
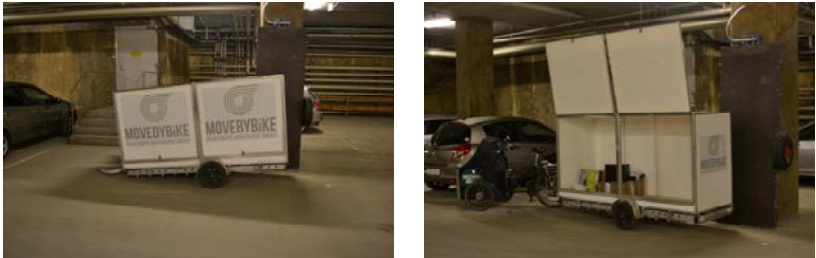


Table 48. Mode shift programs.

Initiative 46: Mode Shift Programs	
Description: A shift of cargo flows from road to intermodal transport, using a combination of road and short sea shipping, inland waterways, rail, or tricycles	
Targeted mode: Urban deliveries	Geographic scope: City, area
Type of initiative: Freight demand management: mode shift program	Primary objective: Reduce congestion
Expected costs and level of effort to implement: Mode shift programs require the management and facilitation of information access and exchange among large, small, public, and private stakeholders across all business sectors and transport modes. Public-sector capital investments are required to provide sufficient facilities to support flexible multimodal transport. Depending of the scope of the program, the implementation cost could be moderate to high.	
Advantages: <ul style="list-style-type: none"> • Energy savings • Reduce congestion • Reduce fuel consumption • Environmental sustainability • Enhance safety • Facilitate multimodal freight • Particularly appropriate for heavy and non-perishable goods 	Disadvantages: <ul style="list-style-type: none"> • Low probability for unintended consequences: <ul style="list-style-type: none"> – May increase operational costs • Require specific city and regional conditions <ul style="list-style-type: none"> – Require integration of freight deliveries with current transportation system – Only feasible where additional modes are present • Require very high/high coordination among multiple stakeholders/jurisdictions <ul style="list-style-type: none"> – Require incentives to foster a mode shift
Examples: <ul style="list-style-type: none"> • B-Line Sustainable Urban Delivery, Portland, Oregon, United States • Freight-Tricycle Operations in New York City, United States (Kamga and Conway 2012) • “Cargo cycles”—electrically powered tricycles with a container implemented by La Petite Reine in Paris, France (TURBLOG 2009; C-LIEGE 2010) • “MOVEBYBIKE” in Göteborg, Sweden • Urban rail used by Monoprix in Paris, France, to distribute their goods to the stores (C-LIEGE 2010) • Public transit used to move cargo: Greyhound Courier Express, Canada and United States; Matkahuolto, Finland; ic:kurier, Germany; A Way Express, Canada; Dabbawalas, India; CarGo Tram, Germany; Cargotram, Switzerland; Guterbim, Austria; Tramfret, Paris (Vert chez vous), France; City Cargo, The Netherlands; Garbage Subways, USA; San Diego Imperial Valley Railroad, USA (Cochrane 2012) 	
	
Sources: (Kamga and Conway 2012)	
	
Source: Rensselaer Polytechnic Institute – CITE	



Source: Cochrane 2012

Related alternatives: 1. [Vehicle Size and Weight Restrictions](#); 2. [Urban Consolidation Centers](#); 3. [Receiver-Led Delivery Consolidation Program](#)

References: MOSES 2001; C-LIEGE 2010; SUGAR 2011; Cochrane 2012; Kamga and Conway 2012