Practical activity #1 - ANSWERS

Chapter 1

Student EQF level: 5-6

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Sources for the practical exercise

- 1.1.1 The stakeholders of the Urban Logistics
- 1.2.2 Supply Chain actors
- 1.2.3 Public authorities
- 1.2.4 Demand side actors
- 1.2.5 Environmental regulation bodies
- 1.3.1 Different types of products and flows
- 1.3.2 Express, courier and postal services
- 1.3.3 Retail outlets distribution
- 1.3.4 Hotel, restaurant, and catering services
- 1.4.1 A specific ecosystem to deal with
- 1.4.2 Public space sharing
- 1.4.3 Infrastructure measures
- 1.4.4 Regulatory measures
- 1.4.5 Environment goals and targets
- 1.4.6 Environmental regulations in urban areas

Answers

There is no single and valid answer for the exercises, and realities that arise in each of them. The important thing is that the student reflects and contributes with different points of view to the discussion and is aware of the advantages and disadvantages that each of the proposals can generate.

In any case, some comments are proposed to help in the reflection.

Exercise 1: YOU ARE … A SUPERMARKET

Reality 1:

Guiding questions:

- Are low emission zones treated differently for passenger and freight mobility? Usually, the restrictions are greater for people than for goods since the mobility alternatives for goods are fewer.
- Do you think that access restrictions, from an environmental point of view, should be the same throughout the day? It depends on each city, but in the case of goods, there may be differences between daytime and night-time traffic, or even throughout the day, depending on the time window.

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- Do you think it is possible to replace the vehicles you have with less polluting ones? And what would be the economic impact of it? As you will see later in Unit 1 of Chapter 1, even today, the supply of clean vehicles for goods is limited and they normally represent a significant cost overrun.
- Which flow of goods, B2B or B2C, do you think will be most affected by the new measure? Since the B2B flow takes place at night, surely the categorization of the area will have less impact on it. However, as the B2C flow takes place throughout the day and surely the work peak coincides with the rush hour of traffic, it will be this flow that will have the greatest impact.
- Which other actor(s) involved in the last mile distribution do you think you should urgently meet with? It would be interesting to see the possibility of collaborating with a logistic operator specialized in sustainable last mile delivery. It would also be a good idea to have a meeting with the City Council to get to know more about their goals.

Reality 2:

Guiding questions:

- Is it feasible to replace home delivery with an in-store pick-up service? Do you think the customer will like it? With the increase in online shopping, what the customer really wants is to have the purchase delivered at home, and especially when the purchase can be bulky and/or heavy.
- Will one type of customer be more likely to adapt to in-store collection than other? For example, an elderly person (who has difficulty with heavy weights), or a person who is used to going to the gym? The answer is supposed to be YES.
- What solution can you propose to deliver shopping in the evenings? Use means, i.e., vehicles that can circulate through pedestrian areas, such as tricycles for example.
- Would you consider having one model for home delivery in the morning, and another in the afternoon, or would you have a single model that could be used for both, morning, and afternoon delivery? There may be different options since there is no single correct answer.
- Which other actor(s) involved in last mile distribution do you think you should meet with? It would be interesting to see the possibility of collaborating with a logistics operator specialized in sustainable last mile delivery.
- Would the new solution have the same advantages as the current ones, or does it have any disadvantages? What is or are they? If it is decided internally to replace the current vehicles with more sustainable ones, the advantage would be that the customer could continue to be served, but surely at a higher operating cost. If it is decided to collaborate with a specialized operator, this means that the service is subcontracted to a third party, and in those cases, there must be a transfer of information between the supermarket and the operator.

Exercise 2: YOU ARE … A TOWN HALL

Guided questions:

- What is the biggest problem with prolonged occupation of loading and unloading areas? That in many cases there are occupied by private vehicles and by trades companies (plumbers…),

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making it difficult to be used by distributors and transport operators, as well as limiting their rotation.

- Do you think that imposing penalties would reduce the current situation? Some control always helps, but for this, the rules must also be clear and should not harm the good users.
- Would increasing the number of loading and unloading zones help to decongest the current zones? The solution is not always to have more loading and unloading zones, but rather that these work properly. In addition, the city has limited spaces where all parties (carriers, distributors, residents, bicycles, buses…) want to have more space, when in reality the space is limited. For this reason, in some cities, they are enabling lanes that have various uses throughout the day – multiuse lanes.
- To avoid the use of loading and unloading zones by private cars, the traffic signal itself could be a useful tool? What do you think? Yes. See an example in the answer to the next question.
- If the traffic signal, in addition to the time, also specifies the type of vehicle that can use the area, do you think it would be easier to define the users? For example, if the signs only permit the use of the zones by mixed vehicles (those that can carry goods and people) or goods vehicles. It would be interesting if you looked at the signs in your town or city to see if you have any suggestions for improvement.
- Do you think that the loading and unloading zones should apply a single standard for all types of deliveries? That is, for all the distributions, whether is it a parcel or a full truck delivering beverages, the time allowed must be the same? Or the standard should be personalised? The loading and unloading needs are different depending on the goods to be delivered. Therefore, in a Smart City, the best solution would be to consider the different needs that exist in the last mile distribution, instead of applying a single rule for everybody.
- Would the use of any technology help to solve the problem? Technology can help, but it is not the only solution. … In addition to technology, there are other features that should be considered when defining a more efficient goods' mobility along the city, such as surveillance, regulations, the characteristics of each area of the city, etc.
- Which other actor(s) involved in last mile distribution do you think you should meet with as a matter of urgency? It is good that the City Council meets regularly with the distributors and operators in the area to learn about their problems and to be able to find possible solutions for a more sustainable last mile distribution together.

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