aimed at modernizing the economy and moving to an innovative development model, increasing labor efficiency, and reducing the risks of informal employment.

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FEATURES OF CITY LOGISTICS REALIZATION

ОСОБЕННОСТИ РЕАЛИЗАЦИИ ГОРОДСКОЙ ЛОГИСТИКИ

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Abstract. In the article features of city logistics and also a place of cargo transportations in it are considered. The problems and main directions of cargo transportation research in the city logistics system are determined. The directions of optimization of cargo transportation within the limits of city territories are offered.

Аннотация. В статье рассматриваются особенности городской логистики, а также место в ней системы грузовых перевозок. Определены проблемы и основные направления исследования грузовых перевозок в рамках системы городской логистики. Предложены направления оптимизации грузовых перевозок в пределах городских территорий.

The efficiency of management at the level of any economic entities: a region, a national economic complex or a specific enterprise is largely determined by the use of new methods of management. These methods, of course, include the methods of logistics management.

One of the ways of improving regional management improving is city logistics, the essence of which is defined as the optimization of various types of flows (commodity, transport, financial, human, etc.) at the level of urban areas. The management of these flows allows to increasing the efficiency of the work of

passenger and freight transport, industrial enterprises and trade organizations, municipal and social services. In addition, the problems of ecology are being solved, and a higher level of satisfaction of the population's needs is ensured. Thus, the interrelations of business entities of different industries and types of activities within urban areas are optimized.

Currently, in our domestic practice there are no systematic developments in the problems of city logistics, except for the research of individual scientific teams.

To ensure the functioning of the city logistics system, it is important to identify the specifics of the interaction of its main elements, identify ways of analysis and indicators for assessing the level of city logistics development and also the rationale for improving its efficiency.

A city logistics system should be viewed as the aggregate of the following interacting elements: suppliers of goods, transport firms and enterprises, which transport goods and passengers, consumers of goods, warehouses, road services, organizations which serve the city economy and also regional government organizations. The complexity of the functioning of this system is explained by the variety of the system's and the connections between them.

The management of freight flows has paramount importance because cities always have been the most important producers and consumers of these flows. In the city system of distribution of goods it is necessary to allocate the following supply chains:

– commodity supply of retail trade organizations;

– supply of food and other goods in the organization of public catering, hotels, social facilities;

– postal transport, including the delivery of goods in connection with the development of electronic commerce;

– delivery of raw materials, materials and other types of commodity-material assets to manufacturing enterprises;

– movement of goods in connection with the organization of urban construction;

– waste management as a result of urban activities.

In addition, due to the increase of the volume of economic activity and the expansion of the geography of supplies, within the framework of city logistics it should consider the management of intercity and international freight traffic. This is actually for regions located in close proximity to the main transport arteries, railway junctions, terminals, etc. At the same time, the optimization of such transportations poses the task of creating and developing of a logistics infrastructure: logistics centers, customs warehouses, modern transport infrastructure facilities. This is connected with the involvement of regional management bodies in the process of logistics management. In this regard, there is a need to significantly expand the scope of city logistics.

To improve the efficiency of the city (territory) functioning within the framework of city logistics, it is necessary the following studies:

– analysis of the dynamics and structure of domestic freight traffic along the directions and sections of the roads of the region;

– analysis of volumes and dynamics of the export-import cargo transportation;

– assessment of transit traffic in the region;

– estimating the carrying capacity of individual sections of roads;

– analysis of the volumes of interurban transportation in terms of cargo types, consumer organizations, city route network.

– analysis of transport costs.

At present, the solution of these problems is complicated due to the lack of a unified information support system. This is manifested in the absence of accounting and analysis of various indicators and parameters of transportation at the level of individual economic entities, the indicators of freight traffic at the city level, in aggregate estimates of indicators and performance characteristics of the transport sector at the regional level, which creates difficulties in justifying and implementing directions of improving the management of logistics flows.

The basic directions of freight traffic optimization in the sphere of city logistics, taking into account the proposed approaches to analysis are the following.

1. The ensuring the consolidation of goods at the level of the region (or city) and their subsequent distribution in the directions of cargo transportation and consignees. It is possible by creating a modern warehouse infrastructure and regional logistics centers.

2. The formation of optimal routes for the delivery of goods in order to reduce transportation costs, to eliminate inefficient counter transportations, to optimize the delivery time, to ensure rational utilization of certain sections of roads (streets, bridges, etc.)

3. The optimization of city transport planning and organization of efficient road maintenance.

4. The automation of information service processes in the urban logistics system in general and in the system of freight traffic in particular. This direction is connected with the using of automated systems for transmitting information in real time and the latest information and communication technologies.

Thus, the scale of the cargo flows distribution sets before cities and regions the task of their organization, and the development of city logistics ensures an increase in the efficiency of the functioning of economic entities and the region as a whole, the solution of certain social problems, the improvement of the environment, and also the formation of the image of region.