

The Integrated Action Plan for Urban Logistics for the city of Parma has been prepared thanks to the *Freight TAILS* project. Funded by URBACT III and the European Regional Development Fund, the Thematic Network *Freight TAILS - Tailored Approaches for Innovative Logistics Solutions* is a project involving 10 European cities that share the goal of improving the sustainability of logistics in urban areas. From 2015 to 2018 the cities exchanged knowledge, experience and good practice examples in sustainable logistics through study visits and meetings with European experts.

Ten cities were involved in Freight TAILS: Cross River Partnership, London, UK (European coordinator of *Freight TAILS*), Brussels, Belgium; Gdynia, Poland; La Rochelle, France; Maastricht, Netherlands; Parma, Italy; Split, Croatia; Suceava, Romania; Tallinn, Estonia; Umeå, Sweden. The cities have a considerable variety of experiences in the management of urban logistics including: electric vehicles, consolidation centres, low emission urban areas, stakeholder engagement, voluntary behaviour change, etc.



Background

Parma’s location in the middle of the Po Valley, combined with the local climate conditions, means that the city experiences significant air quality problems. In recent years Parma has made great efforts to improve the sustainability of the city and recognises that improving the mobility of people and freight is key to achieving the sustainability objectives of the city.

The main urban logistics challenges in Parma are related to air pollution and congestion, especially in the rush hours and during the peak periods for loading and unloading deliveries. Different user groups in the city centre are impacted differently and have raised different problems and concerns as a result.

As expected, noise, safety and congestion are critical to residents. Logistics operators complain of insufficient parking and loading/unloading spaces, and congestion increasing

costs. For both carriers and owners of Ho.Re.Ca the rigidity of regulations and the high costs of electric vehicles, means that the use of old vehicles is still common. These issues require mediation, and objectives and actions to be prioritised in the design of the Action Plan.

Since 2008 Parma has implemented the '*Ecologistics*' regulation on trucks transporting fresh food, dried food, clothes, Ho.Re.Ca. goods and packaged goods. These were developed from the city's involvement in the ECOLOGISTICS project from 2008 on. The main aim was to reduce traffic congestion and environmental pollution and the project objectives were to rationalise current distribution systems, reduce the number of vehicles in the inner city, particularly the heaviest vehicles. A peculiarity of the project was the presence of the "traditional fresh" supply chain as this is usually excluded from city logistic projects, but is critical to Parma because these goods are very perishable and need to be transported in special (cool chain) conditions.

"Ecologistics" was a courageous and innovative project in 2008 and a best practice for medium-sized cities in 2010. However, since then the system has developed problems, linked to the need to update and revise the rules on which it was based. Changes required regulating access, traffic flows and parking within restricted urban areas (e.g. Limited Traffic Zone; ZPRU-area of particular urban relevance, where parking is restricted, as a way to safeguard parking spaces for residents and encourage a responsible use of parking areas; pedestrian zones, etc) to meet national and regional requirements, and reflecting changes in emission standards (e.g. Euro engine ratings) in restricted areas during loading and unloading operations. The system also needs to include those supply chains previously ignored (such as: drugs, newspapers, frozen food, pastry, flowers and plants, equine or bovine meat, values or furs, bakery, laundry), and progressively combine other parking and delivery permits and regulations that do not recognise the current specific requirements.

Freight TAILS

The city's involvement in the Freight TAILS project stems from the need to improve the Ecologistics system, together with the need to reduce the impacts of logistics on air quality and quality of life in the city.

The main objectives of the participation process were to:

- Inform stakeholders of virtuous actions / good practices in the field of goods logistics
- Share with the stakeholders the approach and actions to be developed in the IAP, in relation to the superordinate plans (PUMS and PAIR).
- Share the IAP proposal to define the emergence of proposals to resolve critical issues.

The discussion table with the stakeholders will be kept in place for the next years, in order to follow up the implementation of the IAP actions and to find a shared solution for the issues that will arise.

The Action Plan has been designed to respond to three objectives:

- improve the efficiency of the city's distribution chain, preserving the attractiveness of the historical centre and the economic health of its activities,

- improve the shared urban space in the historic centre,
- limit the number of motor vehicles requiring access and reducing the impacts on air quality and congestion that are linked to logistics

The Action Plan has been prepared during a participatory process that has involved the main stakeholders brought together in the 'URBACT Local Group'.

This process was supported by collecting data from freight recipients in Parma city centre, with the aim of expanding the existing knowledge about freight activity.

With this survey the city can now:

1. estimate the number of commercial deliveries made within the historic centre;
2. understand better the delivery and collection activity of city centre businesses
3. increase municipal and stakeholder knowledge of the city's logistics problems

With stakeholder input in the design and methodology, the survey has provided high-quality local freight data. Example findings include:

- 84% of the deliveries take place between Monday and Friday and 1 in 3 occur between 08:00 and 12:00
- 78% of shops use mainly couriers to receive their goods
- Although the average number of weekly deliveries is 7 per shop, the number can vary widely, depending on the type of goods sold. A clothes shop may receive less than 4, while 30-40 deliveries a week may be required by groceries, bars and restaurants.

This data is now providing a common foundation for integrated logistics planning in Parma.

Parma Integrated Action Plan

Following this process, the aim of the Action Plan is to reduce the congestion and the pollution in the limited-traffic zone in the historical centre of Parma.

To reach this aim, we have defined the following Actions:

SPECIFIC GOALS (concerning urban logistics)	ACTIONS
<p>Optimise and rationalise the mobility of goods in terms of access and optimisation of operations</p>	<p>Action 1: Evolution of the accreditation system of the Ecologistics project</p> <p>Action 2: Revision of the parking plan: introduction of a new charging system (access, transit and parking) in the LTZ for commercial vehicles</p> <p>Action 3: Unification of ECO and other existing kinds of permissions for freight vehicles permission with accreditation and differentiation of rates based on vehicle type approval - creation of ECO permit, ECO30, ECO30/</p> <p>Action 9: Encourage collaborative logistics for the last mile</p> <p>Action 10: Encourage the implementation of points and</p>

	<p>delivery of goods to serve the commercial activities of the historical centre</p> <p>Action 11: Review of current slots for loading / unloading of goods in the historic centre</p> <p>Action 12: introduce control systems for loading / unloading of goods</p>
<p>Reducing the barriers to mobility services and the use of public spaces</p>	<p>Action 5: Expansion of the time slot for entering the Environmental Island in the afternoon</p> <p>Action 11: Review of the current slots for loading / unloading of goods in the historical centre</p>
<p>Reduce the polluting emissions of large areas caused by transport sector as well as local pollutants related to local traffic</p> <p>Reduce energy consumption and in particular those of fossil fuels used by the transport sector</p> <p>Reduce the emissions of climate-changing gases (e.g. CO₂) originated from the transport sector, including incentive policies for electric mobility / freight logistics</p>	<p>Action 1: Evolution of the accreditation system of the Ecologistics project</p> <p>Action 2: Revision of the parking plan: introduction of a new access, transit and parking system in the LTZ for commercial vehicles</p> <p>Action 3: Unification of ECO and MRC permission with accreditation and differentiation of rates based on vehicle type approval - creation of ECO permit, ECO30, ECO30/</p> <p>Action 6: Introduction of accreditation system for heavy vehicles (category N2) with low noise and low environmental impact</p> <p>Action 8: Incentivize the logistics cycle for last mile deliveries / collections</p>
<p>Promote the efficiency of commercial traffic (urban distribution of goods), support the transport of goods by bike, on foot or electric mobility</p>	<p>Action 1: Evolution of the accreditation system of the Ecologistics project</p> <p>Action 4: Simplification and rationalisation of temporary permits</p> <p>Action 7: Creation of digital info-points to disseminate and communicate information concerning incentives for the replacement of the most polluting goods vehicles (Euro 0- Euro 4 classes)</p> <p>Action 8: Incentivise the use of cycle-logistics and other zero-emission solutions for last mile deliveries and collections</p> <p>Action 9: Incentivise collaborative logistics for the last mile (especially Ho.Re.Ca)</p>