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.

• Desirable conditions: Economical development, social interactions, environmental protection
• Undesirable conditions: Increased economic dependency, 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?