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# International transferability of measures

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11 April 2019, St Petersburg



## Overview of presentation

- General comments on transferability of measures
- Overview of the TURBLOG project
  - TURBLOG = “Transferability of URBan LOGistics concepts and practices from a worldwide perspective”
- TURBLOG case study concerning transfer of urban freight measures to Cariacica, Brazil



## Key ideas behind transferability


- We are living in an increasingly globalised world
  - with increasing flows of information around the world
- So that everyone has greater access to knowledge about policy measures implemented in other locations
  - such knowledge plays an increasingly important role in measure selection
- However, measures cannot simply be ‘lifted’ from one place to another place without questioning whether they are appropriate
  - or, at the other extreme, simply rejected since they seem ‘strange’

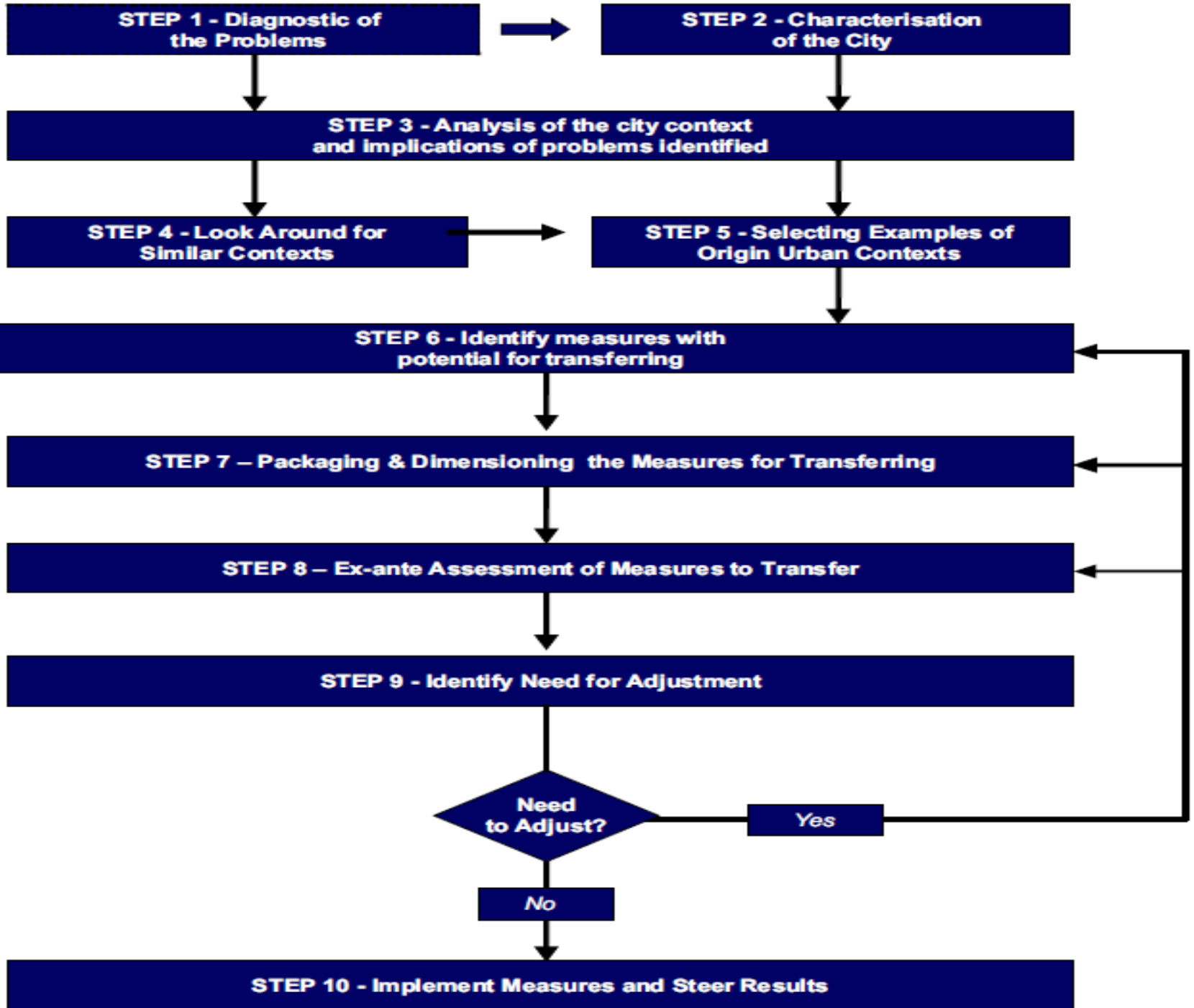


## Key questions / issues

- How can we devise coherent approaches to judge whether or not a measure is transferable?
  - before they are implemented
- What is the role of evidence from ‘very different locations’ when analysing transferability?
- What is the role of ‘transferability experts’?
- What barriers might exist to successful transfer of measures?
  - cultural, political, technological, financial etc
- What facilitators might exist to support successful transfer?
  - are there any ‘windows of opportunity’?

## A practical approach for assessing future transferability of measures

- A “10 steps transferability method” was developed and used in the EU CIVITAS project METEOR:
    - <http://www.rupprecht-consult.eu/nc/projects/projects-details/project/civitas-meteor.html>
  - The EU CIVITAS Initiative is designed to assist European cities to achieve a more sustainable, clean and energy efficient urban transport system, by implementing and evaluating an integrated set of technology and policy based measures (<http://www.civitas.eu/>)
- 
- More information from Macário, R., Marques, C.F., 2008. Transferability of sustainable urban mobility measures. *Research in Transportation Economics* 22(1)



# The TURBLOG project

- TURBLOG focussed upon the **urban freight** aspects of creating sustainable urban mobility plans (SUMP)s
- Freight is often 'forgotten about' when developing SUMPs

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**TRANSFERABILITY OF URBAN LOGISTICS CONCEPTS AND PRACTICES FROM A WORLD WIDE PERSPECTIVE**

[WWW.TURBLOG.EU](http://WWW.TURBLOG.EU)

## Urban freight measures: Background

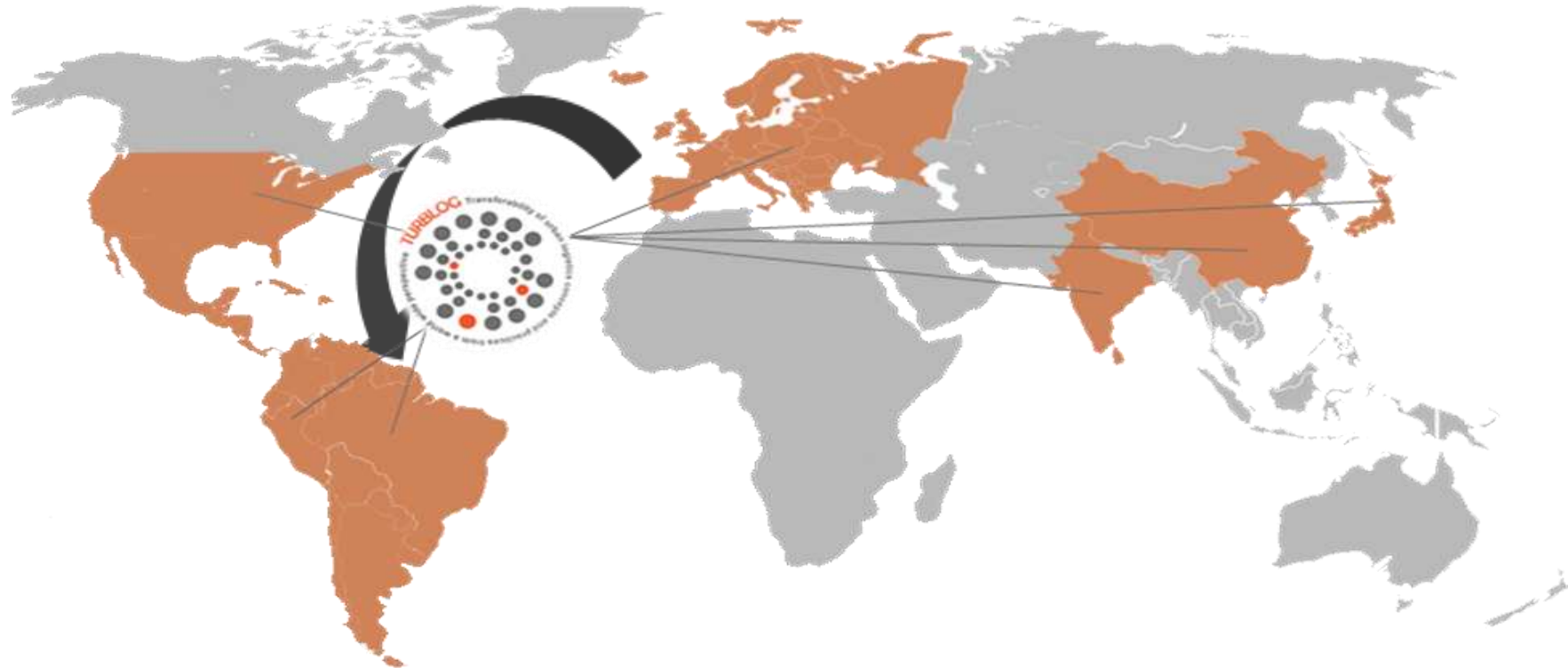
- Urban freight represents typically between 20 to 25% of road space contributing to between 10 to 20% of urban road traffic
- Freight movements are indispensable for a city's economy
  - but at same time significantly affect the attractiveness and quality of urban life
- Urban freight movement is a complex and heterogeneous activity

## Complex and heterogeneous activity

- In comparison with passenger movements, freight movements can be less frequently associated with (simple) 'origin-to-destination' movements between zones within the urban area
  - intra-urban freight carriers frequently make complex tours involving multiple delivery / pick-up points
  - much freight traffic within a city is 'through traffic' involving movement between external zones.
- Implementing urban freight measures involves intervening in a multiplicity of areas of urban mobility
  - including institutional, regulatory, infrastructural, and technological

## TURBLOG strategy

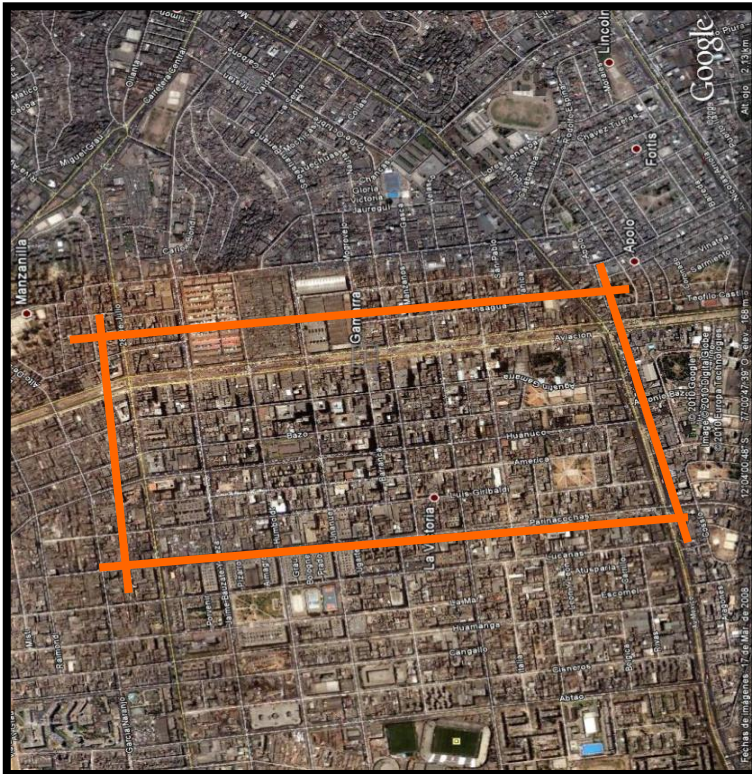
- Address urban logistics from a worldwide (geographical) perspective
  - whilst looking at specificities of Europe, Brazil and Peru
- Assess issues of transferability of urban freight measures





## Example of a “specific problem situation”: the Gamarra area in Lima

- Gamarra is the largest urban shopping area in Peru. Occupying 60 ha, there are 10 thousand micro-enterprises working in the area
- 60 thousand people work in Gamarra, and in periods of marketing campaigns there are more than 250,000 visitors



# TURBLOG worldwide review of measures

TURBLOG made a worldwide review and analysis of potential solutions, including:

- Interventions on loading/unloading
- Integration with comprehensive urban transport and land use planning
- Supportive measures (signing, maps etc)
- Alternative modes
- Policy packages

Grant Agreement n°. SCS8-GA-2009-234061  
Coordination and support action (Coordinating)  
FP7-TRANSPORT SST.2008.3.1.4. Urban delivery systems  
Project acronym: TURBLOG\_ww  
Project title: Transferability of urban logistics concepts and practices from a world wide perspective



## Deliverable 1

*A worldwide overview on urban logistic interventions and data collection techniques*

Due date of deliverable: 31<sup>st</sup> March 2010  
Submission date:

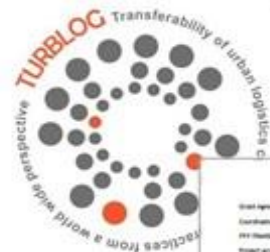
Start date of project: October 2009

Duration: 24 months

TIS.pt - Consultores em Transportes, Inovação e Sistemas, S.A.

Version 1.0

TURBLOG also produced detailed case study reports



Grant Agreement n° 5258-GA-2009-234061  
 Coordination and support action (Coordinating)  
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**Deliverable 3.1**  
 Urban logistics practices - Paris Case Study

Grant Agreement n° 5258-GA-2009-234061  
 Coordination and support action (Coordinating)  
 FP7-TRANSPORT SST.2008.3.1.4. Urban delivery systems  
 Project acronym: TURBLOG\_WW  
 Project title: Transferability of urban logistics concepts and practices from a world wide perspective



**Deliverable 3.2**  
 Urban Logistics Practices - Case Study of the City of

Due date of deliverable: 10<sup>th</sup> February 2011  
 Submission date: 10<sup>th</sup> March 2011  
 Start date of project: October 2009  
 HEA Transport research and training

Project funded by the European Commission within the Seventh Framework Programme	
Dissemination Level	
EU	Public
IM	Restricted to other programme participants (including the Commission Services)
IE	Restricted to a group specified by the consortium (including the Commission Services)
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Grant Agreement n° 5258-GA-2009-234061  
 Coordination and support action (Coordinating)  
 FP7-TRANSPORT SST.2008.3.1.4. Urban delivery systems  
 Project acronym: TURBLOG\_WW  
 Project title: Transferability of urban logistics concepts and practices from a world wide perspective



**Deliverable 3.3**  
 Urban logistics Practices - Case Study Belo Horizonte, Brazil

Due date of deliverable: 10<sup>th</sup> February 2011  
 Submission date: 10<sup>th</sup> March 2011  
 Start date of project: October 2009  
 HEA Transport research and training

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Grant Agreement n° 5258-GA-2009-234061  
 Coordination and support action (Coordinating)  
 FP7-TRANSPORT SST.2008.3.1.4. Urban delivery systems  
 Project acronym: TURBLOG\_WW  
 Project title: Transferability of urban logistics concepts and practices from a world wide perspective



**Deliverable 3**  
 Urban Logistics Practices  
 Synthesis of Selected Case Studies

Due date of deliverable: 28<sup>th</sup> February 2011  
 Submission date: 10<sup>th</sup> March 2011

Date of project: October 2009  
 HEA Transport research and training

Grant Agreement n° 5258-GA-2009-234061  
 Coordination and support action (Coordinating)  
 FP7-TRANSPORT SST.2008.3.1.4. Urban delivery systems  
 Project acronym: TURBLOG\_WW  
 Project title: Transferability of urban logistics concepts and practices from a world wide perspective



**Deliverable 3.5**  
 Urban Logistics Practices - Case Study  
 Truck Regulation and the Abertis Logistics Park in Santiago-Chile

Due date of deliverable: 10<sup>th</sup> February 2011  
 Submission date: 10<sup>th</sup> March 2011  
 Start date of project: October 2009  
 HEA Transport research and training

Project funded by the European Commission within the Seventh Framework Programme	
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Grant Agreement n° 5258-GA-2009-234061  
 Coordination and support action (Coordinating)  
 FP7-TRANSPORT SST.2008.3.1.4. Urban delivery systems  
 Project acronym: TURBLOG\_WW  
 Project title: Transferability of urban logistics concepts and practices from a world wide perspective



**Deliverable 3.6**  
 Urban logistics practices - Case Study:  
 Joint delivery systems in Tokyo

Due date of deliverable: 10<sup>th</sup> February 2011  
 Submission date: 10<sup>th</sup> March 2011  
 Start date of project: October 2009  
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Project funded by the European Commission within the Seventh Framework Programme	
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 FP7-TRANSPORT SST.2008.3.1.4. Urban delivery systems  
 Project acronym: TURBLOG\_WW  
 Project title: Transferability of urban logistics concepts and practices from a world wide perspective



**Deliverable 3.8**  
 Urban logistics practices - New York City  
 Off-Hour Delivery Project

Due date of deliverable: 10<sup>th</sup> February 2011  
 Period within submission: 10<sup>th</sup> of March 2011  
 Start date of project: October 2009  
 HEA Transport research and training

Project funded by the European Commission within the Seventh Framework Programme	
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Grant Agreement n° 5258-GA-2009-234061  
 Coordination and support action (Coordinating)  
 FP7-TRANSPORT SST.2008.3.1.4. Urban delivery systems  
 Project acronym: TURBLOG\_WW  
 Project title: Transferability of urban logistics concepts and practices from a world wide perspective



**Deliverable 3.9**  
 Urban logistics practices - Mumbai Case Study

Due date of deliverable: 10<sup>th</sup> February 2011  
 Submission date: 10<sup>th</sup> March 2011  
 Start date of project: October 2009  
 HEA Transport research and training

Project funded by the European Commission within the Seventh Framework Programme	
Dissemination Level	
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**Deliverable 3.7**  
 Urban logistics practices - Beijing  
 Tobacco Logistics Centre

Due date of deliverable: 10<sup>th</sup> February 2011  
 Submission date: 10<sup>th</sup> March 2011  
 Start date of project: October 2009  
 HEA Transport research and training

Project funded by the European Commission within the Seventh Framework Programme	
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## Transferability case studies in TURBLOG

The potential transferability of measures from around the world were considered in four case studies:

- Lima (Peru)
- Belo Horizonte (Brazil)
- Cariacica (Brazil)
- Lisbon (Portugal)





## Overview of Cariacica case study

- Cariacica is a relatively small-sized city (in Brazilian terms)
  - Population approx. 350,000
  - Small transport (sub-) department within Local Authority
- How might a 'light' transferability analysis be carried out?
  - which sticks to the same logic as a full transferability analysis
- Relevant to many other cities in the world



Espirito Santo State, Brazil



Cariacica is the poorest of the seven cities in the Greater Vitória Metropolitan Area

## Main events in the case study

- Initial visit made to Cariacica on 26<sup>th</sup> January
  - General agreement about type of measures to be considered in transferability analysis (i.e. regulation of freight traffic)
- Assessment Workshop held in Cariacica on 9<sup>th</sup> February
  - Attended by approximately 20 people (city authority personnel and stakeholders)
- Final seminar held in Cariacica on 18<sup>th</sup> October
  - Analysed the results of the workshop
  - Further discussion about the possible future implementation of measures in Cariacica.

## Simplified '3 step' transferability process applied in Cariacica

- Step 1: Information about receptor city (Cariacica)
  - including urban problems and (specific) freight problems
- Step 2: Identifying cities and measures/instruments from similar contexts
  - from TURBLOG case studies and regional reports
- Step 3: Results of assessment workshop held in Cariacica
  - including results from barrier analysis

## Step 1: Urban and freight problems

- Much of the traffic within Caricica does not have an origin or destination in the city
  - i.e. it is 'through traffic'
- The needs of the city inhabitants tend to be overlooked by (Espírito Santo) state authorities
  - Cariacica is the poorest city in the Vitória Metropolitan Area
- Lack of regulation of freight transport concerning loading/unloading, lorry bans, lorry routes etc.





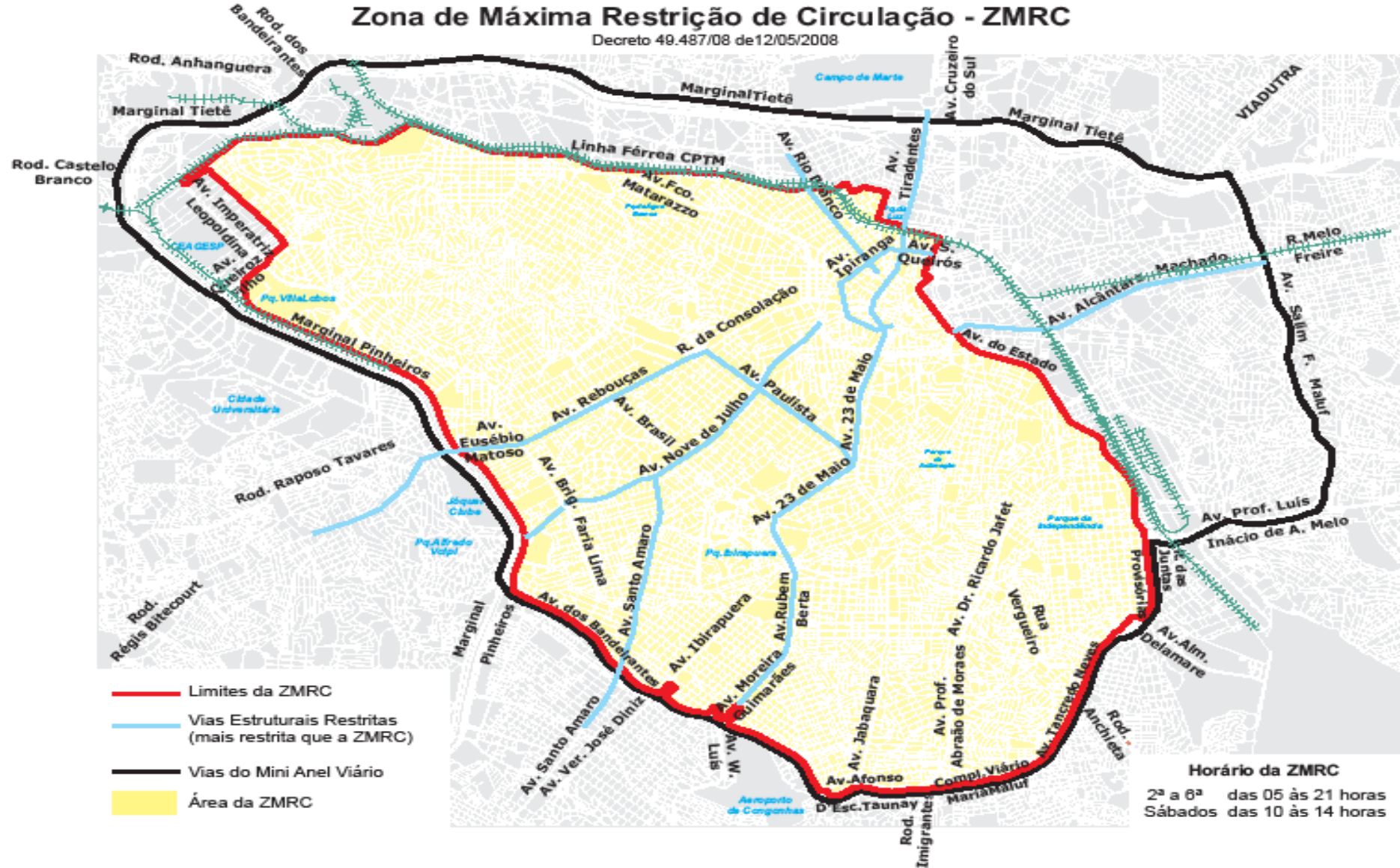
## Step 2: Identifying cities and measures



City	Measure(s)
Belo Horizonte	Loading/unloading regulations (location-based and time-based), signs
Sao Paulo	Zones/routes for restricting freight traffic, vehicle size restrictions
USA, NZ + UK	Signs
New York	Lorry routes/map
Vancouver	Lorry routes/map
Barcelona	Night deliveries
Utrecht	City centre lorry restrictions, emissions zones and policy packaging

# Loading/unloading regulations in Belo Horizonte, Brazil





# Signing in Great Britain





# TRUCK ROUTES & TRUCK AREAS

(GVW > 10,000kg)  
VANCOUVER, B.C.  
JANUARY 2009

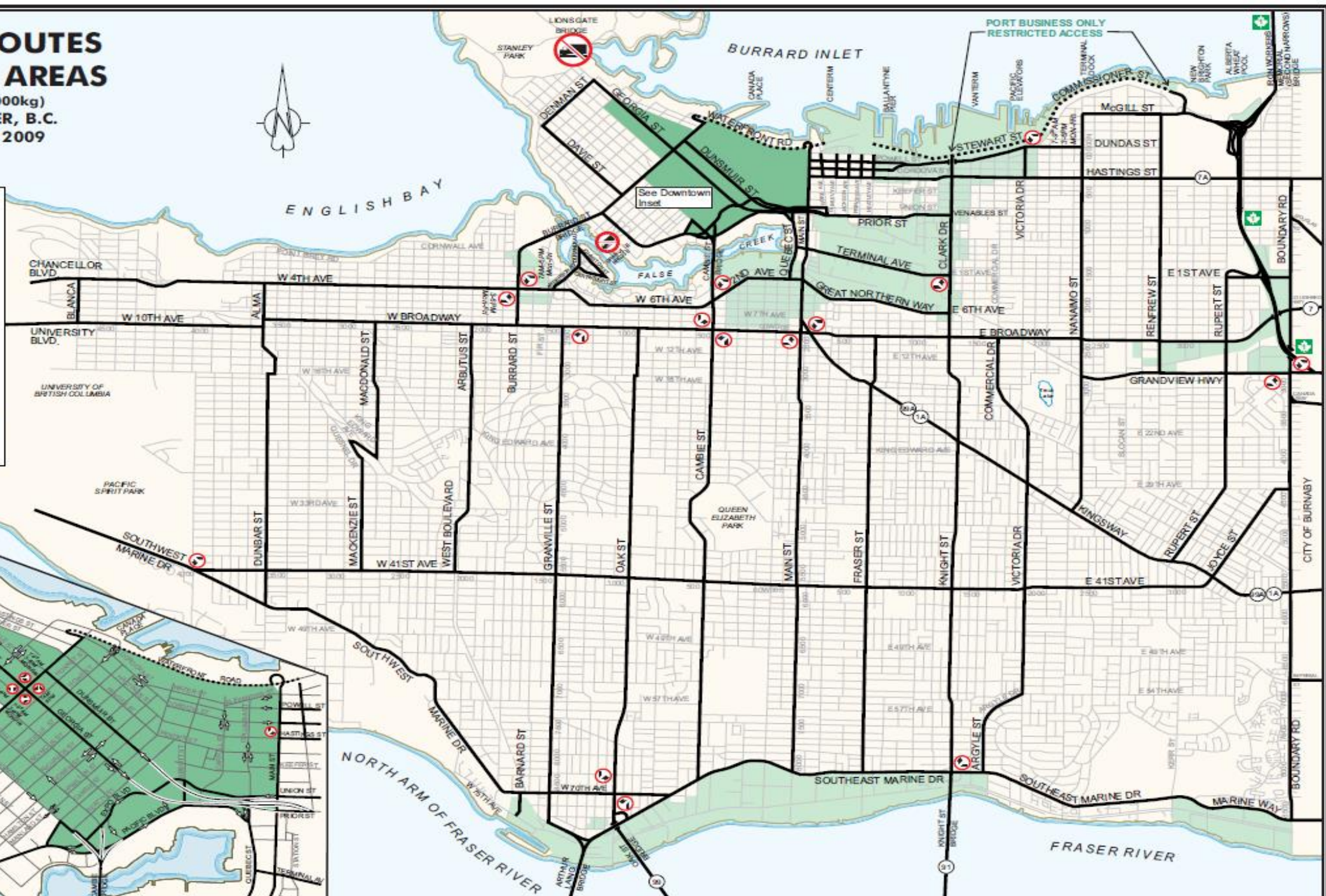
A vehicle or combination of vehicles with a GVW greater than 10,000 kg (22,046 lbs) must use the truck routes and truck areas.

### Legend

- Truck Route
- Restricted Access
- Truck Areas**
- Industrial
- Downtown \*
- One Way Street
- End Of One Way Street

\* Vehicles over 15.25 metres (50 feet) in length may only travel on a designated truck route in the Downtown area between 7am and 6pm.

### DOWNTOWN INSET



See Downtown Inset

PORT BUSINESS ONLY  
RESTRICTED ACCESS

CITY OF BURNABY

CITY OF RICHMOND

CITY OF SURREY

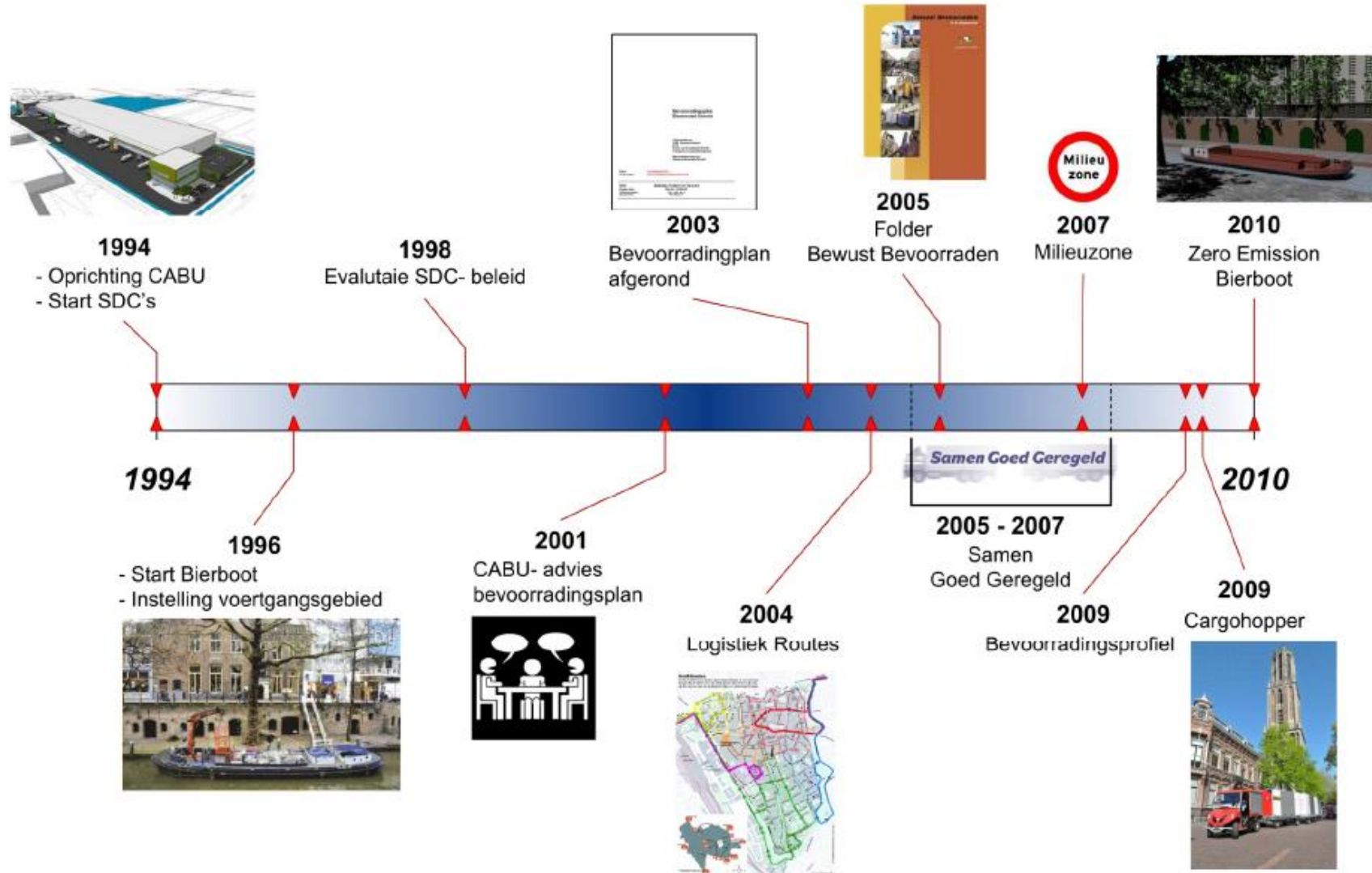
# Night delivery in Barcelona, Spain



# Utrecht: Time restrictions for freight vehicles in pedestrian area



# Policy Packaging (Utrecht)



### Step 3: Assessment of measures by participants in the workshop



Measures	Assessment
Loading/unloading regulations (location- and time-based)	+++
Signs	+++
Zones/routes for restricting freight traffic	+++
Vehicle size restrictions	++
Lorry routes	++
Lorry route maps	+
Night deliveries	-
Emissions zones	-
Policy packaging	+++



- There are different ways of categorising barriers and facilitators
- The approach used in Cariacica was to use the following categories
  - Financial
  - Physical
  - Technological
  - Cultural
  - Political
  - Legal
  - Security



## Step 3: Barriers

### Barriers identified in workshop

- Measures need **financing**
  - including paying for wardens to fine people not complying with rules
  - and paying local authority personnel to apply for government grants
  - though ways could be found to solve this
- General **cultural barriers** to regulation (this type of regulation is new to Carriacou)
- Physical and security barriers were not seen as big problems



## Step 3: Facilitators

### Facilitators identified in workshop

- History of **cooperation** between local authority and stakeholders (e.g. this workshop) was seen as an important facilitator
- Measures are in line with **current government policies**
  - thus helping 'to make the case' to people sceptical about regulation
  - and helping get government technical support /money
- Current local authority administration has a dynamic approach and is interested in good practice examples from other cities

## Impact of case study

- Many regulatory measures on parking/loading etc have now been implemented in Cariacica since the workshop
- Overall, the case study showed that much progress can be made for examining 'transferability' with relatively small resources
  - creating a useful precedent for other 'smaller cities'



## Overall conclusions

- Transferability analysis is an increasingly important aspect of measure selection
  - making use of the vast amount of information available from a variety of sources
- More research (involving ‘real life’ case studies) needs to be put into studying the potential of transferability of measures
  - collaboration on transferability research between Russia and the EU would be of great interest
- ‘Light’ transferability approaches are feasible in locations that do not have resources for carrying out complex transferability analyses



**Thank you!**

**Any questions?**