



Città di Lucca

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Växjö (Sweden), 7th April 2014



URBAN LOGISTICS INNOVATION IN A MID- SIZE HISTORIC CITY IN ITALY: THE LUCCAPORT CASE



Co-funded by the Intelligent Energy Europe
Programme of the European Union



Centre for Eco-Friendly City
Freight Distribution: Urban
Logistics Innovation in a
mid-size Historical City in Italy

LUCCAPORT

URBAN CONTEXT,
DEVELOPMENT AND
IMPLEMENTATION
OF CITY LOGISTICS
IN LUCCA



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URBAN CONTEXT, DEVELOPMENT AND IMPLEMENTATION OF CITY LOGISTICS IN LUCCA

Preservation and further development of the city centre

Quality of Life 2012 – rank n. 33,
but ranked n. 1 for Environment
& Services (data related to the
entire Province provided by Sole
24 Ore, leading Economic Daily
Newspaper)

2013 Air Quality Report of Lega
Ambiente, rank n. 31 (54 limit
value excedences 2012)



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URBAN CONTEXT, DEVELOPMENT AND IMPLEMENTATION OF CITY LOGISTICS IN LUCCA

Some relevant data on city centre economy and transport

- ✓ Historic mid-size town with about **80.000** inhabitants (round 10.000 inside historic centre)
- ✓ Economic activities mainly based on **commerce, services and tourism sectors.**
- ✓ A relevant **number (1600+)** of **shops, restaurants, commercial activities** in the historic centre (inside the ancient walls) and immediate surrounding urban quarters.
- ✓ About **27% of business** located in the city centre, use their **own means for goods transport.**
- ✓ Relevant **tourist flows.**
- ✓ About **1680 commercial vehicles entering** the area each day with **low load factor** (<30% available capacity).
- ✓ High impacts of freight traffic and city distribution processes.

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URBAN CONTEXT, DEVELOPMENT AND IMPLEMENTATION OF CITY LOGISTICS IN LUCCA

Local impacts of city logistics processes

- ✓ High levels of **congestion** due to commercial and freight traffic (high number of vehicles in the historic centre, non-optimized loads and delivery routes).
- ✓ High levels of **environmental pollution** (PM10) with several exceedances of law limit values
- ✓ **Noise** pollution and risk for historic buildings due to vibrations resulting from freight traffic.
- ✓ Pedestrians (tourists) **safety hazards.**



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CURRENT MEASURES FOR MOBILITY MANAGEMENT AND FREIGHT DISTRIBUTION IN LUCCA

REGULATIONS AND ITS FOR MOBILITY AND FREIGHT TRANSPORT

- ✓ Access regulations, by-laws and plans, leveraging on:
 - ✓ Level of Emissions (EURO 1, .., 5, FEV)
 - ✓ User category
 - ✓ Time windows
 - ✓ Focus on freight transport
- ✓ Historic centre is a Limited Traffic Zone (LTZ) with Access Control System
- ✓ Historic centre inside a wider Environmental Zone
- ✓ Development of pedestrian area since 1976
- ✓ Further implementation on going of access control system for mobility management

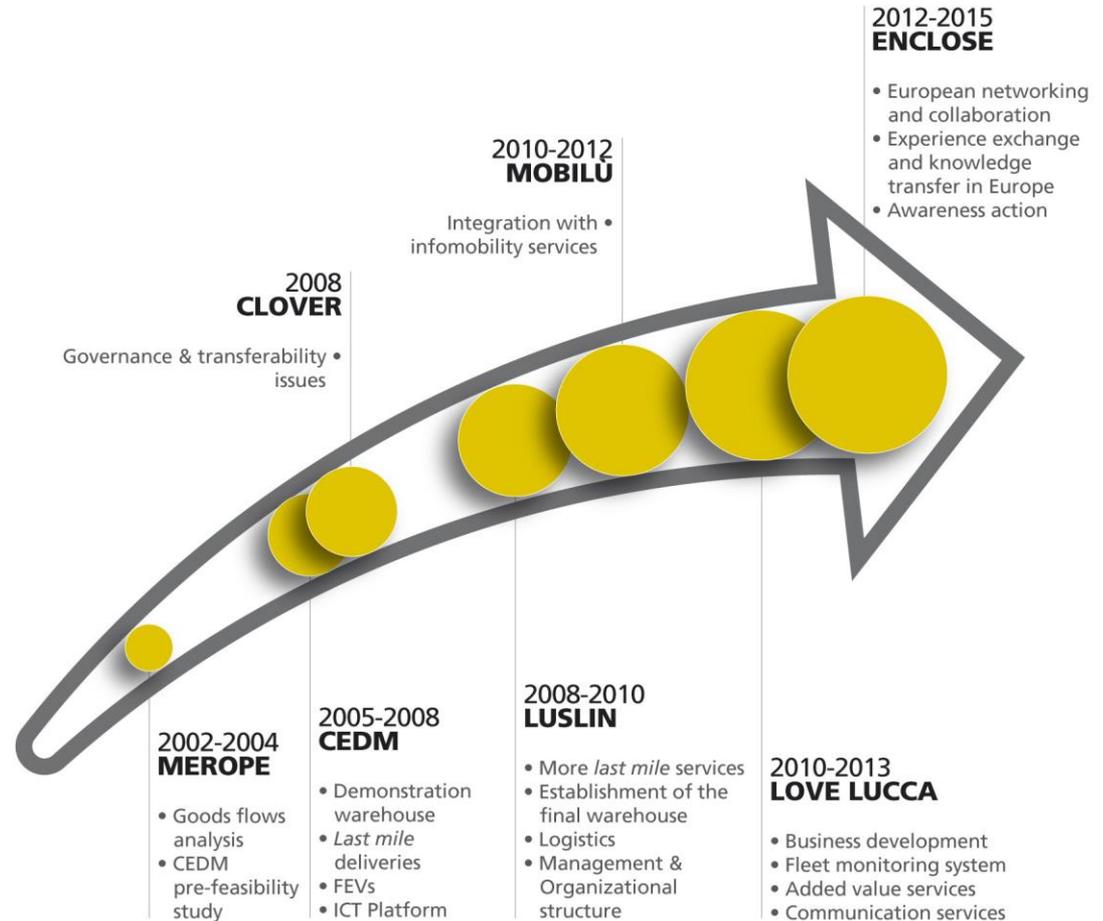
Type of goods	Permit area(s)	Time and other limitations
Perishable goods	LTZ, A Area, B Area	7:00-10:30, 15:00-16:30 and 18:30-20:00
Medicines & drugs	LTZ	Any time of the day (max. 20 mins parking)
	A Area, B Area	7:00-10:00, 12:00-13:00, 16:00-17:00, 18:30-19:30 (max. 20 mins parking)
Fuels	LTZ	Any time of the day
	A Area, B Area	8:30-13:00, 14:30-15:30
Sales representatives (yearly duration permit)	LTZ	Any time of the day. Parking allowed only in dedicated yellow marked lots
	A Area, B Area	8:00-14:00, 14:30-15:30, 19:30-20:00
Tobacco and state monopoly goods (yearly duration permit)	LTZ	Any time of the day. Parking allowed only in dedicated yellow marked lots
	A Area, B Area	8:00-12:00

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CURRENT MEASURES FOR MOBILITY MANAGEMENT AND FREIGHT DISTRIBUTION IN LUCCA

City logistics on focus: from 2002 to nowadays Lucca put ideas into practice

Since 2002 the municipality of Lucca has developed and implemented several experimental activities aiming to research, development and innovation on sustainable city logistics.





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**MUNICIPALITY VISION
STAKEHOLDERS
AND FUND RAISING**

**Involvement of public
Administration and Authorities**
facing city logistics issues

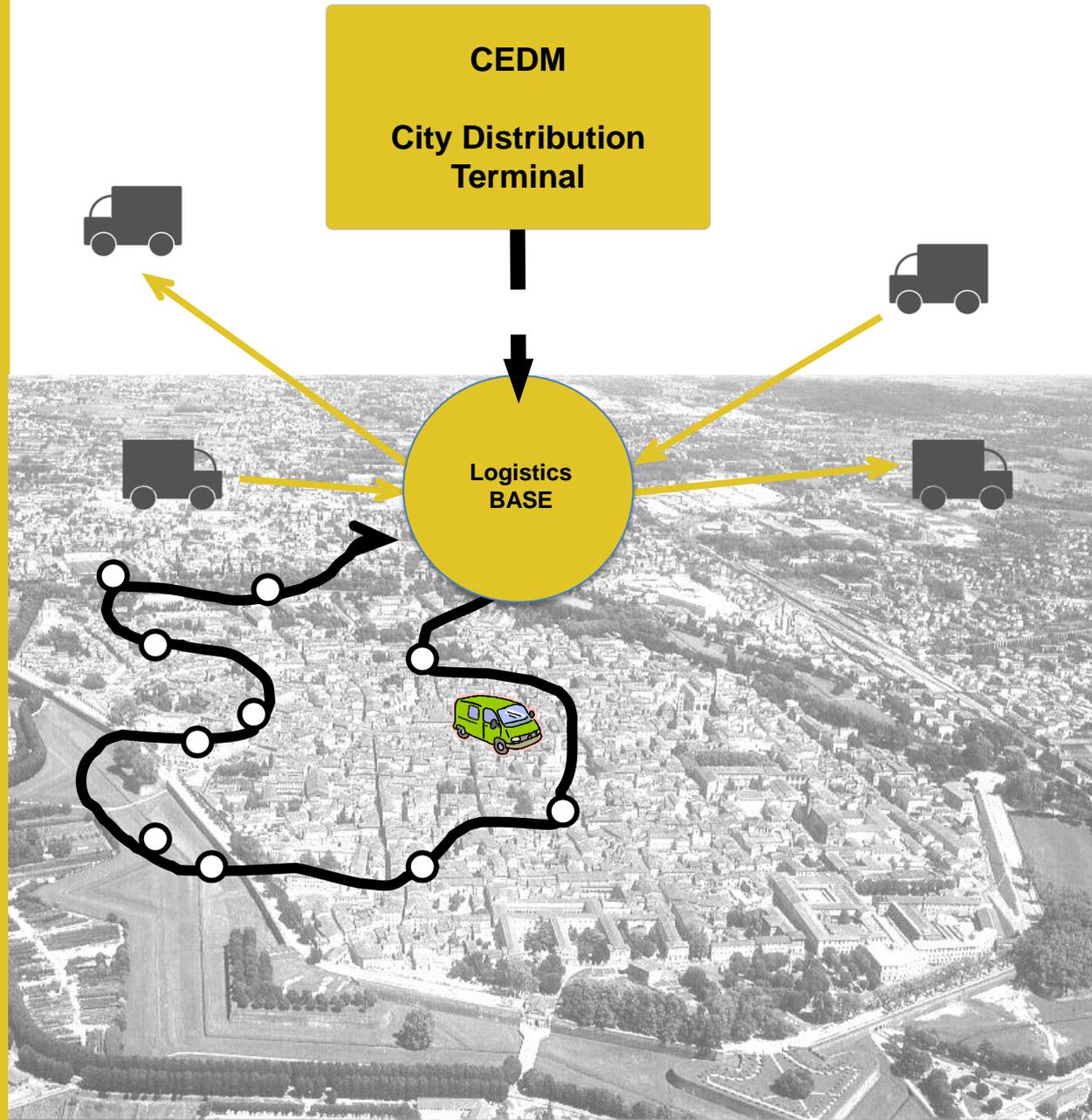
Participation of local stakeholders
(Chambers of Commerce, Professional
Association, Transport operators, etc.)

Regional, National and European funding,
to implement activities sustained by local
resources according to a proper
and effective action plan

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DEVELOPMENT AND
IMPLEMENTATION
OF ADVANCED CITY
LOGISTICS
CONCEPTS
IN LUCCA

Experimenting a Urban
Consolidation Centre
(UCC) in Lucca: the
LIFE CEDM project.





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The CEDM Project
in Lucca.

DEMONSTRATION
PHASE
Temporary
logistics base



Boxes 1&2

c/o Fruit &
Vegetable
Market
Comune di
Lucca





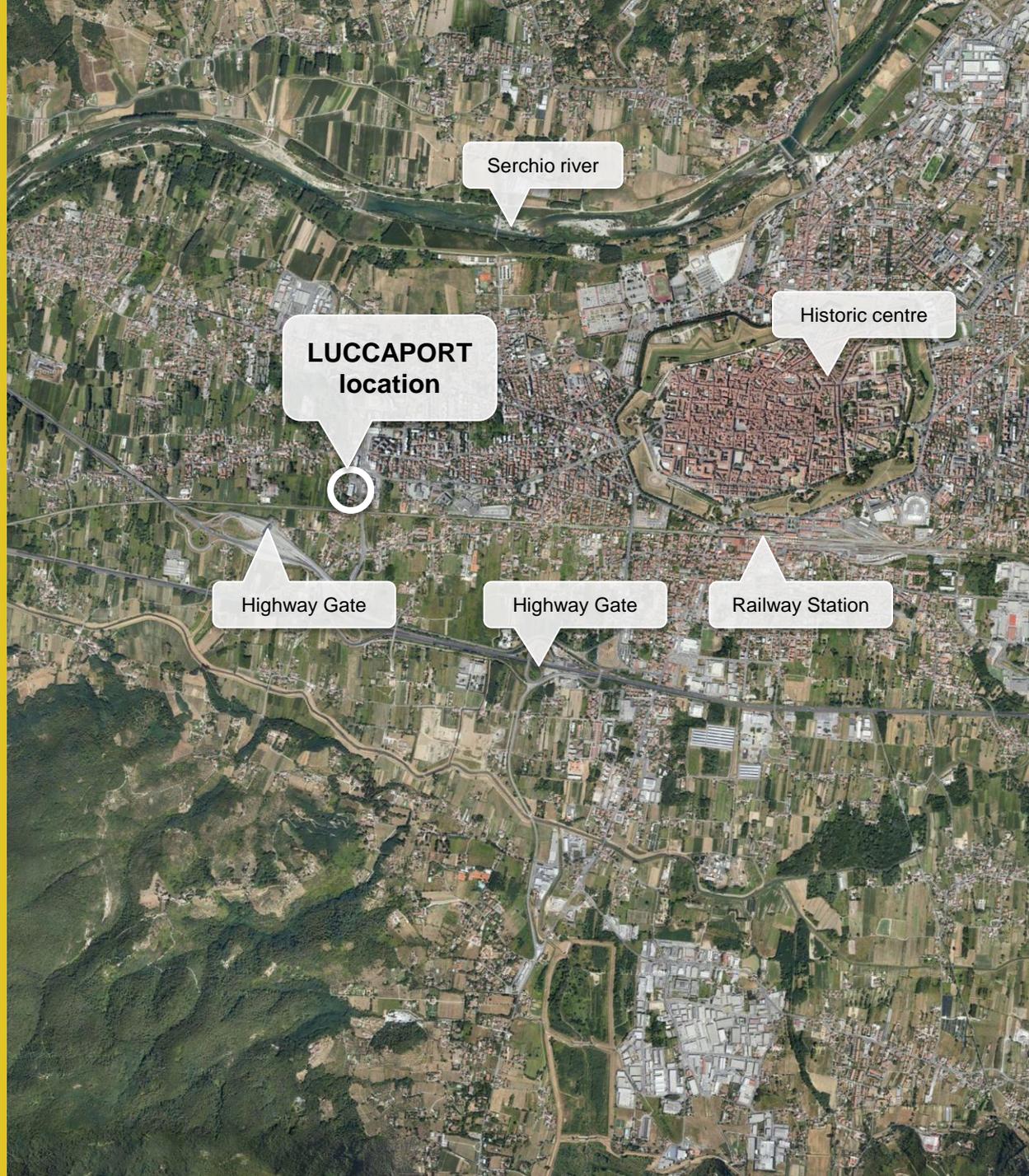
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**The CEDM Project
in Lucca.**

**CEDM
Logistics Base:
Final chosen location**



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DEVELOPMENT AND IMPLEMENTATION OF ADVANCE CITY LOGISTICS CONCEPTS IN LUCCA

**The CEDM Project
in Lucca.**

**Final logistics
infrastructures
construction site**





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**From CEDM to
LuccaPort: the
headquarter**





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**LuccaPort
fleet**



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LuccaPort Commercial services for eco-friendly goods distribution

<p>eco TRANSIT</p>  <p>RITIRIAMO E CONSEGNAMO BUSTE, PACCHI, COLLETTAME E ALTRO MATERIALE NELLA ZTL E NELLE ALTRE AREE DI INTERVENTO</p>	<p>eco MONDO</p>  <p>CONSEGNE INTERNAZIONALI E NAZIONALI IN COLLABORAZIONE CON I MIGLIORI CORRIERI DI TUTTO IL MONDO</p>	<p>eco DEPOT</p>  <p>STOCCAGGIO E DEPOSITO CONTO TERZI, E-COMMERCE, CONSEGNE PORTA A PORTA CON PRENOTAZIONE</p>
<p>eco HOTEL</p>  <p>SERVIZI E PROGRAMMI DI CONSEGNE DEDICATE ALLE STRUTTURE RICETTIVE</p>	<p>eco ANTIQUES</p>  <p>TRASPORTO E DEPOSITO PER ACQUIRENTI E OPERATORI DEL MERCATO ANTIQUARIO</p>	<p>eco PESO</p>  <p>TRASPORTIAMO OGGETTI VOLUMINOSI ED INGOMBRANTI</p>
<p>eco PRESTO</p>		 <p>VAI DI FRETTA? CONSEGNAMO IN AMBITO URBANO ENTRO 8 ORE DAL RITIRO...</p>
<p>eco EASY</p>		 <p>SEMPLICE È MEGLIO! PRENOTAZIONE ONLINE DI RITIRI E SPEDIZIONI, CON UN CLIC!</p>
<p>eco SPECIAL</p>		 <p>HAI ESIGENZE PARTICOLARI? CONSEGNE DEDICATE VERSO QUALSIASI LOCALITÀ NAZIONALE...</p>

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DEVELOPMENT AND IMPLEMENTATION OF ADVANCED CITY LOGISTICS CONCEPTS IN LUCCA

Relevant social and environmental benefits

Reduction of impacts due to freight transport in the historic city centre:

- ✓ Reduced total number of vehicles
- ✓ Improved distribution schemes: load optimisation (consolidation) and improvement of delivery routes
- ✓ Development of added-value innovative services
- ✓ Eco-friendly delivery vehicles



- ✓ Reduced environmental impacts (air quality, noise pollution)
- ✓ Reduced hazards for historical buildings
- ✓ Increased pedestrian safety
- ✓ Improved quality of life in the historical centre
- ✓ Creation of a “specific round table” for logistics processes
- ✓ Creation of new occupational opportunities



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DEVELOPMENT AND IMPLEMENTATION OF ADVANCED CITY LOGISTICS CONCEPTS IN LUCCA

Management and Financial Aspects

Management and organization are critical factor:

- ✓ in many cases determined the failure of several initiative of city logistics innovation.

Approach taken in Lucca, based on three main general directions:

- ✓ Strong local consensus among the involved stakeholders and user categories.
- ✓ Building up a management organization initial control by the Public Administration (start-up phase) plan of gradual transition to private or public stakeholders, once the economic sustainability is consolidated (consolidation phase) currently operated by METRO
- ✓ Public tendering before end 2014



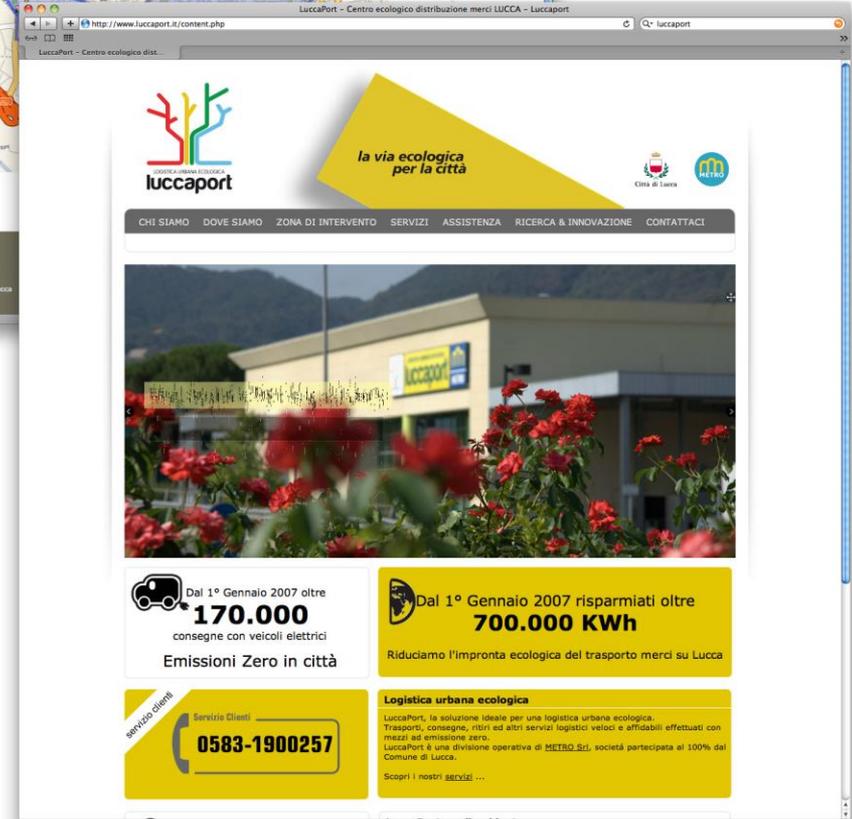
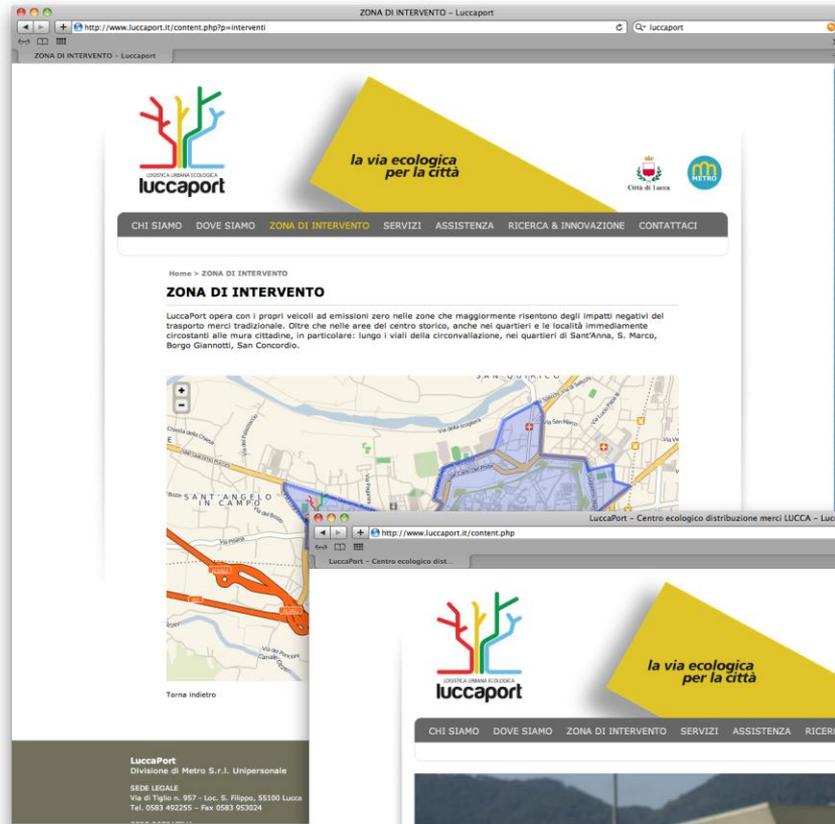
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LuccaPort
Branding,
communication and
dissemination

The website:
www.luccaport.it, also
available in English





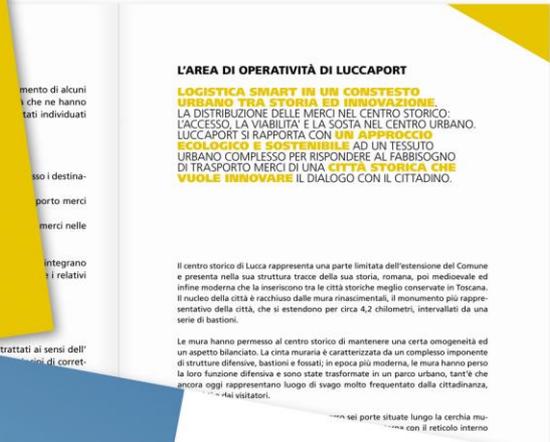
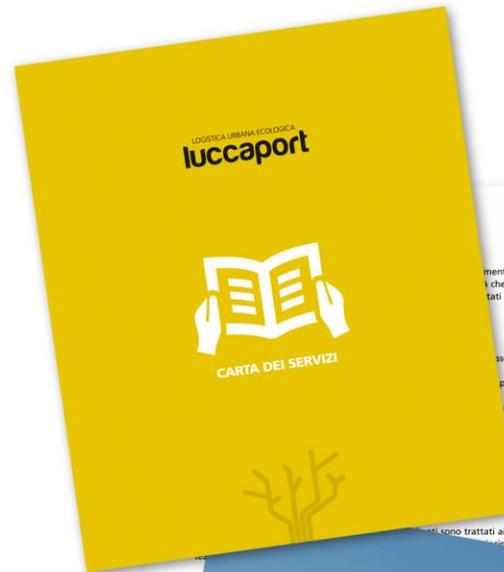
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**LuccaPort
Branding,
communication and
dissemination**

**Brochure &
Services charter**





www.luccaport.it

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www.enclose.eu



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Co-funded by the Intelligent Energy Europe
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Thank you for
your kind
attention

Mauro Di Bugno
Head of the Urban Development
Department
Comune di Lucca