

## EASYWAY PROJECT – ITS FREIGHT PLATFORM IN SUB-URBAN AREAS CONNECTING MOTORWAY TO LOCAL ROAD NETWORKS

**CLIENT:** SINA Società Iniziative Nazionali Autostradali SpA

**PERIOD:** 2009-2010

### DESCRIPTION OF THE ACTIVITIES

TRT Trasporti e Territorio has been charged by SINA Società Iniziative Nazionali Autostradali SpA for carrying out a study aimed to closer examine the aspects related to improved safety and mobility on the European road network through the development of the Intelligent Transportation System. This study is undertaken within the EASYWAY project, promoted by the European Commission.

Specifically, the study investigates a number of “guidelines” that may work as reference for the subsequent feasibility of an interface in peripheral areas between the highway and the urban road network. The link between the: (i) highway, (ii) interurban and (iii) urban networks represent a critical factor to vehicles, namely those delivering goods to retailers. This is, indeed, a topic of major importance for its several economic-environmental-social impacts and implications.

#### Structure of the study

The study provides a comprehensive overview of the specific elements that characterize the link between mobility in urban and interurban areas, as well as of the most significant technological solutions that are able to facilitate the information exchange among users (hauliers) and third parties (public administration, roads and highway operators, freight platforms operations, etc.).

The analysis is corroborated by making use of a modelling tool. Such modelling tool is based on likely hypothesis about: (i) an existing link between an urban and interbank scenario, and (ii) specific traffic conditions, simulates the resulting “*ad hoc*” communication effects, whose purpose is to improve the freight traffic flows management travelling towards the urban areas.

#### Main conclusions

Findings of the study have allowed to identify a series of key strategic determinants which are tied to the feasibility of a peripheral platform.

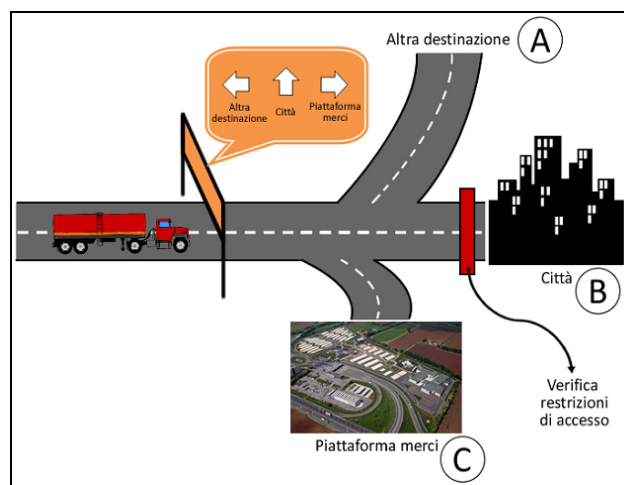
The role of such peripheral platform plays a strategic role for designing interventions schemes, which may be put in place by local authorities in order to mitigate the main impacts generated by freight delivery in urban contexts. Besides the traditional functions as urban distribution centre and supply of “physical” services for hauliers (assistance to drivers and vehicles,

security), the platform may be innovative from a technological standpoint, being equipped with tools that may lead to increase the degree of communication and information exchange among all concerned users.

The key role of the platform emerges clearly if compared to that of the other users. Thanks to its physical siting (connection between highway, interurban and urban networks) and its function of information exchange, the platform operator is in the best position to strategically link all concerned parties involved in the urban freight distribution process. The platform operator may then be entitled to have a role of skilled and neutral interface among all users.

The likely function as “substitute”, that may be covered by the platform operator, is key with regard to the current role of local authorities. The latter may have, indeed, in the platform operators an ideal subject, to whom they may delegate a series of tasks that are usually under their responsibility.

The infomobility tools that may be implemented within the platform are then crucial in managing freight traffic bound for urban areas.



Option for the haulier