FUA RIJEKA
DT1.2.9 UNDERSTANDING FREIGHT BEHAVIOURS IN FUAs BY ON FIELD ANALYSIS

Interreg CENTRAL EUROPE
SULPiTER
European Union
European Regional
Development Fund

FUA RIJEKA OBJECTIVES

- **Project SMILE 2012-2015** - 1st project that focused on the delivery system in the Rijeka city center
- **Project SULPiTER 2016-2019** – widening the area of focus to the FUA, in direct dialogue with the commercial entities

- **TO DEVELOP** urban freight mobility planning policies for the Rijeka functional urban area
- **TO UNDERSTAND** the connections with the metropolitan area and explore new models of freight transportation
- **THE SULP** developed will be used as a base for the future development of the SUMP
- **TO ENHANCE** knowledge for low carbon mobility planning in the FUA
- **TO ENGAGE** in a public-private cooperation with private stakeholders in a strategic low carbon mobility perspective

TERRITORIAL CONTEXT

TOTAL STUDY AREA
652,75 km² study area/**202,169** inhabitants

5 CITIES + 5 MUNICIPALITIES = **5 ZONES**

Zone 1 Rijeka = CENTER OF COMMERCIAL ACTIVITY = DAILY COMMUTING HOTSPOT

- **44km2/128,000** inhabitants! – 63% of FUA
- **60,000 vehicles** – DAILY

ZONES INCLUDE:
Zone 1 – city of Rijeka – biggest commercial activity
Zone 2 – Opatija, Lovran – tourist activity
Zone 3 – Kastav, Klana, Viškovo
Zone 4 – Čavle, Bakar, Kostrena – industrial zone/ warehouses, highway to the inland
Zone 5 – Matulji – CRO-SLO border

Rijeka FUA – COASTAL AREA AND STEEP MOUNTAINS TO THE INLAND
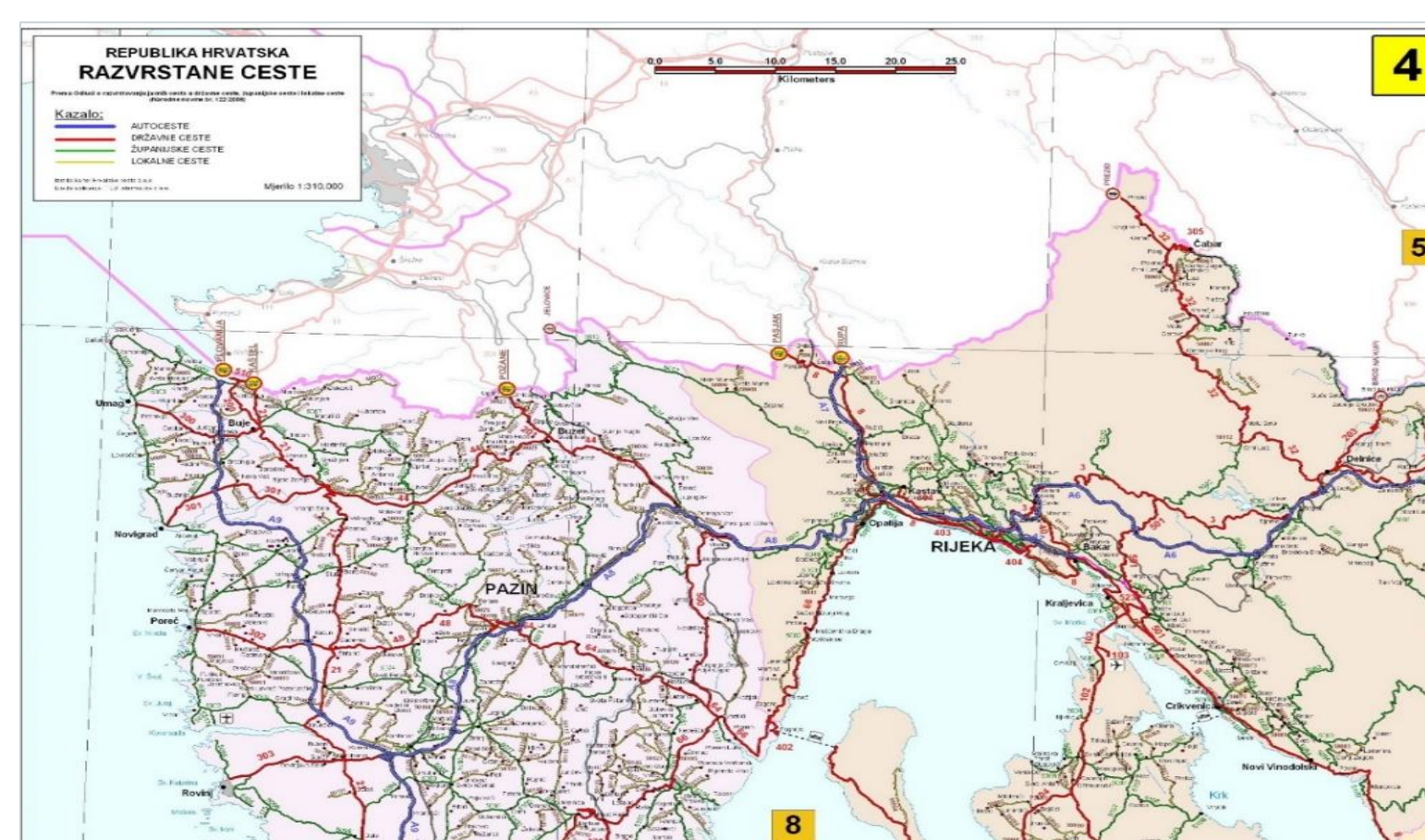
Picture 1. Road map of Primorje – Gorski kotar County

**287 RETAIL/1419 EMPLOYEES
584 WHOLESALE/1673 EMPLOYEES**

Picture 2. Functional urban area Rijeka

TOOL APLICATION RESULTS

- **232** surveys completed with commercial entities
- **13** surveys completed with transport operators

- HoReCa: 101; Food products: 45; Consumer goods: 63; Textile products: 23
- DDP: 115 (45%); EX WORK: 13(5,60%); OFF TRUCK: 104 (44,83%); OWN ACCOUNT: 122 (52,59%)

TRAFFIC COUNTS

Chassis	MON	WED	PEAK/DECLINE	NUMBER
0-6m	93%	93%	7-8AM/19PM	34404/33001
6-9m	4%	4%	6AM/19PM	1481/1472
9-12m	2%	3%	6AM/19PM	885/905
12-	1%	1%	6AM/19PM	192/239

O/D MATRIX RESULTS

QUANTITY MATRIX					
ZONE	1	2	3	4	5
t	158,148	16,725	108,699	12,61	32,22
	48%	5%	33%	4%	10%
SUPPLY CHAIN	HoReCa	Textile	Food	Consumer goods	
	34%	1%	33%	32%	

VEHICLE MATRIX *%				
SUPPLY CHAIN	HoReCa	Textile	Food	Consumer goods
MORNING	79	91	87	83
AFTERNOON	21	9	13	17

DELIVERY MATRIX *%				
SUPPLY CHAIN	HoReCa	Textile	Food	Consumer goods
RETAILER ON OWN ACCOUNT	21	52	63	33
WHOLESALER ON OWN ACCOUNT	11	17	33	54
THIRD PARTY	68	31	4	13

FREIGHT QUALITY PARTNERSHIP IN RIJEKA
OBJECTIVES

1. Working on the SULP development; input on MEASURES & INDICATORS
2. Developing BEST SOLUTIONS

FPQ IN RIJEKA: „OKRUGLI STOL O PROMETNOJ LOGISTICI"

PARTICIPANTS in the 1st FQP:
- 4 public stakeholders
- 3 private stakeholders

1st FPQ in Rijeka, December 7th 2017.

MAIN POINTS OF DISCUSSION:
➢ **GENERAL:**
What are our objectives? * We want to work together! * What is a SULP? * Have you ever been given the opportunity to discuss transport policies? * What are your issues with the delivery system? * Suggestions? * What are our options? * Good experiences? * Measures in other FUAs? * Who should attend the next meeting? * LSI inputs

➢ **SPECIFIC:**
LSI INPUTS - collecting real information from logistics stakeholders on:
- transport policies
- measure indicator evaluation
- good experiences on potential measures
- user uptake/social acceptance

DATA INTERPRETATION
REFLECTIONS AND QUALITATIVE INTERPRETATION OF GENERATED RESULTS

➢ Significant number of deliveries in **Zone 1** (HoReCa and home accessories chains) with predominant **DAILY DELIVERIES** and bigger number of trips
➢ Consequently, **NON - HOMOGENOUS** distribution when considering the **ENTIRE FUA**

➢ **EVEN** distribution of foodstuff chains considering the origin from the distribution centers in the entire FUA

➢ 48% of all **QUANTITY** oriented to zone 1

➢ **PRESSURE TO DELIVER** in morning hours; 25 % between 7-8 AM; 90% between 6-12AM, but all within working hours

➢ **59% MGV / 41% LGV** considering all supply chains

Veh/day by Assignment and Destination
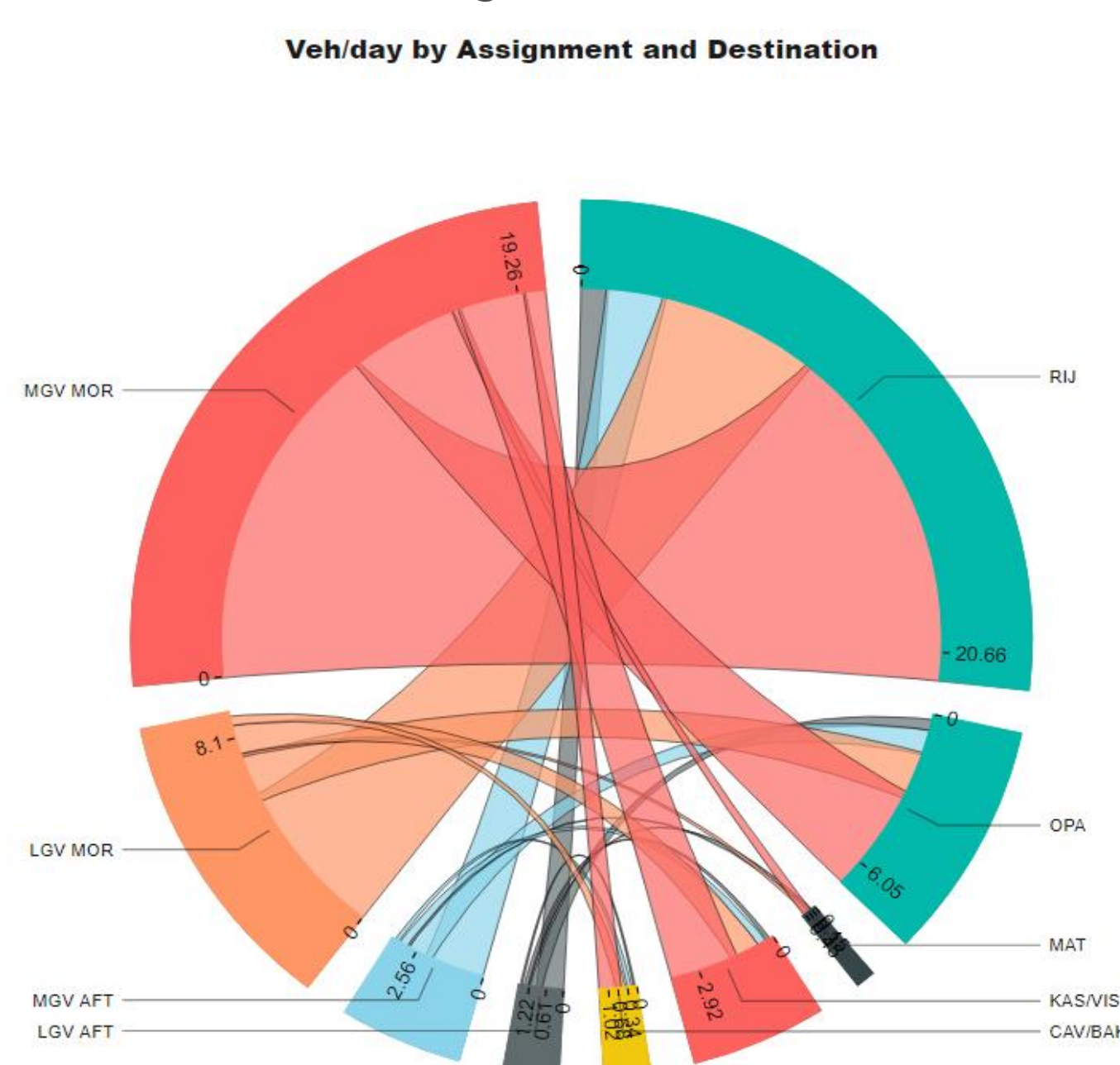
LSI

1. **MEASURE:** introduction of hotspot locations for unloading goods and ensuring 3rd party delivery to end users
2. **EXPERT EVALUATION** for the before and after scenario
3. **MEASURE REQUIREMENTS:** defining hotspots; equipping locations and ensuring 3rd party delivery service; signs and IT support for stakeholders; regulatory support (redefining delivery time, monitoring tools); development of an IT service for the reservation and time slot assignment

➢ **IMPACT AREAS:**

1. Economy and Energy
2. Transport and Mobility
3. Society
4. Policy and measure maturity
5. Social acceptance
6. User uptake