

City of Ravenna December 2008

Incentives

Context

Ravenna is a relatively small city with less than **100.000** inhabitants. City logistics is important, but the effect of vehicles mobility into the city centre is not the main problem. The goods vehicle percentage is always less than 10% of the total vehicles that go through the city centre boundary.

Objectives

The main objective is to introduce measures that can help to improve the service of goods delivering to the city centre, by not only adopting new rules but also looking for interventions that can stimulate a virtuous behaviour of the operators. The concertation table has also been useful for the identification and adoption of incentives, a very important tool. In synthesis, the objectives are:

- 1) financial support for fleet conversion;
- 2) regulation for efficient flows.

Description of the actions

The financial support has tried to boost the renewal of commercial and non-commercial fleets by a new incentive campaign targeting the acquisition of CNG, bio diesel and other low impact vehicles. The idea was to facilitate the initiative by signing agreements with trade associations for their own fleet replacement and by large scale promotion/marketing campaigns on fleet renewal. In START, the aim for the Municipality has also been to enlarge the "clean" commercial fleet by promoting the renewal of vehicles of every company operating in Ravenna setting up the appropriate incentive programme. The number of clean vehicles has increased by 3.925 (3761 private, 24 taxis, 40 artisans, 100 commercial vehicles). It was not possible to give a contribution to vehicles of hauliers because UE restrictions to state aids made the possible amount of contribution not attractive.

The second type of support has been a set of regulations aimed at making freight flows more environmentally and energy efficient, and less

of a burden for city centre traffic. The "incentive" nature lies in the notion that criteria for access limitation and activity regulation, which **favours clean, light and environmental friendly vehicles**. Notable solutions have been the following: i) the enactment of access "time windows", ii) the allocation of additional freight parking spaces, iii) the selective limitation according to specific streams of products, and iv) the identification of ad-hoc routes for freight distribution.

The new system of incentives and access regulations has throughout the process been appraised in collaboration with the local freight network and the stakeholders responsible for the logistics platform. This has helped to overcome and foresee barriers.

Further planning and expected results

In order to address the dry packaged retails through the consolidation centres new actions will be implemented in the next few months. In particular, the actions will concern:

- The establishment of new rules to register hauliers that offer a consolidation service;
- The extension of the access time windows for registered hauliers and, at the same time, the reductions of the windows to the other carriers, mainly to self-carriers.
- The maintenance of the current time windows for other carriers and self-carriers respecting a minimum load factor (i.e. 80%)

It has also raised the discussion of the new forms of incentives for the consolidation of goods. This goal is accompanied by the pilot project within WP 4 of two firms operating in Ravenna: CONSAR and CFC. The aim of the incentives is the increase of the load factor.

Local partners

Municipality of Ravenna
ITL
CONSAR



Short Term Actions to Reorganize Transport of goods

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