


Table 45. Voluntary off-hour delivery programs.

Initiative 43: Voluntary Off-Hour Delivery Programs	
<p>Description: Programs that produce a shift of deliveries from regular hours (6:00 a.m. to 7:00 p.m.) to off hours (7:00 p.m. to 6:00 a.m.). As opposed to pricing and regulation schemes, this travel demand management initiative targets receivers as the key decision makers, seeking to convince them to accept deliveries during the less congested off hours through the use of incentives.</p>	
<p>Targeted mode: Urban deliveries, large traffic generators (LTGs)</p>	<p>Geographic scope: City, area</p>
<p>Type of initiative: Freight demand management: voluntary off-hour deliveries (OHD) program</p>	<p>Primary objective: Reduce congestion and pollution</p>
<p>Expected costs and level of effort to implement: OHD programs require raising funds to provide incentives to receivers. Potential exists to implement a self-supported freight demand management system that uses the revenues raised by a small toll surcharge to finance the incentives. The implementation of the program—whether self-supported or not—requires a multi-layered, multi-stakeholder, collaborative approach to gain substantial business support and to accomplish a large shift to off hours.</p>	
<p>Advantages:</p> <ul style="list-style-type: none"> • Reduce congestion • Increase efficiency • Environmental sustainability • Improve reliability • Enhance livability 	<p>Disadvantages:</p> <ul style="list-style-type: none"> • Low probability for unintended consequences: <ul style="list-style-type: none"> – May increase perceived noise impact – Increase operational costs • Require fundraising to provide the incentives • Require very high/high coordination among multiple stakeholders/jurisdictions
<p>Examples:</p> <ul style="list-style-type: none"> • The City of New York OHD Program, New York, New York, United States (Holguín Veras et al. 2013b; Holguín Veras et al. 2014) 	
	
<p>Source: New York City Department of Transportation</p>	
<p>Related alternatives: 1. Low Noise Delivery Programs/Regulations; 2. Daytime Delivery Restrictions; 3. Daytime Delivery Bans; 4. Recognition Programs; 5. Certification Programs</p>	
<p>References: Dessau, 1892; Churchill 1970; Ancient Worlds 2003; Holguín-Veras et al. 2005; Holguín-Veras et al. 2006a; Holguín-Veras et al. 2007; Holguín-Veras 2008; Holguín-Veras et al. 2008b; NICHES 2008; Silas and Holguín-Veras 2009; Brom et al. 2011; City of New York 2011; Federal Highway Administration 2012a; Hendy 2012; Silas et al. 2012; Holguín Veras et al. 2013c</p>	