

Gdynia Freight Survey

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Freight survey of three selected streets in Gdynia city centre (Poland), to inform development of dedicated delivery locations in the city.

Extensive observation and face-to-face surveys in 2017 delivered detailed information about both delivery profiles, and receivers; started stakeholder engagement with retailers in the city centre; and provided the basis for the measures focussed on delivering a more effective urban delivery system.



1st

First detailed freight survey in the city



Survey developed with local stakeholders



2 survey methods used to increase output quality: observation of the delivery process at premises and detailed face-to-face interviews with retailers

66% response rate from direct interviews of a total 506 participating retailers

Scope of works

Gdynia's Sustainable Urban Mobility Plan outlines the strategic goal of 'an effective and truly sustainable urban freight system in the City'.

Between March and May 2017, the Gdynia City Centre freight survey was conducted on Świętojańska Street, Starowiejska Street, and Abrahama Street. The aim was to identify the deliveries profile and identify real problems, such as on street double parking and pavement intrusion. These problems had previously been reported by stakeholders, but relevant data necessary to develop adequate solutions was missing.

Two methods of data gathering were applied:

- Observations made of deliveries made to ground floor shops and offices between 6am and 6pm on 22nd and 23rd March 2017. 423 deliveries noted, and delivery details recorded
- Face-to-face surveys conducted between March and May 2017 with shopkeepers (managers or key workers) on the ground floor of the three streets, aimed at starting engagement – mostly for the first time. 334 surveys conducted.

Outcomes

The results of the freight survey included:

- 2 survey methods provided broadly consistent results
- retailers receive on average 10 deliveries each, taking an average 10 minutes per delivery
- highest concentration of deliveries takes place between 11:00 – 12:00
- majority of deliveries were carried out by vans between 1.5t and 3.5t
- standard parking places used in 36% of deliveries
- 29% of deliveries required double parking
- 25% of deliveries took place on the pavement.

Lessons learnt

- survey approach provided reliable data about delivery vehicle behaviour
- local stakeholder consultation confirmed delivery reliability is their major concern and cost-effective measures are required to support this
- urban freight trend assumptions confirmed through the similarity of these results with available examples other European cities
- direct action to provide adequate dedicated delivery locations required to address both the high share of double parking during deliveries and parking on the pavement.

Future of the project

The concept of dedicated delivery locations developed based on the survey results, and with City authority's approval, pilot dedicated delivery locations will be implemented May 2018.

Indicators based on the average number per deliveries per receiver may be used in future to provide adequate network of delivery bays.

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Average 10 deliveries per week per outlet

Double parking during deliveries and deliveries on a pavement obstruct pedestrian and traffic movements

Reliability of deliveries is an important concern for retailers



Survey approach provided reliable data

Dedicated delivery locations are to be planned in the city centre



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For more details on the surveys undertaken read the [Sustainable urban freight system in the centre of the City of Gdynia IAP](#)

[The Introduction of Dedicated Delivery Locations in Gdynia, Poland](#)