

#### Working with Urban Distribution in Oslo – Practical Experiences

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## The Agency for Urban Environment

We build and maintain the city

roads // streets // urban spaces // parks // forests // sports arenas

Our aim is to create a safe, beautiful, environmentally friendly and sporty city!





Vision: Zero emissions from urban freight

#### Main aim:

Develop environmentally friendly and efficient distribution solutions for the city center of Oslo.

#### Part aims:

- M1 Develop solutions for efficient exploitation of street space
- M2 Develop solutions for improved exploitation of week and 24h (24/7)
- M3 <u>Demonstrate</u> the use of environmentally friendly and energy efficient vehicles and terminals



# Demonstration of UCC 2013-14

- Based on pre-studies and the wishes from the projects partners
- The city of Oslo was responsible for making it happen
- All in all a bumpy road!





## Receivers



- They order the goods with shipping included
- Didn't want to dictate the shippers
- Willing to receive from UCC if:
  - The price is the same
  - The deliveries aren't delayed







- They receive the orders from the owner of the goods
- Didn't want to dictate the manner of shipping
- Concerned if UCC will increase the price of shipping
- Unwilling to reorganize daily practice and method of payment





# **Enter: Bring**

- Contact from late fall 2013
- Willing to man a pilot UCC



- Could provide 1/3 of the necessary volume to keep the UCC busy throughout a day
- I began working to recruit volume elsewhere. Proved difficult to convince competitors of Bring to let them handle the last mile.
  - Win time, lose branding.
- Attempted recruiting volume internally in Oslo municipality: Targeted a company that we buy great volumes from. The obstacles arose from another part of the municipality.

# Time flies...



• Moved on to plan B in February 2014

I wish we...:

- could have visualized the potential benefits and risks in advance to encourage participation
- had better anchoring of R&D in the municipality and in legislation
- had better time to plan the UCC and
- could offer a potential permanent solution, so the investment from the participants would be worthwhile



## Plan B: Access to loading spaces





## Data collection

• Surveillance of the loading spaces showed very unpredictable accessibility for the carriers



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### Data collection

- 50 % freight use
- A clear need to reduce illegal use to free capacity





Figure 1: Vehicle sizes among the freight vehicles

Figure 2: The users of the loading space over a day

Data: Sintef Figures: TØI

### Plan B-1: Variable Message Signs

- «Variable message signs» are flexible tools in traffic management
- Urban space is competed over by many user groups. VMS allows a multitude of functions.
- The purpose of the street space can change
  - in times of the day
  - on different weekdays
  - holidays and special events
- The message is simpler to understand
- We wished to test new technology
- The legislation can be interpreted to not allow this. Still unclear.



GRØNN

BYDISTRIBUSJON





#### Plan B-2: A boring regular sign

- A sign that is not much used in Oslo, but fount everywhere in Sweden
- Drammen below







# Plan B-3: (I kid you not)

- The transit company Ruter established a temporary tram stop in the loading space
- Police will not approve the new sign under these conditions







#### Plan B-3: A boring sign on half the space

- Only 50% of the space we planned to use for the demonstration
- The background data is now less valuable for evaluating the new condition



## **Conclusions and reflections**



- R&D is definitely important to the potential of innovation.
- The role of the public bodies in innovation in Urban Freight is often praised, but it is not flat.
- The obstacles to innovation are
  - Many
  - Time consuming
  - Expected and unexpected



#### Thank you for the attention! mari.svolsbru@bym.oslo.kommune.no

