

In the name of God

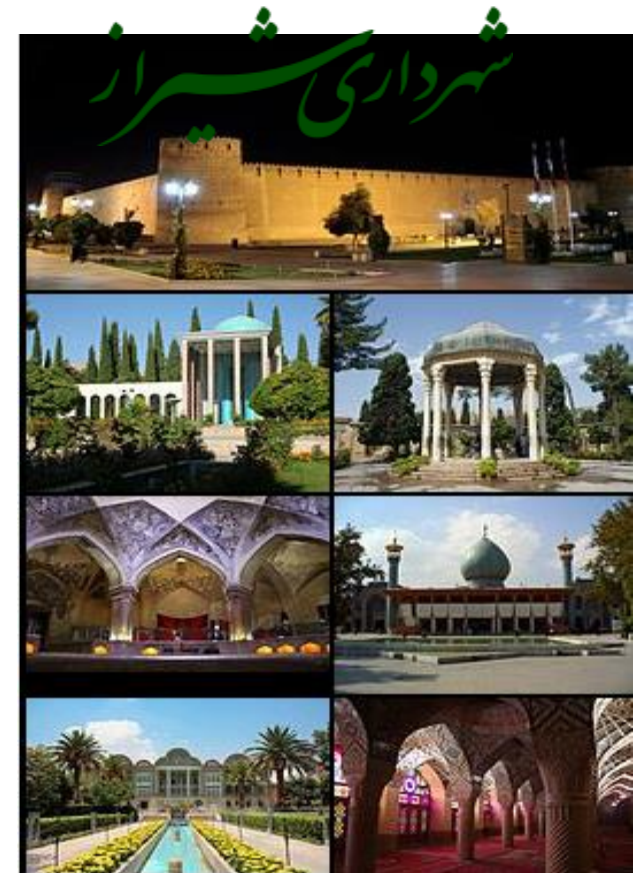
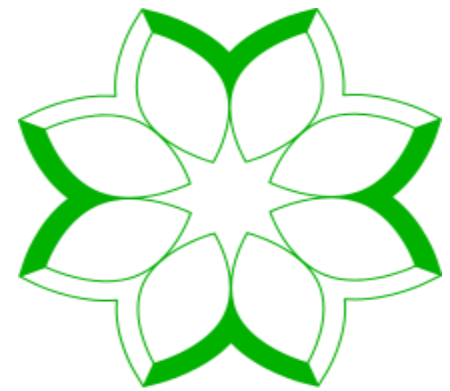
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Shiraz municipality

- shiraz is the sixth most populous city of Iran and the capital of Fars Province
- the population of the city is 1,700,665 and located in the southwest of Iran on the (The Dry River) seasonal river.
- It has a moderate climate and has been known as a regional trade center in South Of Iran.
- Two famous poets of Iran, Hafez and Saadi, are from Shiraz, which their tombs are on the north side of the city
- Shiraz is known as the city of poets, garden and flowers.
- Municipality of shiraz has been established at 1907 and nowadays are serviced from 30 meters underground up to 1000 m on the mountain.
- Our main goal in shiraz municipality is Cargo Transportation Managing that related to the locating & time planning of cargo vehicle, and ...



Problem Identification



- ☐ Diminishing Petroleum reserves able to supply it?
 - ☐ Local Air Quality Impact

What is the future demand for this fuel, and will the planet be
Motor vehicle emissions are a significant contributor to urban air quality problems, which is something that makes the current transport system non sustainable.

- ☐ Crash Fatality & Injuries

It should be an accepted that a transport system kills off its users is not sustainable.

- ☐ Congestion

That decreases the speed of vehicles, resulting in both lower fuel efficiency and increased emissions detrimental to human health

- ☐ Noise Pollution

Considerable research suggests that loud and continuous noise is harmful to human health.

- ☐ Social Impact

Decreasing social interaction and increasing depression and mental diseases.

- ☐ Economical sources

Decreasing targeted cost decision, also decreasing earning and saving money.

Background of the Policy Project

- ❑ Sustainable movement, 5 Years, 5 billion dollars.
- ❑ CTMO.
 - Planning cargo fleet
 - Decreasing fuel consumption.
 - Repairing, and prevent damaging urban infrastructure
 - Air quality, by decreasing congestion, and alternative fuel
 - Noise pollution, by modernization in cargo fleet
 - Dock in CBDs
 - Travel demand management
 - Telecommuting
 - ITS in supervision
 - Inspection
- ❑ Shiraz area limited by mountains, and it has flat ground that is so great in create cycling and walkway road.
- ❑ Equipped CBD with BRT routes to increase social Interaction without having vehicles in order to having green city.



Key Issues of the Project Implementation

- lack of an integrated urban management
- Lack of information and justification required in the sustainable transport
- Lack of sufficient justification of the benefits of economic, social and environment
- Necessary change in our culture and attitudes of urban life
- The emphasis on economic efficiency such as, reducing unnecessary costs and move towards increasing production, employment and economic savings.
- The Emphasis on social interaction and mental health
- The Emphasis on environmental impact, such as reducing emissions, increasing urbanization and urban life quality
- The high percentage of citizens using Low occupancy vehicle and the outcomes are congestion, emissions
- Vehicle production without justifying in necessity and orders



Key Issues of the Project Implementation

- Insufficient attention to sustainable development at the regional level
 - Insufficient attention to continuing the sustainable transport plan as the basis for moving towards sustainable development
 - The interests of citizens are comfort and convenience rather than providence & future requirement
 - The importance of private companies on benefit and loss, not on progress and future demand
 - Lack of government support from development-oriented companies.
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- Desirable conditions: Economical development, social interactions, environmental protection
 - Undesirable conditions: Increased economic dependancy, segregation between cultural and social issues, environmental damages



CTMO activities to Success of the Project

- ✓ Identifying and organize cargo fleet to Future planning
- ✓ Production Jobs and economic boom
- ✓ Cooperation and communion between drivers & city planners to increase social interaction and decrease difficulties
- ✓ Reduce the level of vehicle emissions by traffic planning
- ✓ Reduce the congestion difficulties by timing & locating fleet planning
- ✓ change drivers attitudes towards society cooperation by encourage them to upgrade their education
- ✓ Renovate logistic fleets in order to reduce environmental pollutions



CTMO activities to Success of the Project

- Developing freight terminals at the entrance of the city to enhance the quality of urban life which leads to employment and production as well.
- Improve the level of supervision and inspection of cargo fleets to reduce violations in urban areas.
- Creating Docks in CBD boundaries of the cities to protect the urban landscape



Key Strategies for Success of the Project

- ❑ Cooperation with the police for traffic projects
- ❑ Justify local governments to allocate more funding and popular support
- ❑ Generate sustainable income for local governments to achieve economic boom
- ❑ Applying ITS to identify violations in urban areas such as carry high tonnage and bulk loads
- ❑ The most important thing for persuading peoples is to change their attitudes



Lesson and Implication

- A sustainable transport system is one that provides transport and mobility with renewable fuels while minimizing emissions detrimental to the local and global environment and preventing fatalities, injuries, and congestion.
- Economic prosperity, social cohesion, protection of environmental resources for future generations, reduce driving fatalities.
- Our strategies is: Increase in cycling & walking path, Enhance and promote public transport system, Smart city development and management of travel demand, utilization from the potential of Alternative fuel
- The most important future policy is Modifying attitudes and change behavior and consumption patterns



Cargo Transport In Shiraz



Any Question?