



Göteborgs Stad

Trafikkontoret

Good distribution for a vibrant city

The City's Goals for Freight Distribution:

The Urban Transport Administration continuously works on improvement of the freight distribution in the City.

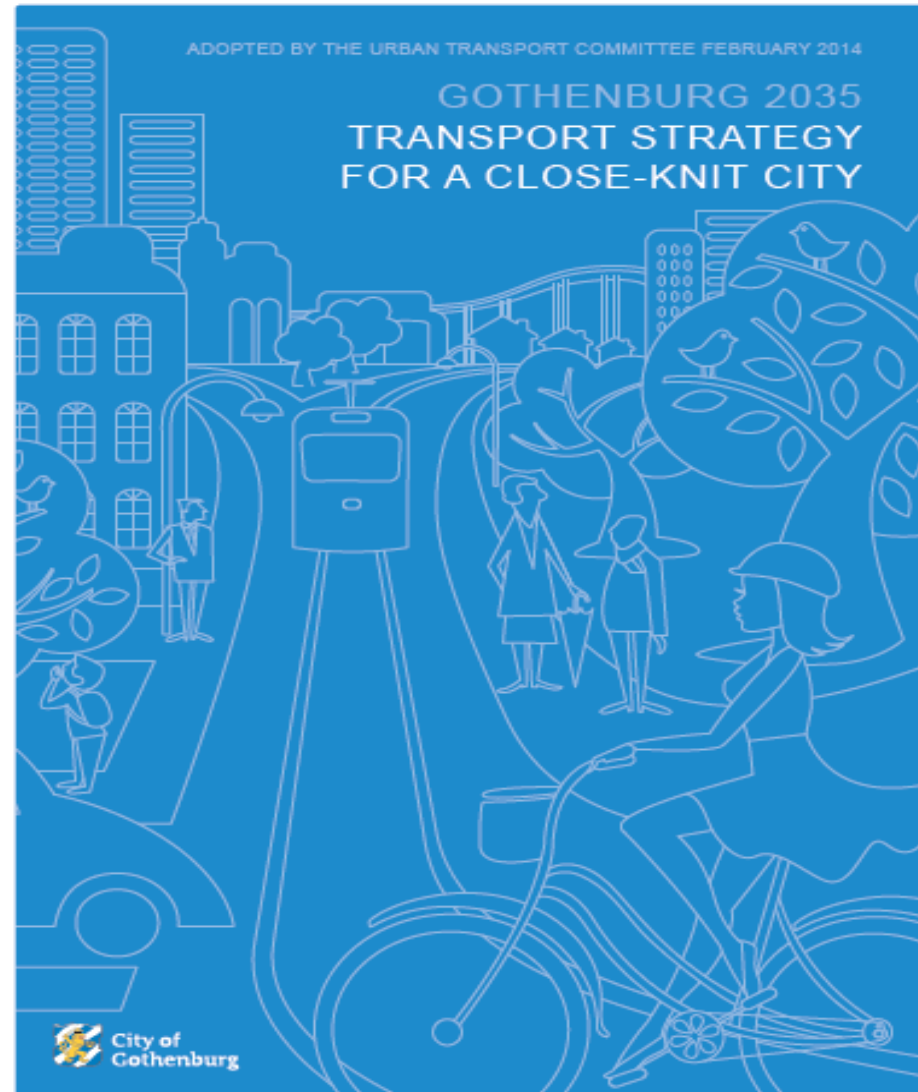
The main objectives are:

- 1. Reduced congestion**
- 2. Increased safety**
- 3. More attractive urban environment and reduced environmental impact**



Three main objectives

Travel
Urban space
Transport of goods



Traffic strategy focus on

- **Travelling** – easy access to essential locations and functions regardless travelling mode and other prerequisites



- **City environment** – attractive settings where people wants to live, work, go shopping, study and meet.



- **Goods transports** – how we contribute to strengthen Gothenburg as the logistic center of the Nordic region, where both existing and new lines of businesses can be developed and generate new jobs, without infringing the quality of life, sustainability and accessibility.

Congestion...

9 years ago Gothenburg had congestion problems in the city centre



A more pleasant inner city



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

Goals with the legal framework in the inner city area

- **Minimize congestion and environmental impact**, and create a **safe environment with high accessibility**
- **Separate unprotected road users from heavy traffic** by redirecting goods flows to hours when the streets are less busy
- **Ensure reliable goods supplies** during daytime with **clean, energy efficient, and safe transport solutions**, based on **consolidation of goods**.
- Create a **traffic system** which contributes to a **pleasant, competitive and safe inner city**.



Regulations and incentives



- ❖ Walking speed areas and pedestrian streets
- ❖ Time windows (10-5 am) on the pedestrian streets
- ❖ Length regulations, maximum 10 m (8-6 am) in the city center

Means :

- Improved accessibility for distribution vehicles
- Reduced driving distances and time

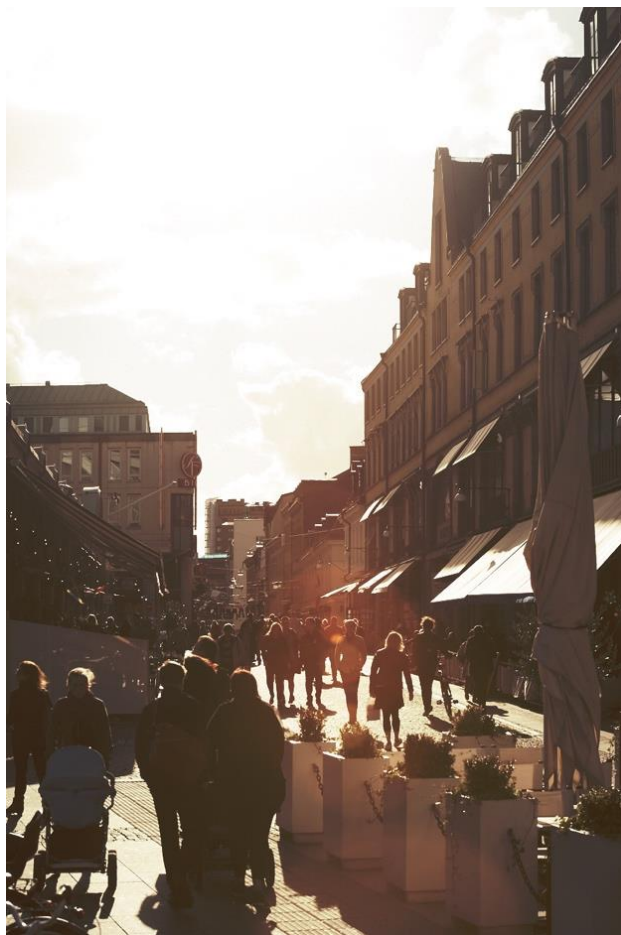


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Regulation - Gothenburg

Walking speed areas areas



- Shared space
- Improved attractiveness of the street environment
- No parking
- No loading bays
- Two way streets



No heavy vehicles in the pedestrian zones after 11



- Introduced 1 January 2017 (11-05 am)
- Test period 6 months
- Likely to be expanded 2018

Smart Deliveries

Consolidated deliveries with clean and energy efficient vehicles



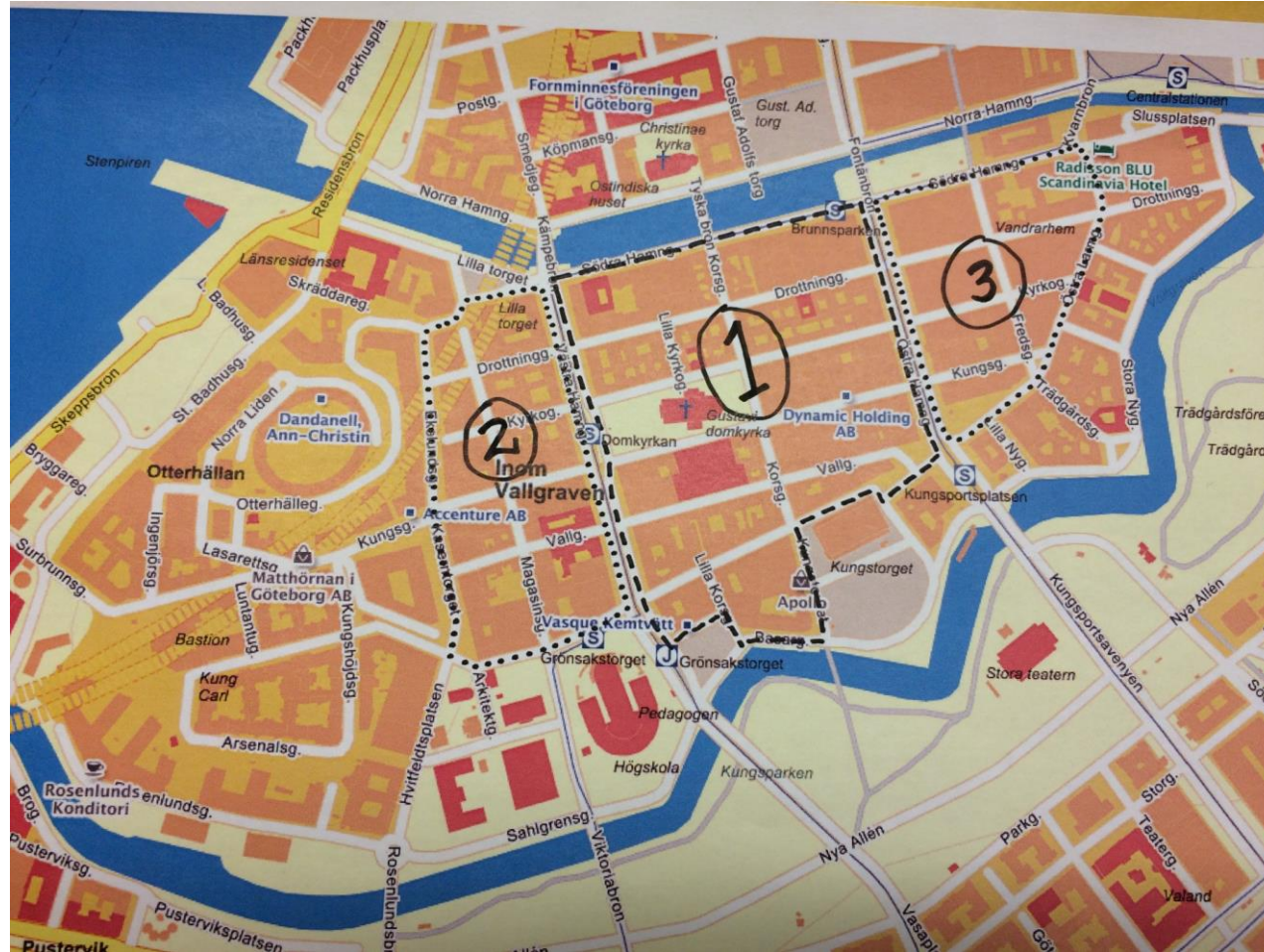
Stadsleveransen



- Common goods reception for businesses in the inner city
- Consolidation and last mile delivery with electric powered vehicles
- Runned by Innerstaden (a joint company owned by the merchants, real estate owners and the city)
- Operator – Paketlogistik (a small haulier company)
- Functions both as c/o adress and haulier (PostNord och DHL)



Areas of operation



Development



Phase 1

- Concept phase 1-2 years
- Small number of shops
- C/o adress/consolidation point
- Mapping and evaluation
- 2012-13

Phase 2

- Development phase 2–3 years
- Increased number of shops, larger area
- Goods redirected from hauliers
- Development of value adding services
- 2014-16

Phase 3

- **Establishment phase**
- **Open for all businesses within the inner city area**
- **Fully commercial business**
- **2017-**

Feskeleveransen

- **Car and trailer** with specially designed, and insulated cabinets for transports of **fresh fish and seafood** in the central parts of Gotheburg
- **Cooperation** between merchants, the city of Gothenburg, and a real estate owner
- **100% Electric**
- **Unique application** of a small electric vehicle
- Ended Aug 2017



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Pling transport



New project – “micro goods depot” for the inner city. Starting in the autumn of 2016 (pilot ended June 2017).





Density – waterway demonstration

- Goods transport from Bäckebol to Lindholmen and Järntorget (Göta Älv)
- Waste transport from Lindholmen to Sävenäs (Göta Älv/Såveån)



Novelog – quick facts

- EU-financed project in the field of sustainable city logistic solutions within the HORIZON program
- 28 Partners, of which 12 cities/city areas and 8 universities
- 6 Pilot projects and 6 case studies
- The main activity for the city of Gothenburg is to perform a case study regarding a c/o adress for deliveries to the Nordstan shopping mall. Important elements are gathering of information and analysis of goods flows



Thank you for your attention!



Ulrike Firniss by courtesy of
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