

From hearsay to hard facts, Tomas Levin

Solving urban freight transportation issues is hard. The urban environment is challenging because of its complex nature. Road based traffic share a common infrastructure, with some limited segregation and prioritization. In Norway it is common to give priority to public transport (busses and trams). Private and commercial vehicles are treated the same, with some minor differences regarding the access to areas or parking spots. Commercial vehicles are an integral part of the urban environment as the move goods that the citizens' consume.

The pessimist view would be that there is "bad will" from the public sector towards the private sector and the commercial vehicles. This paper/presentation assumes that there is a will to improve the conditions for urban freight delivery but there is limited understanding or trust between the two parties. The paper/presentation will give examples of how the "big-data" can mitigate some of these issues and bring forward more hard evidence in respect to the traffic situation. This means that cities can become more certain about the problems and the scale of the problems. And the transport service providers can give credible information to the cities understating their claims and also document the effect of any change that the city has made. Examples will be taken from the Green Freight project, GAZ, GBO and E39 Energy calculations.

