



# Innovative Last-Mile logistics The case of Strasbourg Area

(Breath : Strasbourg is developing clean  
urban logistics)

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Strasbourg.eu  
eurométropole

À PARTIR DU 1<sup>ER</sup> SEPTEMBRE

## RESPIREZ!

### À STRASBOURG ON LIVRE PLUS PROPRE

MOINS DE POLLUTION

MOINS DE BRUIT

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# The Eurometropole of Strasbourg

500 000 inhabitants

Wide pedestrian area

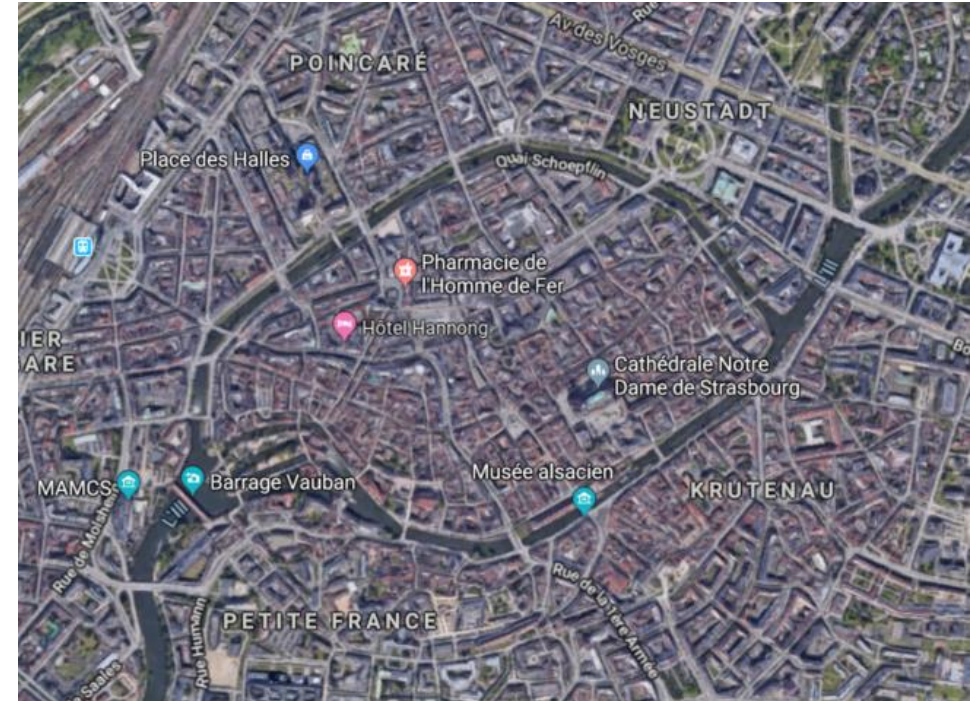
The city is the first one in France to reach a 16% modal share for bicycle commuting and there has been a 3% increase in the city centre. => 4 place in the Copenhagenize index

Multimodal network for goods, second fluvial habord

A problematic situation in the historic center :

A relevant number (5000+) of shops, restaurants, commercial activities

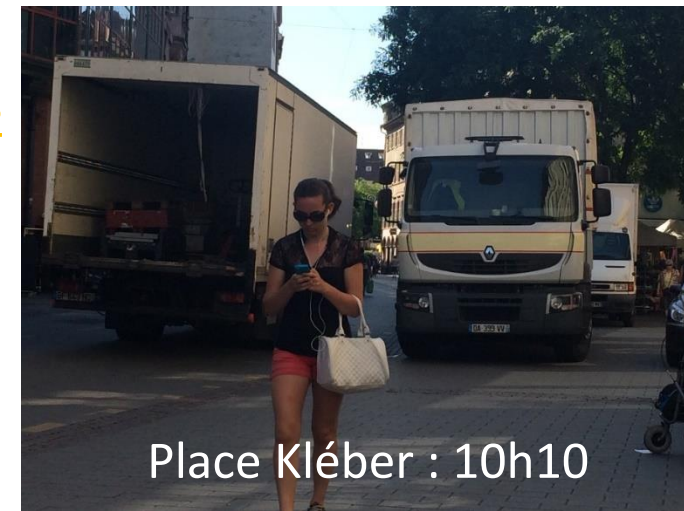
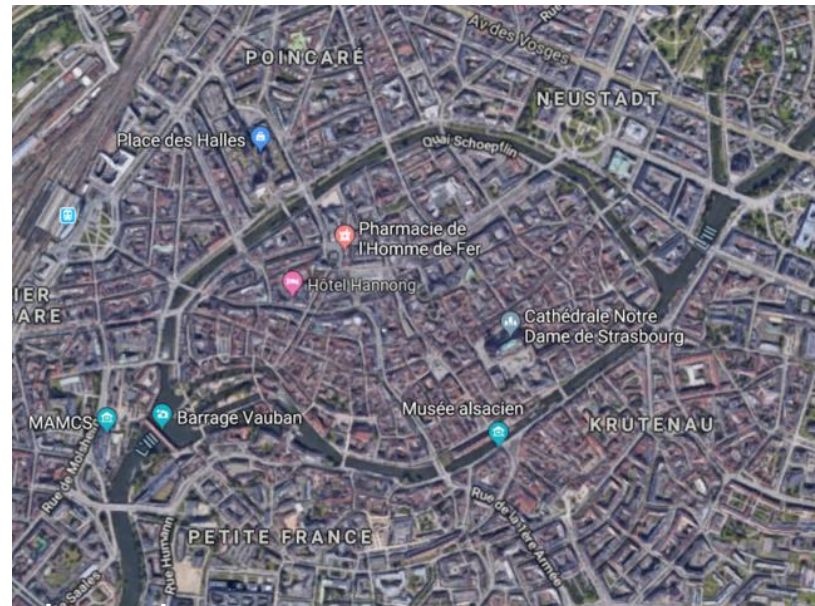
More than 5000 pount of delivery/day in this district.



# High impacts of freight traffic and city distribution processes

High levels of congestion due to commercial and freight traffic (relevant number of vehicles in the historical centre, non-optimised loads and delivery routes)

- High levels of environmental pollution
- Noise pollution and risk for historical buildings due to vibrations resulting from freight traffic
- Pedestrians and bikers safety



# 1

## Objectives: mobilize actors for less polluting deliveries

2013 :

**Evaluation, diagnosis, presentation and sharing of issues with stakeholders**

**Proposal of an action plan :**

Assessment of the possibilities of urban logistics services

Proposed regulatory change to move more goods with fewer vehicles

2014/2015 :

**Studies on the various logistics services :**

- City distribution terminal,
- freight tram

2016/2017 :

**Definition of a common road map :**

first restricted traffic zone for deliveries in France

1<sup>er</sup> septembre 2018 :

Introduction of the reform

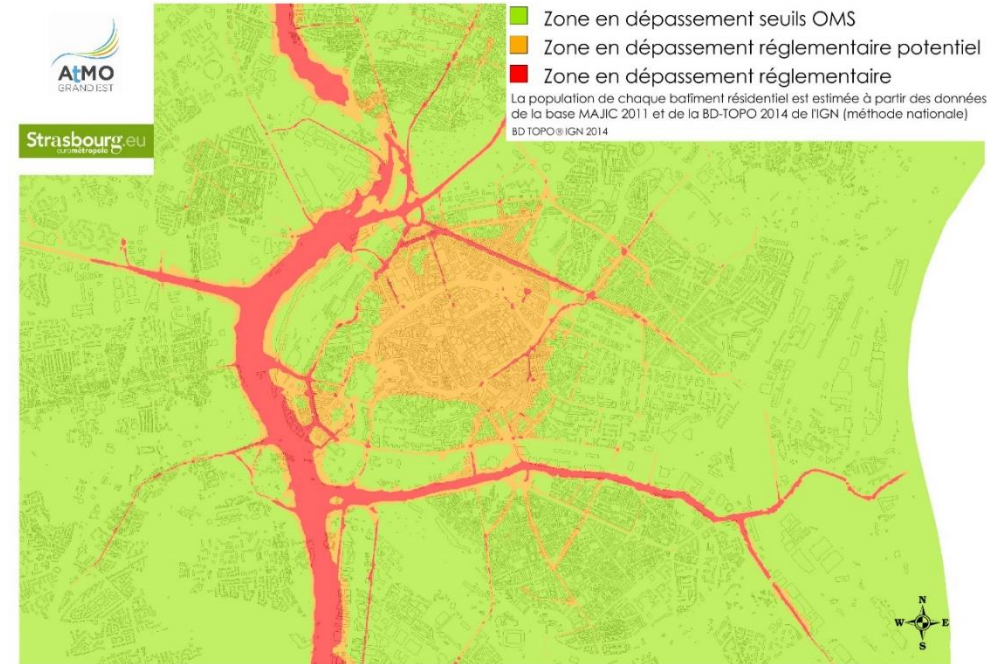


# The Road Map

Finding : without restriction no business model for logistics services

A strategy based on two signature projects :

- New traffic rules for deliveries
- Delay transit of goods to more multimodal



# 2

## Achieved results

- Reduced impacts of freight traffic in the city centre
- Reduced total number of vehicles in the centre
- Improved distribution schemes : optimisation of load (consolidation) and delivery routes
- Development private innovative services
- Eco-friendly delivery vehicles and cargo-bikes
- New project : a fluvial shuttle between the port and the city center.

### LIVRAISONS GRANDE ÎLE

À PARTIR DU 1<sup>ER</sup> SEPTEMBRE

Accès autorisé

**6h - 10h30**



Pour les véhicules  
de moins de 7,5 tonnes de PTAC

Accès autorisé

**6h - 11h30**



Pour les véhicules propres  
(électriques & GNV)

Accès autorisé

Pour les livraisons en  
vélos-cargos et à pied



**toute la journée !**

Les véhicules diesel de livraison sans pastilles Crit'Air et pastilles Crit'Air 5 **NE SONT PLUS AUTORISÉS** à circuler sur le périmètre de la Grande île.

6h00 – 11h30

6h00 – 10h30

Interdit

Electrique et  
GNV



\*jusqu'en 2019