



Smart collaboration in city distribution for an accessible,
liveable and hospitable Maastricht today and tomorrow

Integrated Action Plan – English summary

Maastricht, April 2018



Gemeente Maastricht

samen
houden we  **maastricht
bereikbaar.nl**

Introduction

Historic city centre

Maastricht, a Dutch city located in the very south of the Netherlands with almost 123,000 citizens. It is the capital and largest city of the province of Limburg. Maastricht is located on both sides of the river Meuse, at the point where the Jeker joins it. It is adjacent to both the Belgian as well as the German border and a thriving cultural and regional hub. Maastricht is a member of the Most Ancient European Towns Network and is part of the Meuse-Rhine Euroregion, which includes nearby German and Belgian cities Aachen, Eupen, Hasselt, Liège and Tongeren. The Meuse-Rhine Euroregion is a metropolis with a population of about 3.9 million with several international universities.

Maastricht developed from a Roman settlement to a Medieval religious centre. In the 16th century it became a garrison town and in the 19th century an early industrial city. It became well-known through the Maastricht Treaty and as the birthplace of the Euro. Maastricht is known in the Netherlands and beyond for its lively squares, narrow streets, and historical buildings. It has 1,677 national heritage buildings, the second highest number in the Netherlands, after Amsterdam.

This in combination with organisation of cultural events, and popularity as a shopping and recreation pole means that Maastricht welcomes upwards of 1.5 million visitors annually, but in fact estimates show that many visitors come more than once (average 1.9 visits) which brings the real figure to 2.8 million. Maastricht consists of five districts and 44 neighbourhoods. The entire city centre is a protected cityscape. Main sights include the inner-city district with pedestrianized shopping streets Grote and Kleine Staat, and high-end shopping streets Stokstraat and Maastrichter Smedenstraat, as well as a large number of cafés, pubs and restaurants centred around the three main squares in Binnenstad: Vrijthof, de Markt and Onze Lieve Vrouweplein. But also, Wyck, the old quarter on the west bank of the river Meuse.

The city has developed strongly because of the presence and growth of the research-based Maastricht University and the University of Applied Sciences (Hogeschool Zuyd) with a large and expanding international student population.

Large infrastructural works and accessibility – Maastricht Bereikbaar

For decades the A2 highway ran straight through Maastricht and because of the numerous traffic lights it caused many traffic jams and delays. Accessibility, quality of life and traffic safety were under pressure. To solve this problem, a double layer tunnel had to be built under the urban area of Maastricht East. During the execution of this project, the traffic system had to keep running to keep the city accessible. Before the start of the A2 Maastricht project, all parties (residents, entrepreneurs, politicians) feared heavy traffic disruption. The large, complex work and the possible consequences for accessibility were the reason to start with Maastricht Bereikbaar (MB - Maastricht Accessible) in 2010.

MB helps travellers travel smarter. MB works with a large number of partners in order to keep Maastricht and the surrounding area permanently accessible. MB stimulates structural changes to the travelling and working behaviour of commuters, tourists, and freight traffic. It also offers products and services to stimulate smart work and travel. Since 2012 MB forms part of the national Beter Benutten (Better Utilisation) programme set up by the Ministry of Infrastructure and the Environment. MB actively contributes to the state of the economic climate for local and regional businesses. MB is eager to collaborate with partners regarding logistics solutions that improve the efficiency of transport, storage and distribution services.

Lean & Green and Green Deal Zero Emission City Logistics

In 2012, Maastricht also joined the Lean & Green program for sustainable logistics and joined the Green Deal Zero Emission City Logistics program¹ (GD ZES) in 2014. The ultimate objective is to reduce harmful emissions (CO₂, NO_x and particulates) resulting from city logistics to zero. The parties (i.e. Binnenstad Service Nederland, Bubble Post, DHL, Fietskoeriers NL, Arnhem, Amsterdam, Haarlem, Groningen, Nijmegen, Maastricht, Heineken, Lekkerland, L'Ortye, Nomad Power, picnic, PostNL, Shanks, Sligro, Suez, TLN, TNO) involved in this national programme share the aim of supplying goods to Dutch cities with zero emissions, as far as possible, by 2025. MB is one of the partners executing several projects together with and on behalf of the city of Maastricht.

Environmental zone

Since 2010 Maastricht has a small environmental zone, the Statensingel. The Maastricht municipality wants to be the first in the Netherlands to introduce an environmental vignette (road tax disc) based on a similar German initiative, from next year and applicable for the whole city centre. The municipality will investigate the possibilities for the introduction of such an environmental zone, so that the city council can take a decision to implement after the summer of 2018. Diesel engines from before 2006 and petrol engines from before 1990 can no longer use the city centre from 2019 onwards without an environmental sticker. The scheme will be applicable to cars, vans and trucks. It also examines how polluting mopeds and scooters can be excluded from the city centre.

URBACT Freight TAILS

Maastricht joined URBACT Freight Tails, as this EU-project would develop tailored freight management policies in several cities across Europe - using the URBACT Integrated Action Planning methodology to pro-actively support the functioning of different growing cities, whilst reducing the carbon emissions associated with urban freight transport and stimulating the low carbon urban freight sector. Therefore, Maastricht saw an opportunity in this project to learn from the experiences of several of the other participating cities with centres which have comparably strong retail and tourism functions, particularly Brussels, La Rochelle, Parma and of course Westminster City Council, central London.

Stakeholder Engagement through Establishment of an URBACT Local Group

In 2015 local businesses, logistics service providers, suppliers, Centrum Management Maastricht and public parties raised ideas for improving urban distribution in Wyck and the city centre. The businesses wanted to work on improving freight management, especially also to hotels, restaurants and cafes, waste collection and parcel distribution in Wyck and/or the city centre. A pilot project was conducted at the end of 2015 by Sligro Food Group BV and Nabuurs Transport employing the "Stop & Drop" concept. Parking their refrigerated goods vehicles and connecting them to a central (green) electricity supply, the drivers distribute



¹ The Green Deal for Zero Emission City Logistics is essentially about cooperation – cooperation between logistics services providers, public authorities, knowledge institutions and manufacturers. These parties are working together to set up, implement, monitor and assess Living Labs (regional pilots) with a view to achieving emission-free city logistics. At the end of 2014, 54 parties signed the Green Deal ZES. On October 20, 2015, 18 new parties committed themselves to working towards emission-free cities by 2025.

to customers within a radius of 250m maximum on foot, leading to fewer transport movements, fuel consumption, emissions (such as CO₂, NO_x and particulates, noise) and disruption to residents. In 2016 MB intensified the cooperation with 'Ondernemend Wyck' and received input on the most important bottle necks and possible solutions.

Following the methodology of URBACT Freight TAILS a Local Action Group was established, consisting of local business, logistics service providers, local and provincial municipality, branch organisations, business associations and MB. In the past two years over 14 meetings have taken place. Not only in the large gatherings of all stakeholders together but also through smaller, dedicated groups, focussing on a specific theme (i.e. waste management, Stop & Drop).

Gaining insight in traffic flows via 'truck spotting'

One of the main goals of MB over the past years has been to reduce the number of (freight) vehicles and emissions during daily rush hour. With a special focus on flows crossing the two bridges that are meant for private and commercial motorised flows (Noorderbrug bridge and John F. Kennedybrug bridge).

From Monday 4 July – Friday 8 July 2016, cameras made recordings of all traffic on both bridges. These images were then analysed, so that at an aggregated level an image was created of the number of vehicle movements of trucks and delivery vans per company. The analysis shows that 37% of all traffic is related to construction and maintenance companies and transport & logistics delivery traffic makes up 12-16% of the traffic on the roads in and around Maastricht. These road users also experience delays and struggle to be reliable in supplying goods and services, due to congestion on the roads.

Based on the results of truck spotting and the interest of local stakeholders, Maastricht decided to develop an action plan on sustainable urban logistics approaches (micro/consolidation, SME co-ordination, retiming deliveries to hotels, restaurants and cafes, efficient road space allocation and less trucks for waste collection and service and maintenance vans), in Wyck (east bank) and city centre Maastricht (west bank). Maastricht already had some experience with a logistics consolidation centre at Beatrixhaven (Maastricht North). But it was still lacking a large uptake of clients active within the city centre.

MB, together with residents, businesses and the logistics sector, are exploring how efficient and clean distribution practices can contribute to a boost in quality for Wyck and how the number of traffic movements made in this area of Maastricht can be reduced.

Compelling event – closure of the Noorderbrug bridge

In preparation for renovations on the Noorderbrug in 2016, Maastricht Bereikbaar examined the use of delivery vans by businesses and the presence of delivery vehicles during rush hours on the two bridges mentioned earlier. The Noorderbrug crossing is a crucial route used daily by 45,000 vehicles. It had already been calculated in advance that the John F. Kennedy bridge would not be able to handle all the extra traffic. Without measures, major problems and traffic congestion would arise. The total package of measures had to provide 2,000 fewer trips daily during the rush hour and encourage behavioural change.



The Noorderbrug bridge was closed to all traffic from the morning of Monday 7th August to the morning of Monday 21st August 2017, during the construction industry holiday. The closure was required so that a part of the existing bridge could be demolished and replaced by insertion and installation of a new bridge section. Despite the carefully chosen time in a relatively quiet period, the closure would increase traffic disruption in and around the city, as the only Meuse crossing would then be via the John F. Kennedy Bridge.

MB also used the information of truck spotting to gain insight into which measures would be required to secure the continuity of business during the renovation of the Noorderbrug in August 2017, ensuring the financial costs of delays would not be increased by reducing the number of journeys made during rush hour. Thanks to exceptional cooperation between several parties, a wide range of measures, and many smart travelers, it was possible to keep Maastricht and the surrounding area accessible during the closure.

Prior to and during the closure, MB made significant effort to design and offer a comprehensive package of measures, in effect a toolbox, to keep the city and the region accessible. A communication and information campaign called on everyone to travel smart: opt for the bicycle, public transport, or smart parking at a P+R facility; and offered advice and alternatives for the so essential distribution of goods and services. Not only would a traveler, delivery operator or business experience less disruption during the closure, he/she would also contribute to a more accessible city.

During the closure, together with the Noorderbrug route project organizers, MB offered residents and travelers a wide range of products and promotional offers for smart and affordable travel to, from, and within Maastricht.

Special support for delivery operators and businesses



Action: e-cargo bike

Buy/lease/rent an electric cargo bike (transport bike). If you use this option for your logistic activity, and thereby contribute to less vehicle journeys in the rush hour, you will receive up to maximum 4,000€ refund (payment over 2 instalments)! Make contact with or read all terms and conditions here www.maastricht.nl/logistiek-Noorderbrug.

Supply and delivery tips to achieve less logistics journeys

1. Consciously plan and organise your travel as much as possible outside rush hour periods.
2. Travel less to wholesale outlets, recycling park or association of SMEs and choose alternative modes of transport for visits to clients.
3. Stock up extra in advance and lower delivery frequency.
4. Inform your suppliers, coordinate delivery times with your colleague businesses and encourage delivery companies to bundle operations.
5. Experience the facility of a special summer consolidation offer with the City centre Service Maastricht.
6. Choose sustainable, fast alternatives such as bicycle couriers.
7. Consider the possibilities for night-time distribution.
8. Ensure smart supplying for your service operators so that they can journey directly from house to client job location without visit to depot/warehouse.

Want to know more?

Contact us via: +31 43 351 63 59 or info@maastricht-bereikbaar.nl.

From city-wide approach to Focus on Wyck

The URBACT Freight TAILS project provided a platform for stakeholder engagement in key urban freight transport decisions taken at the city level over the last two years. In looking to support and develop sustainable logistics even further the Maastricht Local Group coordinated by MB, identified the opportunity to develop an Integrated Action Plan targeting the district of Wyck (on the east bank of the river), the vibrant and developing neighbourhood between the railway station, river and city centre. This also matched very well with the 'Living Lab Wyck'-concept as part of the Green Deal ZES.

Four main actions became part of the Integrated Action Plan in Wyck

For a number of years, Wyck is working on a quality improvement in public space. The quality improvement consists of several elements: traffic management and alternative routing, low-car neighbourhood, redevelopment of the train and bus station area, multiple use of public space and delivery windows. And last but not least: to the realisation of an emission free Maastricht in 2025. The objective is to improve the liveability and accessibility of Wyck through a set of integrated projects (a newly opened (1 January 2018) bicycle parking underneath the Maastricht central station, redevelopment of the Cörversplein, new vision on car parking and a smart strategy on city distribution via less traffic movements). For this reason, Ondernemend Wyck (entrepreneurs, residents, Centrum Management Maastricht and government) are looking for practical ways of working, and step by step the approach is being rolled out, and can be transferred to other parts of Maastricht city centre and/or other cities as well.

Action 1: Implementation of an efficient system of urban freight management based on the principle of consolidation

Scope: Finding alternative ways of parcel distribution and deliveries in Wyck and the pedestrian zone of the city centre on the west bank

Action leader: Binnenstad Service Maastricht (BSM) and MB

Main partners: Binnenstad Service Maastricht, business associations Ondernemend Wyck, Vereniging Ondernemers Centrum, Centrum Management Maastricht, city of Maastricht, logistics service providers and bicycle couriers

Expected results: More consolidation of traffic flows for deliveries of small parcel deliveries via e-cargo bikes and/or electric vehicles

Period: Mid 2018 onwards

Costs: Support BSM in finding a smart location for their consolidation and help them to promote the concept to potential partners

Action 2: Stop & Drop Phase 2

Scope: Inclusion of Wyck as one of the 4 designated stop and drop locations, together with the 3 city-centre squares with high concentration of HoReCa activity (Markt, Vrijthof and Onze Lieve Vrouweplein). The large suppliers will get access to locations where they can charge the refrigeration installation of their trucks without having to keep motors running

Action leader: City of Maastricht and MB

Main partners: 5 suppliers: Sligro, Hanos, Bidfood, Daily Fresh Food and Becker-Royen; Centrum Management Maastricht, Koninklijke Horeca in Maastricht, Sahot, Les Tables

Expected results: Less emissions at the most important catering locations and a mind shift of suppliers and entrepreneurs

Period: Markt will start before summer 2018, as minor adjustments to the (un)loading bay locations are needed. Other locations are currently under investigation, but are expected to start 3rd quarter 2018

Costs: Depending on the adjustments needed to the public space (electric infrastructure, payment scheme during pilot phase, installation of a reservation system)

Action 3: Waste collection pilot Wyck

Scope: Commercial waste is collected by 2 to 3 large organisations and several other specialised waste-collecting companies. Most of them are visiting Maastricht every day and driving one behind the other through the city centre. Causing a lot of traffic, congestion, emissions, disturbance of the shopping/visitor experience etc.

Action leader: Ondernemend Wyck, supported by MB

Main partners: Ondernemend Wyck, MB, Renewi, Suez, L'Ortye, Van Kaathoven, Centrum Management Maastricht

Expected results: In the long run Maastricht hopes to establish a public-private partnership for all waste collection, and a reduction of the number of waste-collecting trucks. A pilot will start in Wyck, several other business associations have expressed their interest and would like to join

Period: a first pilot in Wyck should start second half of 2018

Costs: Promotion materials/campaigns to support the introduction of the new concept, adjustment of public space for waste collection system

Action 4: Reduction of the number of service and maintenance vans

Scope: Based on truck spotting results a number of potential partners have been selected. In total 350 companies have been approached, we have had contact with 120 companies and this results in 14 (potential) projects. In the current situation construction workers and repairers take the van from home to work, to the wholesaler, the job location and back home again. This action introduces new ways of working, such as overnight in van delivery, same day delivery, digital documentation and digitising the work order.

Action leader: MB

Main partners: Installation & maintenance, construction and delivery companies

Expected results: Depending on the size of the company, but based on the contacts so far, this leads to 133 daily less trips during rush hour and the companies themselves are able to optimise their planning and reduce operational costs

Period: 2016 - 2018

Costs: contribution to the development of the business case with a maximum of €4,000 per company

Step-wise approach

To achieve these goals, MB has developed a step by step approach, which can be used for all kinds of projects that aim to generate voluntary behaviour change from the target audience. This approach can be found in the following picture. It is important to monitor and evaluate the outcomes of the (pilot) project or test case in order to measure the effects and to be able to adjust the programming for a better result.

