

#MobileMetropolis #ZeroEmissions #MoreSpaceInThe Neighbourhood

C O L O G N E



HENRIETTE REKER, MAYOR © CITY KÖLN

What will be the **three biggest challenges** for Cologne's mobility over the next ten years?

- 1 Decarbonising: The transport sector contributes to climate neutrality
- 2 Transforming an urban environment designed for cars into a human-scale city
- 3 Addressing the growth in city logistics/e-commerce

How would you sum up your concept for the design of **tomorrow's mobility** (2030) in your city in a slogan?

Mobile metropolis – future-proof infrastructure: sustainable mobility for a climate-neutral, innovative and human-scale Cologne.



Photography: UPS

Multimodal city logistics

The project idea

Package delivery, trade and express courier services combined with strong growth in supermarket deliveries during the coronavirus pandemic: The e-commerce boom has definitively conquered the city. The consequence is intense competition for delivery zones and parking spaces coupled with high local air and sound emissions. Each service provider drives his or her own vehicle – usually powered by an internal combustion engine – around the city. With three million euros of funding for the largest programme by a German local authority to promote the use of cargo bikes, the City of Cologne is creating strong incentives for adopting **environmentally friendly transport for goods and commercial traffic**. The programme will be supported by expanding the cycle path network, creating cargo bike parking spaces and implementing at least three provider-neutral city logistics hubs by 2022.

The implementation

The programme is aimed at small, local businesses, associations and groups of private individuals. The programme is working, as an evaluation shows: Numerous tradespeople, service providers and delivery persons are switching from cars or vans to cargo bikes. To date, 35 per cent of the firms have got rid of a vehicle or use a cargo bike as their only means of transport. The cargo bikes cover an average of roughly 30 miles per week. **Car use has been reduced from an average of 75 miles to 48**, and mobility has improved due to shorter travel times.

The transfer

The project's success lies in combining a variety of measures that are only truly effective together. They include funding for vehicle purchases, creating parking facilities, initiating a dialogue on the requirements and possible operator models for the logistics hubs at an early stage, and taking account of suppliers' delivery bottlenecks. Early digitalisation of the funding programme is helpful in tackling the high administrative workload during the implementation.