EcoLogistics Community Webinar
Daring Cities Cornerstone Event

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Urban Plan

Secretariat of Urban Development

- Urban Planning
- Mobility
- Public Space
- Heritage
Santa Fe City

- Surface: 268 km²
- Population (2010)
  - Total 401 544 hab.
  - Density 1498,3 inhab/km²
  - Metropolitan area 510 000 hab.
Low Carbon Action Plan for Urban Freight

**LCAP-UF STRATEGIC AXES**

**REGULATION AND CONTROL**
- Specific regulations.
- Strengthening of Control.

**RATES AND TAX INCENTIVES**
- Incentive plan
- Differential rates
- Green Seal Program

**INFRASTRUCTURE**
- Loading and unloading
- Efficient use
- Distribution centers
## Low Carbon Action Plan for Urban Freight

### AXIS 01: Regulation and control

<table>
<thead>
<tr>
<th>OBJECTIVES:</th>
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<tbody>
<tr>
<td>1.1 Generate specific regulations for freight transportation and logistics under climate change policies.</td>
</tr>
<tr>
<td>1.2 Strengthen the control system for cargo and logistics activities in the city, aligning it with the local climate action plan.</td>
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<tr>
<th>Actions</th>
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<tr>
<td>1.1.1 Propose improvements and/or new regulations to regulate the freight activity and include it in urban planning.</td>
</tr>
<tr>
<td>1.2.1 Improve and unify the current freight transport control system.</td>
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<tr>
<td>1.2.2 Improve the coexistence of all modes of mobility focusing on the reduction of emissions.</td>
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# Low Carbon Action Plan for Urban Freight

## AXIS 02 – Rates and Tax Incentives

**OBJECTIVES:**
Incentivize companies to implement changes to reduce GHG emissions through differential tariffs and tax incentives.

### Actions

2.1.1. Implement a system of differential local tax rates for companies that make changes to reduce GHG*.

2.1.2. To develop an incentive and benefit plan for companies that join this Plan.

2.1.3. Develop the "green seal" program to recognize companies that comply with current environmental regulations and adhere to this Plan **

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* Replacement of units, change of fuel or technology, smaller units, etc.
** Training, resource management, waste management, etc.
## Low Carbon Action Plan for Urban Freight

### AXIS 03 - Infrastructure

<table>
<thead>
<tr>
<th>OBJECTIVES:</th>
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<tbody>
<tr>
<td>3.1 Improve existing road infrastructure to ensure efficient use of the network in terms of GHG emissions</td>
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<tr>
<td>3.1.1 Improve the infrastructure of the city's exclusive loading and unloading zones. *</td>
</tr>
<tr>
<td>3.1.2 Define structural actions to ensure the efficient and safe use of the network.</td>
</tr>
<tr>
<td>3.1.3 Study the implementation of distribution centers in the city</td>
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</tbody>
</table>

*location, amount, infrastructure, signals, etc. .
Pilot Project

General Objective

Reduce gas emission effects attributed to freight transportation in the Ciudad 30 area

Major approaches:

- The creation of the first "Urban Distribution Center" for deconsolidation of cargo.
- The organization and optimization of the loading and unloading docks.
Mobility Pact
Local Working Group Ecologistics

Local Government
Private Sector
Institutions
Academy
Society
Keep moving forward to the city we want: integrated, proximity, prosperous, caring and sustainable.