

Strasbourg, 16 September 2024

Urban logistics

Parcel delivery by tram in Strasbourg, an experiment to improve the flow of traffic in the city centre

From 16 September to 26 October 2024, an experiment of parcel transport by tram will be carried out on Line B of Strasbourg's public transport network. This initiative, led by La Poste, Alstom, Eurométropole de Strasbourg and the Strasbourg transport company CTS, aims to explore new parcel delivery solutions, optimising the available capacity of the existing transport infrastructure.

This project is the fruit of cooperation between 4 major players: La Poste, a logistics and parcel delivery operator; Alstom, a world leader in sustainable and intelligent mobility; Eurométropole de Strasbourg (EMS) as the transit authority and the Compagnie des Transports Strasbourgeois (CTS) as the network operator.

In practice, this means Colissimo parcels will be delivered via Line B trams. The route will run from Hoenheim Gare station to Broglie station, in the heart of Strasbourg city centre. At 9.00 am, a postman will accompany around a hundred parcels in the tram's lead car. On arrival at Broglie, a second postman will load the parcels onto a cargo bike and deliver them to Strasbourg's inner city. During the trial, a second route will be added in the early afternoon.

This experiment in tram parcel transport, carried out under real conditions, will enable the partners to check whether parcels can coexist with passengers, without impacting on passenger comfort or on operation of the tram network, and without altering the parcel delivery service. If this is the case, it will help to define new logistical solutions in which delivery links made by truck could in future be operated by tram.

The 4 partners share a desire to innovate by developing logistics solutions that respond to several current issues: reducing urban congestion, rethinking public space and improving urban air quality.

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The experiment is in line with the objectives of the roadmap “for sustainable, low-carbon urban logistics” adopted by Eurométropole de Strasbourg in 2023. The local authority is aiming to reduce heavy goods vehicle and commercial vehicle traffic in favour of alternative modes such as cyclo-logistics, river freight and rail freight. It is also promoting innovation by hosting avant-garde experiments. For example, following on from the long-term river freight experiment, Eurométropole is continuing its efforts to promote short-distance rail freight.

While urban goods transport accounts for 20% of urban traffic and 30% of road use, it is responsible for 50% of diesel consumption. As a result, it is responsible “for 25% of greenhouse gas emissions and 35% to 45% of particulate emissions”¹.

In response, La Poste is working to develop sustainable urban logistics in the regions by co-constructing innovative solutions with local authorities and economic players. To this end, it has signed cooperation agreements with 18 cities in France, including Strasbourg. With them, it is developing new, less polluting urban logistics solutions. Here in Strasbourg, La Poste has already deployed 22 cargo bikes and 20 electric vehicles for parcel delivery.

As the instigator of this unique partnership, Alstom relies on digital innovation to make transport ever more sustainable, safe and efficient. Thanks to its expertise, Alstom is helping municipal authorities to achieve greater fluidity and capacity in their various transport services, by predicting variations in passenger and goods flows, adapting to them and responding to changes in real time.

Presentation of the Eurométropole de Strasbourg :

Comprising 33 municipalities and a population of over 505,900, Eurométropole de Strasbourg is one of the metropolises created under the MAPTAM law (modernisation of territorial public action and affirmation of metropolises). The local authority has the status of a Eurometropolis, reinforcing its role and its “special place” on the international stage.

Eurométropole de Strasbourg has several specific powers, including powers in relation to the development of the metropolitan area:

- operational town planning, the Local Town Planning Scheme and land reserves
- telecommunications networks and digital development
- major transport projects accompanied by a proactive policy to support behavioural change and bring about a revolution in mobility in the region.

¹ Fact-finding mission on sustainable urban logistics. Report by Senators HERZOG and FILLEUL, 24 May 2022

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Presentation of CTS :

CTS, Compagnie des Transports Strasbourgeois, is the urban transport operator for Eurométropole de Strasbourg.

Key figures for 2023 :

- 6 tram lines, 2 High Service Level Bus (BHNS) lines, 6 Chron'hop lines and 35 bus lines
 - 82.3 km of commercial tram and BHNS lines
 - 380 km of commercial bus routes, including 50 km of Chron'hop
 - More than 492,000 journeys per day on average, i.e. 264 journeys per inhabitant per year
 - 256 buses, including 68 electric and 188 NGV
 - 109 trams, including 41 Citadis 1st generation trainsets and 39 Citadis 2nd generation trainsets
- For more information, visit www.cts-strasbourg.eu

Presentation of Alstom :

Alstom commits to contribute to a low carbon future by developing and promoting innovative and sustainable transportation solutions that people enjoy riding. From high-speed trains, metros, monorails, trams, to turnkey systems, services, infrastructure, signalling and digital mobility, Alstom offers its diverse customers the broadest portfolio in the industry. With its presence in 64 countries and a talent base of over 84,700 people from 184 nationalities, the company focuses its design, innovation, and project management skills to where mobility solutions are needed most. Listed in France, Alstom generated revenues of €17.6 billion for the fiscal year ending on 31 March 2024.

Its 12,000 or so employees in France have the know-how to serve French and international customers. Around 30,000 jobs are generated in France by its 4,500 French suppliers.

Visit www.alstom.com for more information.

Presentation of La Poste group :

La Poste is a public limited company with public capital, a subsidiary of Caisse des Dépôts and of the French State. La Poste group is organised into four branches: Services-Courrier-Colis, Retail and Digital, Geopost and La Banque Postale, which together with its subsidiary CNP Assurances forms the 11th bancassurance group in the euro zone. La Poste group carries out 4 public service missions that forge its identity: universal postal service, regional planning and development, accessible banking, and press transport and distribution. La Poste group is committed to its local presence and relies on its network of local, human and digital services, which is the largest in France. This network is made up of 37,500 service points, including 17,000 contact points (post offices, local post offices, retail outlets) and more than 20,500 postal service access points (Pickup outlets and lockers, Espaces Pros). La Poste delivers more than 15 billion items a year worldwide (letters, printed advertising and parcels), 6 days a week. In 2023, the group generated a turnover of 34.1 billion euros, 44% of which was generated internationally, and employed 233,000 people in more than 60 countries on 5 continents, including more than 179,000 in France. As part of its strategic plan "La Poste 2030, committed to you", the public company has set itself the course for profitable and responsible growth in France and internationally, based on a robust multi-activity model. A company with a mission since 2021, a leader in the ecological transition and sustainable finance, the Group is aiming for "zero net emissions" by 2040.

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