



## The Italian ICT District

ICT and Innovation in Piemonte

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Strategies towards free-flowing towns and  
cities: the example of the city of Torino

Truck & Bus World Forum

*Lyon, December 13<sup>th</sup>, 2007*

## ➤ **Torino Wireless**

### ➤ **Access limitation as it is now**

- **City Centre Limited Access Zone**
- **Non-ecological vehicles restriction**
- **Environmental Limited Access Zone**

### ➤ **New proposals**

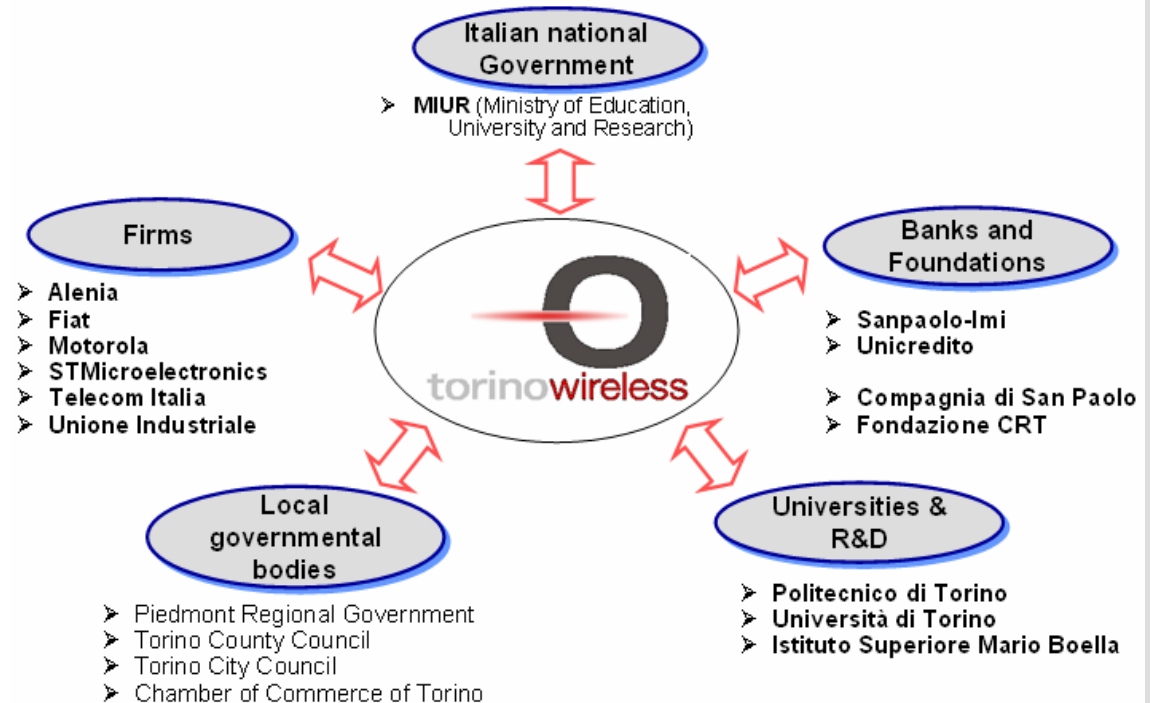
- **The access rights system**
- **A regional city logistics project**

## Creation

operating since 2003

## Nature

Private not-for-profit foundation built on a wide public-private partnership bringing together national and local governmental bodies



## Mission

*“(...) to create and develop the Piedmont **High-Tech District**, by increasing **ICT** contribution to regional wealth and positioning Piedmont amongst the most innovative international clusters”*  
(art. 3.2 , Torino Wireless by-laws)

## City Centre Limited Access Zone

The City Centre Limited Access Zone covers an area of around 1 sq-km in the city centre, with the **prohibition of access for private cars without permission**

- Private mobility, Monday to Friday from 8 am to 7 pm
- Freight transport, Monday to Friday, 8.30am-1pm and 2.30-7pm

## Non-ecological vehicles restriction

The city of Turin prohibits the circulation of “non-ecological” vehicles (Euro 0 petrol vehicles and Euro 0 and Euro 1 diesel vehicles) in the entire urban area:

- Private mobility, Monday to Friday from 1 pm to 7 pm
- Freight transport, Monday to Friday from 9 am to 1 pm

## Effects

- -2.4% traffic flow on the main access roads to the city
- -0.4% traffic flow in the whole urban area

# The Turin experience in mobility demand management

## Environmental Limited Access Zone

### Description

The Environmental Limited Access Zone is a central area of approximately 2.5 sq-km, with the **prohibition of access for “non-ecological” and “semi-ecological” vehicles** (Euro 0, Euro 1 and Euro 2)

### When

- Since January 2007
- Private mobility, Monday to Friday from 7.30 am to 7 pm
- Freight transport, Monday to Friday from 7.30 am to 1 pm

### Effects (compared to the previous measurement)

- -2.74% traffic flow on the main access roads to the city
- -1.67% traffic flow in the whole urban area
- -13.4% global weekly access to the ELAZ



# The “access rights” rules

The **access rights consumption algorithm** is a function which can be variable and dynamic based on the following criteria

- **time of access**
- **length of time**
- **real path covered**
- **ecological class of the vehicle (i.e. the Euro class)**
- **congestion index**
- **environmental condition**

# A regional city logistics project for Piedmont

## Goals:

- To facilitate a better urban distribution of goods
- To decrease the impact on the city
- To not limit the economic development of the territory

## How:

- Developing a common scheme able to regulate the movement of goods in all urban contexts
- Identifying short-term and m/l term actions
- Proposing the scheme at a regional level through the Regional government

## Who:

- Proponents are industrial associations
  - Confcommercio
  - FAI
  - Confesercenti
- Technical design: Torino Wireless

## Increasing **understanding**:

- ACTION 1: a survey of good transportation vehicle access

## Rendering the **access** more efficient:

- ACTION 2.A: booking system for access in limited areas
- ACTION 2.B: booking system for loading/unloading docks
- ACTION 2.C: distribution definition platform

## Rendering the **missions** and freight more efficient:

- ACTION 3: virtual board

## **Computerizing** the process:

- ACTION 4: integrated documentation management

## Creating **new** value added **services**:

- ACTION 5.A: services for transport operators
- ACTION 5.B: services for points of sale

## **Optimizing** distribution:

- ACTION 6: identification of opportunities to optimize flow distribution

# Booking access and loading docks for limited areas

## Goal:

To spread traffic access for movement of goods over time to avoid peaks

## How

Access to the area will require booking in advance. Three different user types are defined:

- Associated users: vehicles equipped with an on-board unit that enables localisation and tracing.
- Booked users: vehicles without OBU that book access through the portal
- Paying users: users who haven't booked can buy a ticket for access

## New services

for “associated users” it will be possible to book loading/unloading docks near the target points of sale

## Distribution definition platform

To develop and test a platform that can support operators in defining time of loading/unloading phases at the points of sale

## Virtual board

to develop and test a virtual board that can facilitate the matching of supply and demand. Operators could enter their request or availability for the movement of goods on the board, enabling services as:

- Reverse Logistics
- Point-to-point movement
- Direct distribution to end customers

For further information and contacts

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