



Freight TAILS

Freight TAILS - delivering Tailored Approaches to Innovative Logistics Solutions

Abstract of “Sustainable urban freight system in the centre of the City of Gdynia - the area of: Starowiejska Str., Świętojańska Str. and Abrahama Str.” April 2018.

PARTNER: City of Gdynia

Existing problems

The overall aim of the Freight TAILS project in Gdynia was to create a truly effective and sustainable urban freight system.

The City of Gdynia has been making considerable efforts to implement sustainable urban mobility measures in recent years. However, cooperation between the City and the private sector on urban freight issues was not well established before the Freight TAILS project.

Urban freight had only ever been a consideration for access to the port area, and there had been no solutions proposed for the City Centre. However, the centre has a large concentration of locations with high transport needs, especially the numerous small and medium-sized service companies, shops, cafes and restaurants. This contributes to challenges such as: traffic congestion, air pollution, safety of vulnerable road users and limited parking spaces in the area.

The topic of urban freight is relatively new in Poland, and local traffic regulations tend to be very general. As such, they do not describe precisely the size of a delivery bay, applicable signage or even clearly define what a delivery is. So, if Gdynia was to take action on local freight issues, the city would need to devise practical local regulations and ensure these could be supported by appropriate enforcement tools.

Taking into account all these factors, the Freight TAILS Integrated Local Action Plan devised during the project was focused on three specific streets in the City Centre: Świętojańska Street, Starowiejska Street and Abrahama Street.



The role of the ULG

The initial core of the multi-stakeholder URBACT Local Group (ULG) consisted of various organisational units of the City's Road and Green Areas Management division, including: the EU projects and Mobility Management Unit, the Signage Unit, the Traffic Organisation Department and the Standardisation Department.

During the latter stages of the Freight TAILS project, and especially during the drafting of the IAP, other Municipal units got involved, including:

- City Council
- City Centre District Council
- City Art Consultant
- Local NGOs (Gdynia 2026 Association, Stowarzyszenie Kupcy Starowiejskiej (Starowiejska Street Retailers Association))
- Municipal Police
- City Hall Investments Department, PR and Marketing Department, Environment Department, and Strategy Department

In devising the proposed measures close cooperation with the local private sector was essential, especially the shopkeepers based on the streets that were the focus of the project.

Each ULG meeting was led by a dedicated external expert - Daniel Kaszubowski PhD from Gdansk University of Technology. From the very beginning of the Group the principle was to ensure it remained open in character, allowing a free-flow of ideas and comments, and would enable participants to attend meetings at different stages and potentially only the meetings applicable to them. However, stakeholder representatives participated in all the meetings.

The full engagement and participation of stakeholders was critical to ensure future political support for the proposed actions and was a key factor in developing the measures to be implemented.

The survey and results

Between March and May 2017, a freight survey was conducted in Gdynia City Centre, on Świętojańska Street, Starowiejska Street, and Abrahama Street. The aim of the survey was to identify the profile and behaviours associated with delivery activity and was the first such survey in the City.

Two methods of data gathering were applied, observation and face-to-face surveys. Observations were conducted on the 22nd and 23rd March 2017 by an expert company, that had been procured through a tender procedure. The observations took account of the deliveries made to shops and offices on the ground floor of buildings between 6am and 6pm. 423 deliveries were noted across the three streets, and deliveries details were recorded by:



- street (on which they were made)
- type of economic activity (services provided)
- type of vehicle (large lorry, lorry up to 7,5t, van up to 3,5t, car)
- parking location while making the delivery (parking/road/ courtyard/pavement)
- side of road (next to, or opposite the delivery place)
- time of delivery

Face-to-face surveys were conducted between March and May 2017 with the shopkeepers (managers or key workers) on the ground floor of the three streets. Gdynia's Road and Green Areas Mobility Management Unit personnel, directly involved in the Freight TAILS project, conducted the interviews. In the final phase, students from Gdansk University of Technology and Gdansk University assisted in conducting the surveys, as the process was very time consuming.

The survey questions were agreed through a consultation process with ULG members (which included the shopkeepers). A test survey was conducted in December 2016 with 15 shopkeepers in the area.

The face-to-face surveys aimed at getting precise results, and at establishing contact and starting cooperation with the shopkeepers - mostly for the first time. 124 surveys were conducted on Świetojańska Street, 34 on Abrahama Street and 46 on Starowiejska Street.

The survey questionnaire collected information on:

- name of the shop
- type of economic activity
- average number of employees
- day(s) of the week on which deliveries occur most often
- how many deliveries occur
- the time at which deliveries occur
- duration of delivery (in min)
- if deliveries are made on pallets (and if so, how often)
- type of vehicle (large lorry, lorry up to 7,5t, van up to 3,5t, car)
- parking location while making the delivery (parking/road/ courtyard/pavement)
- side of road (next to or opposite the delivery place)
- the origin of delivery

According to the delivery profile analysis, 52% of the deliveries in the area under consideration, were made in a way that disturbs other traffic participants, including 22% directly impacting pedestrians on the pavement. The high number of different delivery firms and the frequency of tenancy changes at the premises in the area, suggest that there will be a need to review the delivery profile analysis 2-3 times a year.

In addition to this project, a complementary survey was conducted using the same methodology in two other streets in the City Centre - Władysława IV Street and 10 Lutego Street, which are



adjacent to the study area. This survey provided even broader information on the deliveries in the City Centre and provided further support for the original observations.

The proposals

Based on the results of the freight surveys conducted and a review of possible freight regulations that could be implemented in the City, the ULG proposed that dedicated delivery bays were established on selected streets.

Using mathematical calculations provided by the project's external expert from Gdansk University of Technology, the number of dedicated delivery bays required on each street was produced, together with the proposed locations. These were discussed by the ULG members during separate meetings that were dedicated to each of the 3 streets.

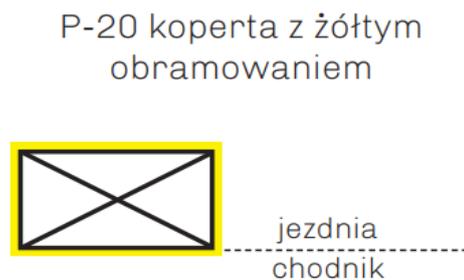
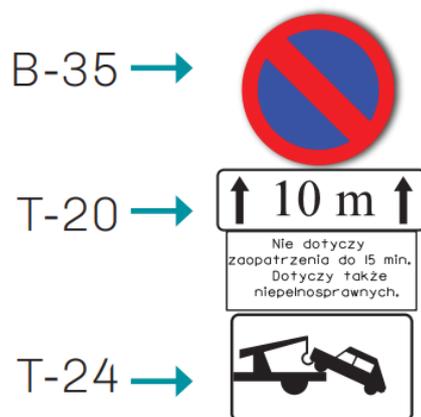
The results of calculations were as follows:

- Świętojańska Street: 28 dedicated delivery bays were recommended; 15 of which were proposed by ULG members
- Starowiejska Street: 15 dedicated delivery bays were recommended; 11 of which were proposed by ULG members
- Abrahama Street: 6 dedicated delivery bays were recommended; 4 of which were proposed by ULG members

Final signage for the dedicated delivery bays devised by the ULG was:

a) vertical signage

b) horizontal signage



The proposals were presented to Mayor's Political Advisory Committee on 23 January 2018. The decision was made to establish:

- 4 pilot dedicated delivery bays on Świętojańska Street
- 4 pilot delivery bays on Starowiejska Street
- 3 pilot delivery bays on Abrahama Street

In Spring 2018 a second proposal from the ULG will be presented to the Mayor's Political Advisory Committee that will add to the sustainable freight system in the City Centre. This proposal will be to set limits on the overall weight of trucks that are permitted to enter the City Centre. As such it covers a much larger area and more complex considerations than the dedicated delivery bays and has only been made possible by the positive working established through the ULG.

The process

The ULG members were fully involved in evaluating and defining the challenges to be addressed in the IAP and in developing the proposed solutions. This was achieved through thematic meetings of the Group. These were organised to discuss each of the problem issues and to examine potential solutions, and in the end proved to be the crucial element in developing the Integrated Action Plan.

The dedicated delivery bays identified will be controlled as part of the Gdynia Paid Parking Zone. However, the existing regulation regarding the introduction and functioning of the Parking Zone did not mention deliveries at all.

The first step to amending the regulation was to introduce the definition of a delivery, with very precise rules of how the delivery locations will function. This was crucial to ensure the Municipal Police would be able to enforce the planned regulation.

The campaign is due to be launched in April 2018. When changes are made to the regulation an information leaflet will be distributed to the shopkeepers and their delivery companies. This will be followed by a promotional campaign targeted at the City's inhabitants.

The update to the regulation will be prepared by the Road and Green Areas Management team and will need to be ratified by the City Council. It will contain the definition of a delivery and describe the planned enforcement by the Municipal Police.

The Road and Green Areas Management team will also be responsible for developing a new road signage proposal and proposing changes in the organisation of road traffic in the area. These will be developed in consultation with the Municipal Police and Police Department and, with acceptance of City Authorities, pilot delivery bays will be implemented in the area in May 2018.



The actions in the Integrated Action Plan do not propose that any investment in infrastructure will be required; instead, it proposes changes in traffic organisation in the area. This means that the budget for the implementation can come from municipal funds, and no other external financial sources are required.

During the development of the Integrated Action Plan seven different types of risks were identified (including operational, social, technical and organisational risks). The biggest risk remaining is that the measures proposed do not progress past the pilot stage. This would have significant impact on the Integrated Action Plan evaluation, but contingency plans are being developed.

Conclusions

The process of developing the Integrated Action Plan has enabled the city to establish great cooperation with the local private sector, which should help us with tackling urban freight in the longer-term.

It is expected that the number of deliveries made against the existing law regulations will decrease. However, implementation of the pilot delivery bays makes it difficult to evaluate the results and full evaluation will be possible after implementation of the full scheme in the City Centre. At this stage only the number of places implemented will be the indicator together with the cost of their implementation.

The ULG have told us that maintaining the flow of data and communication and the discussions on the proposed measures, are both key success factors in their implementation. The other factor of great relevance is ensuring continued control and enforcement.

The solutions proposed through the IAP process should be developed, evaluated and incorporated into the City Sustainable Urban Mobility Plan, which is due to be revised in 2018 (and then every two years). This means that, assuming they prove successful, it is likely that both the delivery zones and the weight restrictions on trucks entering the City Centre will be extended to other streets in the City Centre.

