



## Incentivising Low Emission Deliveries Through Regulation in La Rochelle, France

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**Designing a regulation to favour access of low emission delivery vehicles in city centre and encourage delivery consolidation.**

Analysis of La Rochelle's urban freight in June 2017 revealed:

- expected environmental and financial gains not fully realized by La Rochelle's public-private Urban Consolidation Centre, Elcidis
- other private last mile delivery stakeholders exist
- local urban freight delivery legislation(s) need clarifying and simplifying.

So, local stakeholders decided to improve the environmental performance of urban freight transport in the city centre by defining a new consolidation tool, and implementing a supporting regulation between 2018–2021.



Aiming to establish, efficiently implement and enforce clear regulations favouring low emission vehicles

Planning step-by-step implementation of the regulation to allow carriers additional time to adapt

Developing consolidation and complementary logistics services as standard practice for 'last-mile' distribution, reinforced by regulation

Delivering a concrete output of La Rochelle's urban mobility plan

## Scope of works

La Rochelle has supported the operation of a consolidation centre using e-vehicles for 'last mile' delivery into the city centre for over almost 20 years. This has evolved, from public to public-private operation – Elcidis.

Freight TAILS provided an opportunity to review the Agglomération's freight strategy and the operation of the consolidation centre, since Elcidis did not fully meet the expectations (taking <15% of the market share of freight movements in the city centre).

The review highlighted that one improvement would be to implement a municipal decree to allow enhanced access of the city centre to low emission vehicles – such as those operated by Elcidis and other consolidation platforms (Elcidis was initially accompanied by a regulation limiting access to the city center based on weight/tonnage limits).

Stakeholders supported favourable access to the city centre for low emission vehicles.

## Outcomes

The project will reduce the traffic congestion and air quality impact of deliveries in the city centre by encouraging deliveries using low emission vehicles and/or soft modes.

Around 1,000 freight movements per day could be consolidated in the future.

The regulation will be simplified (zoning and access time window harmonization) and efficiently enforced.

The regulation will be implemented step-by-step between 2018 until 2021 to give stakeholders time to adapt. First, additional access time windows for low emission vehicles will be proposed (giving them therefore a comparative advantage); then access for thermal vehicles progressively constrained; in addition, complementary logistic services for carriers will be established.

## Lessons learnt

- In La Rochelle, regulations are a potential key driver for a sustainable consolidation business model
- Stakeholders set the future consolidation tool's requirements for success and the required accompanying actions required to support the system
- The future consolidation tool will have to capture deliveries from both transporters and businesses with their deliveries.

## Future of the project

The Vice-President of the CdA in charge of Mobility encourages the main decision-makers of the Municipal and Community Councils to support this ambitious approach.

Any consolidation solution would have to be innovative and demonstrate added-value in meeting the local authorities congestion and air quality expectations.

Accompanying measures are crucial to ensure sustainable urban freight consolidation system



Air Quality objective shared by local stakeholders

Step-by-Step regulation implementation



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[www.proxiway-larochelle.fr/elcidis-mode-demploi/](http://www.proxiway-larochelle.fr/elcidis-mode-demploi/)

[A second wind for urban freight transport in La Rochelle Summary of the Integrated Action Plan for La Rochelle Urban Community](#)

