

**– the way to sustainable freight transport
for an attractive Umeå**



Freight transport in cities is becoming more and more noticeable as a major challenge, especially in fast-growing cities such as Umeå. The local challenges can be summarised under two headings:

Contradiction – Freight traffic is perceived as disturbing to residents (noise and visual) and as a major contributing factor to poor air quality. On the other hand, an attractive and growing city requires a range of services and commerce, the prerequisite of which is a well-functioning supply of goods.

Complex Interest Group – In addition to the local community and municipal interests, there are strong influences from carriers, suppliers, businesses, property owners and vehicle manufacturers. The diversity of stakeholders means that no one has ownership over the whole problem, making it difficult to understand and communicate, and to agree solutions.

The work in the program has been done in a number of steps. In a first phase, a status report was conducted and six challenges was identified. The status report has been the starting point and the foundation when formulation the goals in the program. On the right side you can follow the process.

Status report



Summary of the freight issues for Umeå city centre. This information has been collected from the discussions between the city and local stakeholders.

Challenges

The Municipality status report has identified six challenges for Umeå city centre linked to freight issues.

- A growing Umeå – and the need to avoid future problems
- Road safety and freight – issues associated with loading and unloading directly on the street, reduced accessibility, reduced visibility and a risk for both drivers and vulnerable road users (such as pedestrians and cyclists)
- Increase of e-commerce – leading to a growth in unregulated freight traffic
- Air pollution and noise – a need to reduce air pollution and noise in the transport sector.
- A greater complexity and increasing amounts of waste – due to increasing levels of recycling and a growing population
- Freight traffic in future city planning – a need to see freight as an own transportmode and therefore create conditions to make it work better.

Primary goals and outcomes

To address the city's challenges, Umeå municipality has produced a comprehensive plan which sets out a set of goals to be achieved. The top level in the hierarchy (the primary goals) have a clear link with the City's six development strategies. They are long term goals and will remain valid over time.

These primary goals also provide the overall goals for the work on freight traffic in Umeå municipality. Each primary goal has its own outcomes and the challenge for freight was to determine what changes can be achieved within each primary goal.

The following goals and outcomes have now been agreed for freight traffic in Umeå.

1. Freight traffic contributes positively to the city's economic development and growth
 - Contributes to an attractive Umeå for all users
 - The consequences of external disturbances such as weather and climate change on freight traffic should decrease
 - Freight traffic will have less impact on the city's residents
2. Freight traffic is part of a safe and secure transport network in the city
 - Reduce the number of accidents involving vulnerable road users and freight vehicles
 - Increase security in connection with freight traffic for all road users
3. Freight traffic impact on environmental health continues to decrease rapidly
 - The contribution of freight traffic to the city's emissions and levels of air pollution (NOx / NO2, SOx / SO2, CO2 and airborne particulates) will decrease
 - All freight traffic in Umeå must be quiet and energy-efficient

Indicators

To identify how well the goals are achieved, four indicators have been identified that are linked to the respective primary goals. The principle is to determine a baseline value, and then continuously monitor changes during the program period (2018-2025) to ensure that the desired outcome is achieved. The four indicators are:

- Resident, customer and business views on changes in freight traffic
- The number of delivery vehicles in selected streets, related to resident population
- The number of people killed or seriously injured by freight vehicles
- Proportion of heavy vehicles that enter, but do not comply with the requirements for the environmental zone regulations

The city has chosen indicators that can be measured through existing methods and with existing resources. However, the action list includes the task to "investigate the possibility of differentiated and more detailed measurement methods for freight traffic".

Work packages

To describe how Umeå municipality will achieve the different freight goals and outcomes, four work packages have been developed. These summarise different initiatives, to clarify the efforts needed to achieve the objectives of the freight traffic program.

1. Create conditions for an attractive city through secure and efficient freight deliveries
2. Work for goods to be transported in vehicles powered by renewable fuels, that are clean, quiet and energy-efficient
3. Develop freight traffic in Umeå through cooperation with external stakeholders
4. Freight traffic must have a natural role in the future of urban development

Primary
goals

Indicators

Work
packages

Measures

Indicates which actions should be taken in the various target areas. There is also an outline of the timescales and who is responsible for each action. The program will be evaluated every third year alongside the indicators. Every year during the budget discussions the actions in this program will be prioritized in relation to other actions at the municipality.

Measures

Action list	Execution time	Responsible department	Other actors
Review provisions for deliveries in restricted zones, including physical design and pathways	2019–2020	GoP	Property owners, carriers
Investigate loading locations in public places in Umeå city centre for increased road safety and efficiency	2018	GoP	
Develop guidelines/policy for loading locations in public places	2018	GoP	Carriers
Continue with information campaigns on traffic rules in which goods are involved	The entire program period	GoP	Local stakeholder group
Take into account road safety and accessibility for freight and waste management in the planning process	The entire program period	DP, BL, GoP, Öpl	Vakin
Take into account air pollution and noise from freight traffic and waste management in the planning process		DP, BL, GoP, Öpl	
Work for stricter requirements for quiet and energy-efficient vehicles in procurement for Umeå municipality transport	2019–2025	UB, MoH	
Investigate the possibility and need for extended environmental zones	2018–2025	MoH, GoP, Öpl	
Investigate the possibility of differentiated and more detailed measurement methods for freight traffic	2018	GoP, MoH	
Continued cooperation with freight network (ULG) for Umeå municipality	The entire program period	GoP	Local stakeholder group
Raise freight in other networks where Umeå municipality is represented	The entire program period	Öpl, GoP, MoH	
Maintain close contacts between planners and decision makers at different levels (state/region/municipality)	The entire program period	Öpl, GoP	
Introduce internal and external routines regarding goods and waste management in the development of detailed plans and in building permits	2018–2019	DP, BL, GoP	Vakin
Follow up the Freight Traffic Program and its indicators every third year		GoP	
Theme day about Freight within the Municipality	2019	GoP, DP, BL, Öpl, MoH	Local stakeholder group

GoP – Street and parks department

DP – local development department

BL – building permits department

Öpl – comprehensive planning department

MoH – environment and health protection department

UB – procurement bureau

Vakin – the municipality's waste and water company