

Developing the correct freight indicators in Umeå, Sweden

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Identifying the correct freight indicators to help monitor the progress of the Umeå Freight Plan actions in achieving the desired goals.

Umeå has a history in using indicators. This case study highlights how the Freight TAILS project assisted in identifying the correct number and type. The urban freight indicators will:

- Track progress towards achieving the goals of the Umeå Freight Plan.
- Ensure that the politicians understand how well the work is progressing
- Provide a tool for communication internally and externally.



A set of indicators that help us to know if we are going in the right direction

A communication tool, usable by city officials and politicians, which external stakeholders can understand

Ask yourself, 'What do we measure today?'
 Recycle already collected indicators for freight

Define actions that help to reach your goals and can also ensure development of appropriate indicators

Scope of works

Umeå Municipality has a long history of measuring their activity through indicators in areas such as cycling, parking and traffic safety.

Urban freight indicators sit within a performance structure that enables the municipality clearly identify the links between actions taken and goals realised, and the progress in achieving those goals. This performance structure was developed through the Umeå Freight Plan Status report, which provided the framework for defining the following elements: primary goals, outcomes, indicators, work packages, measures.

The full Umeå Freight Plan is available in English summary.

Outcomes

The initial proposal was to have twelve indicators to demonstrate progress in achieving the goals of the Umeå Freight Plan including:

- Satisfaction index for goods
- The number of delivery vehicles in selected streets, compared to residential population
- Satisfaction index for pedestrians and cyclists...

However, discussion and evaluation with other cities and colleagues, identified that many of the original indicators could be impossible or very resource-intensive to produce.

As a result, the Umeå Freight Action Plan now includes four indicators, all of which can be measured and baselined through existing methods and with existing resources:

- Resident, customer and business views on freight traffic
- The number of delivery vehicles in selected streets compared to residential population
- The number of people killed or seriously injured by freight vehicles
- Proportion of heavy vehicles that enter, but do not comply with the requirements for the environmental zone regulations.

Lessons learnt

Don't re-invent the wheel; check how other cities measure progress, can we learn from them?

Check what other departments and stakeholders are already collecting, can this data be used to measure progress in achieving freight goals?

Use indicators which remain valid over time.

Start with realistic ambitions, which can be developed over time.

Future of the project

The next task is to collect data on the freight vehicles used in Umeå and their efficiency in Umeå. This particularly applies to smaller freight vehicles; vans, bikes, cargo bikes, and alternative fuelled vehicles such as electric vehicles. This is in order to create an understanding on how and where these vehicles are used in Umeå, and inform choice of the right actions.



Resident, customer and business views on freight traffic



The number of delivery vehicles in selected streets compared to residential population

The number of people killed or seriously injured by freight vehicles



Proportion of heavy vehicles that enter, but do not comply with the requirements for the environmental zone regulations



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[Umeå Freight Plan English Summary](#)