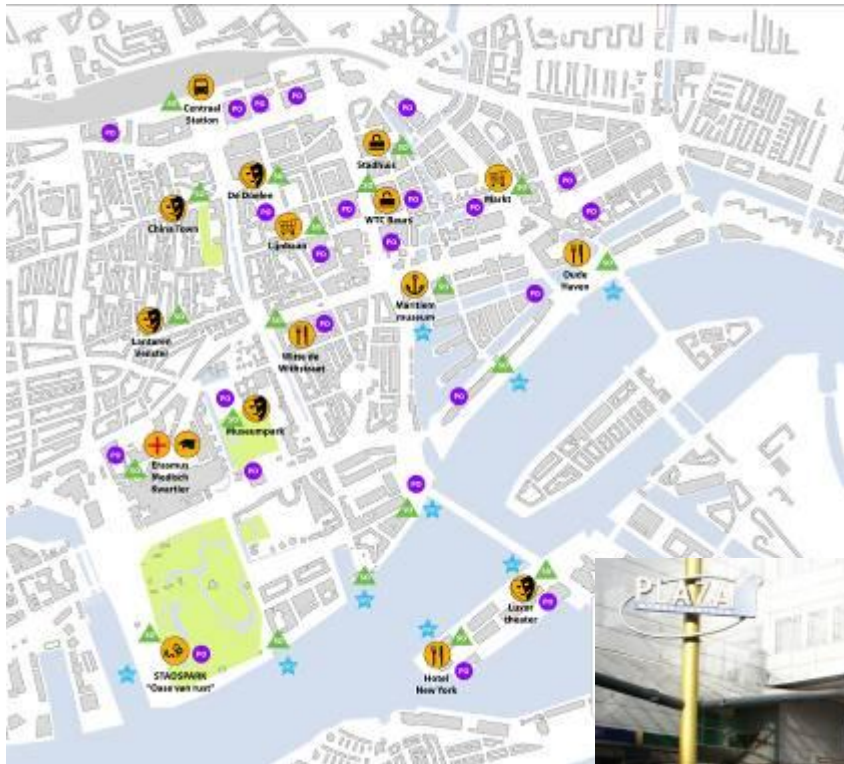
@3 Binnenstadservice.nl



Hub



@4 Electric Vehicles



@5 Inform (ation)

