

## Meeting Mapping Tools

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### Work Package 4

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### Notes regarding this meeting:

#### Purpose of this meeting:

Gather input for the final sections (best practices and recommendations) for readers of this report.  
Target groups: stakeholders in the municipalities and/or regions of the project partners, external stakeholders (e.g. in other cities/regions in the NSR).

#### Groningen:

Based on the pilot project and mapping tools used to design this project, Groningen suggests the following general recommendations:

- Focus on both quantitative and qualitative data (e.g. specific count of vehicles/trips versus questionnaires for retailers)
- Focus on environmental targets (often policy related), but economic targets as well (related to the business model of the companies involved)
- Very important to involve stakeholders in the data collection process to create awareness, commitment and support. (Use mapping tools as instrument for stakeholder engagement.)
- Use the data (collection) to create awareness of the problems (it is not the problem of just 1 stakeholder)
- Before the start of the pilot, agree on the use of data (corporate data vs. open source data). Consult logistics service providers involved beforehand.
- Stress the importance of mapping tools as vital element of the pilot design. No data, no pilot!

Examples of gathering quantitative data: use of cameras, involvement of students to count vehicles, collaboration with logistics service providers involved to use their corporate data. (See also what is mentioned above: necessary to agree on the use of specific data.)

Examples of gathering qualitative data: consultation with /interviews with / questionnaires for retailers, consultation/interviews with real estate owners, interviews with residents / people on the street. This kind of interviews and questionnaires could be prepared, executed and analysed by students and their professor. This requires a close collaboration with knowledge institutions in the city or region.

Participation in the mapping process can be interesting for universities and students, because it gives them the opportunity to get in contact with the real world and research a practical issue.

Be aware that gathering quantitative data is a time consuming process. Talking to shop owners, providing feedback after the talks. You have to keep involved and keep the contacts warm. If the municipalities and/or region lacks the staff to perform these tasks, it is also an option to outsource these specific activities, e.g. universities, knowledge institutions, consultancy.

Sometimes the process can be executed in a more efficient way, because the shop owners are represented by a 'chair', so you do not have to talk to all retailers individually.

#### Mechelen:

Beforehand: Mechelen informs the attendees that the 'smart app' part of the pilot has been designed, but not implemented. This pilot should still be included in the report. This pilot was part of an overarching study that was the start of the use of the mapping tools. If there is any reference to this app/pilot, it should be clear that this pilot was never executed, but the findings of the starting-up process are nevertheless relevant.

Essentially, data collection comes down to two steps:

1. Clearly define what you need (SMART)
2. Find the right tools to measure it

In addition to the recommendations of Groningen, Mechelen agrees that it is possible to combine quantitative data and qualitative data. You can gather these data yourself or obtain data from other stakeholders involved.

General recommendations for the mapping process:

- Formulate clear data expectations
- Possible data that could be gathered: First mile, last mile, amount of time before pick-up, user experience, % of new users, % re-using lockers after first time

The description of the Rebel Tool (discussed during the innovation lab in Mechelen) should be included in the pilot description 'unburdening of retailers'. This specific tool is targeting the business model for an individual business retailer (a tool to convince retailers). So they make use of other kinds of data.

Specific questions concerning the impact for lockers for residents: did you use data/information to inform residents in the near vicinity of the lockers? Mechelen explains that they didn't do this, these lockers spoke for themselves. The usefulness of the lockers became clear after some time. Some people are now asking for lockers in neighbourhoods where no lockers are installed yet. So, there was no specific campaign targeting local residents.

### SEStran:

SEStran recommends stakeholders who want to set up a pilot project in the field of city logistics and are considering mapping tools to focus on the following questions:

- What are you trying to do?
- What helps/what hinders?
- Who will use it? Commercial/Government/Public
- What does it mean – insights?
- Consistency: compare apples with apples
- Time – have enough
- Geography: defined area

If you want to compare different areas/cases, make sure that their geography is comparable (to a certain extent the same).

The data collection executed by the SURFLOGH beneficiaries for their pilots can contribute to the understanding of the case studies of the same pilots (focussing on business models).

### Drenthe:

For the pilot 'Goederenhub Eelde', Drenthe used mapping tools in the form of multiple questionnaires (qualitative data). These questionnaires for retailers and logistics service providers were sent and collected before the pilot, during the pilot, and after the pilot. This process of mapping data followed the general principle for the pilot design: the DBR methodology (design-based research methodology). According to this methodology a prototype or concept is designed and tested in practice. The methodology does not rely on extensive data collection upfront.

You can focus on different target groups, using different questionnaires. Also, the 'before', 'during' and 'after' questionnaires were targeting different groups of stakeholders.

The DBR methodology resulted in 'trial and error'. Important recommendation from Drenthe: building a solid case for a pilot requires data collection and analysis before the start.

### Boras:

The recommendation regarding consolidation projects like Good Goods, is to try to obtain a comprehensive and detailed view of the delivery system in the designated area, in order to be able to assess the potential benefits and effects of the concept.

The main focus of the Borås approach have been qualitative data in order to obtain details of deliveries and shipments such as:

- Time of delivery
- Goods type (office, food/perishables/tempered, clothing etc.)
- Type of carrier (package, pallet, roller cage etc.)
- Vehicle type used for delivery
- Transport operator performing the delivery
- Business specific demands and prerequisites (time windows, courier, additional services used etc.)

A study like above may be demanding quite a lot of resources, but a few lessons have been learnt from the data mapping:

- 1: Initial information, dialogue and interviews with the businesses in the area, in order to create awareness of the problem/situation and further commitment to participate in the process
- 2: Freight data collection by mapping relevant details (in the case of Borås, the businesses wrote “logbooks” for deliveries and shipments during 3-week periods).
- 3: Complementing the database with data from other sources (other mappings/measurers/analysis of relevant goods flows) if available. In the Borås case a relevant study from Gothenburg, which included some retail chains also established in borås, could be used as a complement to the study.
- 4: Analysis and calculation of possible effects and scenarios.

Stakeholders are not always able to make an analysis from their own data, but their data can still be useful. Researchers can make use of data that seems irrelevant to the stakeholders themselves. To gather this data from the stakeholders, you have to gain trust with them. Otherwise they do probably not want to share their (sometimes confidential) data.

At the end of the meeting, beneficiaries agreed on the following general recommendations:

- Data collection and data analysis (mapping of freight flows and preferences and behaviour of stakeholders) is vital to any city logistics project or pilot
- Start by clearly defining the data you need from a policy perspective and a business case perspective (related to the business model of the logistics service provider involved)
- Select the right mapping tools that fit the required data, use quantitative data (e.g. number of trips, volume) in combination with qualitative data (gathered via interviews, focus groups, questionnaires, etc.). Important: each context (e.g. project or pilot) requires a different mix of mapping tools
- Before the start of the pilot, agree on the use of data and consult the logistics service providers involved beforehand. Some data will be provided confidentially, make sure that you handle this data as such.
- When using benchmarks and/or comparisons, make sure that geography and/or ... are comparable.