



City of  
Gothenburg

# City distribution with light, clean vehicles

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# Citydistribution

8 years ago Gothenburg had congestion problems in the city centre



# Citydistribution



Today the congestion problems in the city centre are significantly reduced but there is a little more to do...

# Smart deliveries - consolidated distribution with clean and energy efficient vehicles



# Objectives

- Reduce the number of deliveries with heavy trucks after 11.00 am
- Improve and increase accessibility for urban freight
- Improve local environment (noise, safety, air pollution, attractiveness)



# Regulations and incentives



- Time windows (5 am-10 am) on the pedestrian streets
- Length regulations, maximum 10 m.
- Less one way streets – pedestrian pace areas
- Improved accessibility for distribution vehicles
- Reduces driven distance and time

# Pedestrian pace areas – Shared space



- Pedestrian pace areas
- Improved attractiveness of the street environment
- No on street car parking
- Two way street
- No Loadings bays



# No heavy vehicles in the pedestrian zones after 11



- 1 October 2016
- Test period 6 months
- Bigger area?
- All vehicles?



# Enforcement



Collaboration unit for local traffic regulations



Low emission zone



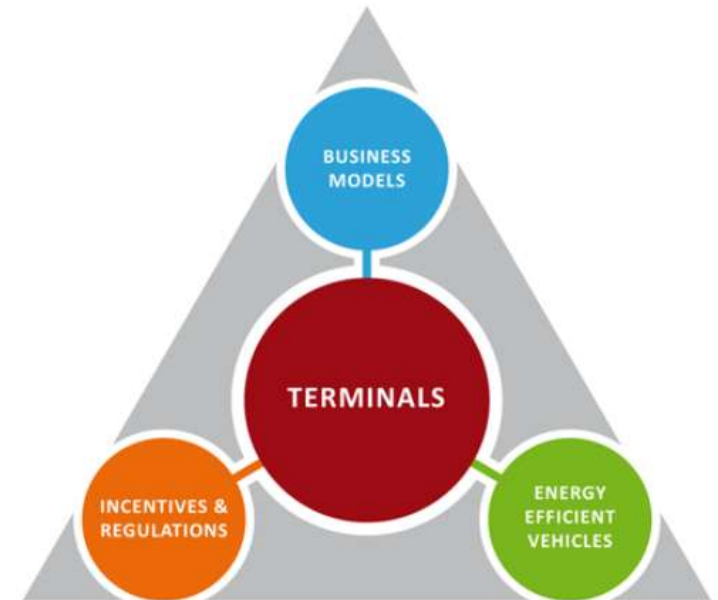
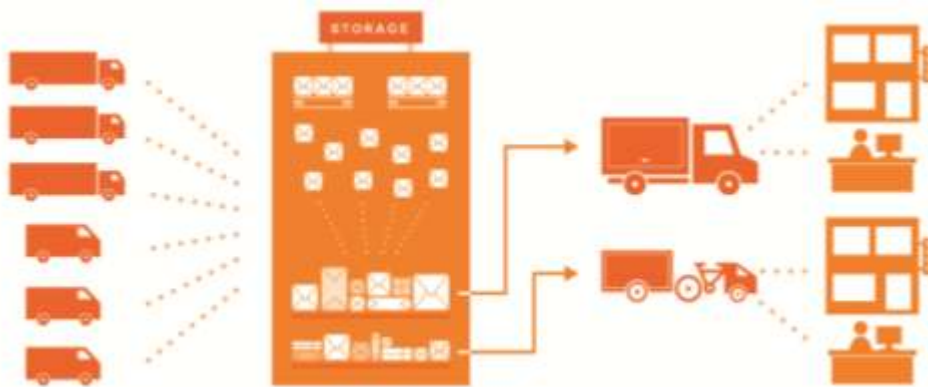
Cooperation to prevent theft and robbery in city distribution "Safer deliveries in city centre"

# City Delivery Concept: "Stadsleveransen"



- Common goods reception for shops and offices in the city centre
- Handling of small shipments (packages)
- Functions both as a c/o adress and as a subcontracted haulier
- Consolidation and last mile delivery with electric vehicles and cargo bikes
- Owned by the trade association
- Operated by a local company – specialized in last mile distribution with electric vehicles
- Continuously expanded and developed

# Consolidation center and last mile





# Challenges

- Behaviour change takes time
- The consolidation is considered as extra costs for the last mile; it needs to be clarified, show the benefits for each part
- IT-solution for handling goods from different transport companies
- Create competitive edge for consolidation services with clean vehicles (in relation to ordinary distribution)
- Complexity with many stakeholders (some of them competitors)

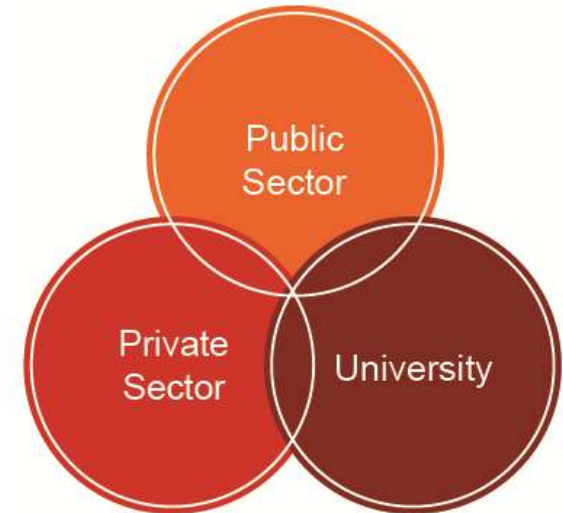
# Key factors for success

- Patience/persistence
- A balance between access restrictions (sticks) and incentives (carrots)
- Enforcement
- Infrastructural changes
- Local freight network and dialogue with all stakeholder



# Local freight network established 2006

- Involves stakeholders from different sectors in continuous improvements
- A platform for knowledge exchange
- Creates solutions that has good acceptance and that works well when implemented



# Future deliveries





Gothenburg  
received the award

"Logistic municipality  
of the year 2015"





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