

## Programme START Workshop: Drivers and Barriers for local freight projects

### Thursday, 22<sup>nd</sup> November

9:30 – 16:30 "Drivers for success and barriers to implementation"

9.30 – Welcome from local authorities

9.45 – Implementing city logistics schemes in Ravenna and Emilia-Romagna  
Moderator: Gabrio Maraldi, Municipality of Ravenna

*Ennio Milia, Municipality of Ravenna* – Rules of access and restriction in the city centre and the new Urban Traffic and Transport Plan

*Corrado Ugoccioni, Traffic police of Ravenna* – The SIRIO system for controlling access to the city centre.

*William Bissoni, Consar* – The Consolidation pilot scheme within the START project

*Paolo Ferrecchi, Regione Emilia Romagna* – Innovative measures and experiences on city logistics in the Emilia-Romagna Region

10.45 – Experiences from the START cities (15 minutes each)

*Blaz Jemensek, Promteni Institut Ljubljana: Innovative city logistics solutions in European cities and city logistics proposal for Ljubljana*

*Tim Hapgood, Bristol City Council - Consolidation centre and economic sustainability*

*Olita Sproge, City of Riga – Proposed new organisation of goods transportation in the historical centre of Riga*

*Magnus Jäderberg, City of Göteborg – Cooperation between the municipality and local stakeholders*

12.00 - Debate on drivers and barriers

- **What are the main barriers to implementation?**
- **Are the local freight networks barriers or drivers for the implementation process?**
- **Which of the practices presented by the other cities could be taken up in Ravenna?**

12.30 – 14.00 Lunch

14.00 – Three Parallel discussion groups: see detailed programme (2 hours, including 20 minutes coffee and tea break)

- 1) Access time windows as regulation tool
- 2) A city centre without access regulations?
- 3) Incentives for consolidation behaviour

16.00 Final Plenary session: Conclusions of the parallel discussion groups

16.30 Visit to the SIRIO Operational Unit. The access into the city centre of Ravenna is regulated by SIRIO, an “automatic number plate recognition (ANPR) system”.

17.30 Visit to the city centre

20.00 Dinner

## Detailed programme parallel discussion groups:

Each discussion group starts with a short presentation on 10 minutes on related experiences in one of the START cities. In continuation a chairman will moderate the discussion starting with the formulated questions. A rapporteur is responsible for making a report on the main conclusions from the session and for presenting the highlights during the final plenary session.

### 1) Access time windows as regulation tool:

Chairman: Mario Gualdi

Presentation: City of Ljubljana on current Time windows policy in Ljubljana

Rapporteur: Guido Ferilli

#### **Introduction text**

The Municipality of Ravenna is implementing an automatic system for regulation of access in the Ravenna Limited Traffic Zone (LTZ) with video cameras and "automatic number plate recognition (ANPR) and has also redesigned the regulations for access authorizations to LTZ.

#### **Topics for the discussion**

- What are the reasons for introducing time windows?
- Which are the main variables to be considered when defining time windows?
- How to handle exemptions?
- What are the alternatives to the time windows?

### 2) A city centre without access regulations

Chairman: Lisa Sundell

Presentation: Steve Coghlan DHL-Exel on Experiences in cities with and without access regulations

Rapporteur: Hakan Perslow

#### **Introduction text**

The Municipality of Ravenna has recently applied the new Urban Traffic Plan. This new mobility regulation, together with the IT regulation system is supporting the city logistics initiatives. Is there any other way to spread a virtuous behaviour of the transport operators? Is it possible to do without access regulations? The table of discussion will explore the options.

#### **Topics for the discussion**

- No access regulations: could it be useful?
- Which are the factors of its application in a city context?
- Are there any alternatives available (i.e. parking enforcement, agreement between operator and/or local authority?)
- Is there any examples of self organized access?.

### 3) Incentives for consolidation behaviour

Chairman: William Bissoni

Presentation: Magnus Jäderberg on Experiences with the pilot on load factor in Göteborg

Rapporteur: Maarten van Bemmelen

#### **Introduction text**

The restriction of the access into the city centre of Ravenna will be comply with incentives for the private operator able to give some benefits such us economics (economy of scale), environmental and social (quality of life of the citizens). The table of discussion will try to explore the range of incentives for the operators, discussing of their efficacy.

#### **Topics for the discussion**

- What kind of incentives for the virtuous behaviour of consolidation?
- How to cover the additional costs of the consolidation of delivery?
- Are incentives sufficient or do you also need restrictions?