

## Good Practice

1. General information	
<b>Title of the practice</b>	<i>Pilot of free parking places for city logistics</i>
<b>Does this practice come from an Interreg Europe Project</b>	No

<b>Specific objective</b>	<i>Improving low-carbon economy policies</i>	
<b>Main institution involved</b>	<i>City of Helsinki</i>	
<b>Location of the practice</b>	<b>Country</b>	Finland
	<b>NUTS 1</b>	Manner-Suomi
	<b>NUTS 2</b>	Helsinki-Uusimaa
	<b>NUTS 3</b>	Helsinki-Uusimaa

2. Detailed description	
<b>Detailed information on the practice</b>	<p><i>Logistics workers in Helsinki often have to spend a significant part of their work day looking for a parking space. In city centre of Helsinki, 40 % of light lorry drivers report that they have difficulties finding a place for loading and unloading. This causes an increase in costs and emissions, as well as problems with air quality. In 21 % of the cases, drivers say that they have to park on the sidewalk, which causes disturbance and insecurity for pedestrians. Also from a business perspective, these parking issues are often a large ineffective factor in operation.</i></p> <p><i>Although there is a lot of experience in optimizing the logistics industry, accurate scheduling in urban conditions is not practicable. The City of Helsinki, Forum Virium Helsinki and 10 logistics companies have together developed an app they are now piloting for finding free parking places for city logistics. The aim is to find ways to enhance distribution. In this pilot the drivers can observe 22 parking places in city centre and see if they are vacant. Parking places are equipped with cameras and status information can be shared in real-time. For reporting, the program registers every stop lasting more than 3 minutes, and drivers are able to report causes for stopping. This way, the pilot also provides statistical data on distribution and traffic problems and generates a timeline showing when specifically deliveries take place within a day or a month. A short time reserving system is part of the developing program of this pilot.</i></p> <p><i>The pilot started in August 2016 and is still ongoing. In order to estimate the effects of different seasons, particularly the snowy winter, the pilot must run for a whole year. The main stakeholders along the city and Forum Virium are the logistics companies (Sinebrychoff, Hartwall, Esa Kuokka Oy, Schenker, Keslog, Kaukokiito, Van&amp;Poika ja Enexus) and technology providers Vediafi, the provider of the application, and Tieto, the provider of the IT-platform.</i></p>
<b>Resources needed</b>	<p><i>The pilot project was produced mainly on voluntary basis. Total budget, including the cameras for 22 parking places, was small. Installation services were provided by the city. IT-programming and developing were also carried out voluntarily by Vediafi and Tieto. Total budget was approximately 3000 €, including the cameras. Approximately 200 work hours were spent on installing the cameras and developing and testing the application. Small costs arise from analyzing camera images.</i></p>
<b>Timescale (start/end date)</b>	<i>August 2016 –ongoing</i>
<b>Evidence of success (results achieved)</b>	<p><i>Companies consider the new co-operation in developing distribution logistics together with the city to be very important. The pilot has increased the fluency and efficiency in logistics and deliveries. Costs have been lowered by savings in fuel, emissions have decreased, and air quality and road safety have been improved. One of the goals is to keep the city center lively and the services nearby for residents, while also building an attractive city for businesses. The pilot will provide new information for the city planning regarding the need for parking space and its utilization at different times.</i></p>
<b>Difficulties encountered/ lessons</b>	<i>Not every logistics and delivery companies are involved in the pilot. As the parking</i>



<b>learned</b>	<i>situations change very rapidly, parking places could have been reserved for other delivery cars and are not available after all.</i>
<b>Potential for learning or transfer</b>	<p><i>Within European Metropolitan Areas there are many cities with dense urban structure, narrow streets and a lot of delivery cars in city centre using pedestrian lanes. Finding a parking place can consume a significant share of drivers' working hours and causes delays in deliveries, which is not profitable for businesses. It also causes congestion, emissions, air quality problems, disturbance and insecurity for pedestrians.</i></p> <p><i>A real time information of delivery parking places helps logistics companies solve the problems in deliveries, helps optimizing them and improves productivity. The more fluent traffic reduces congestions, emissions and accidents. The city centre is more functional and attractive for pedestrians and businesses.</i></p> <p><i>The research data gained from the pilot can be also generalized and used in other cities for city planning.</i></p>
<b>Further information</b>	<a href="https://forumvirium.fi/jakeluliikennetta-tehostetaan-uudella-kokeilulla/">https://forumvirium.fi/jakeluliikennetta-tehostetaan-uudella-kokeilulla/</a> (in Finnish)
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