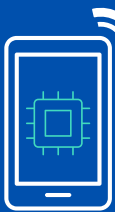




Overall objective and description

With the aim to reduce negative externalities of last mile delivery, and specially **reduce traffic congestion and increase road safety** in the city center, Kalisz Municipality implemented a sensor network using **IoT technology** to enable access to transport data in real-time and the dynamic management of unloading operations.

Smart parking for urban deliveries

Sensorized outdoor reloading bays managed through a **mobile App**. Target solution users were the **drivers** serving local shops and restaurants around the main commercial area of the city.

Impact



Reduction of time delivery **66%**; reduction of road congestion **25%**; growth of road safety **22%** (post pilot survey).



Learnings and recommendations

- Dedicate the sensorized bays for temporary parking of private cars during **night hours and weekends**.
- Use a payment method based on **subscription** instead of fees.
- Technical specifications of the sensors can be crucial for their operation in harsh **weather conditions**.
- Use two-directional communication with the sensors to **react quick** in case of their failure.
- **Enforce** parking laws in the surrounding area.



Data-related advices

- Implement a **data gathering methodology** for urban freight before running the pilot to be able to stablish its actual impact and derive right conclusions.
- Data can be used to identify freight transport **patterns** and drivers **behaviour**.