

Researcher-Practitioner Collaboration



Rensselaer



New York State
Department of Transportation



nyserda
Energy. Innovation. Solution



NYU Wagner
Robert F. Wagner Graduate School of Public Service



RUTGERS
UNIVERSITY

I-NUF Panel 5th METRANS International Urban Freight Conference
October 8-10, 2013 Long Beach, California

Presented By: Stacey D. Hodge
New York City Department of Transportation

Outline

- Overview of two projects
 - Urban Freight Consolidation
 - Off Hour Deliveries
- Why the Collaboration Was Formed
- What Data Was Utilized
- How the Collaboration Worked
- Future Collaboration in Development



Project Goals

- Increase quality of life for residents by reducing truck impacts
- Improve the economic competitiveness for businesses by improving the efficiency of deliveries

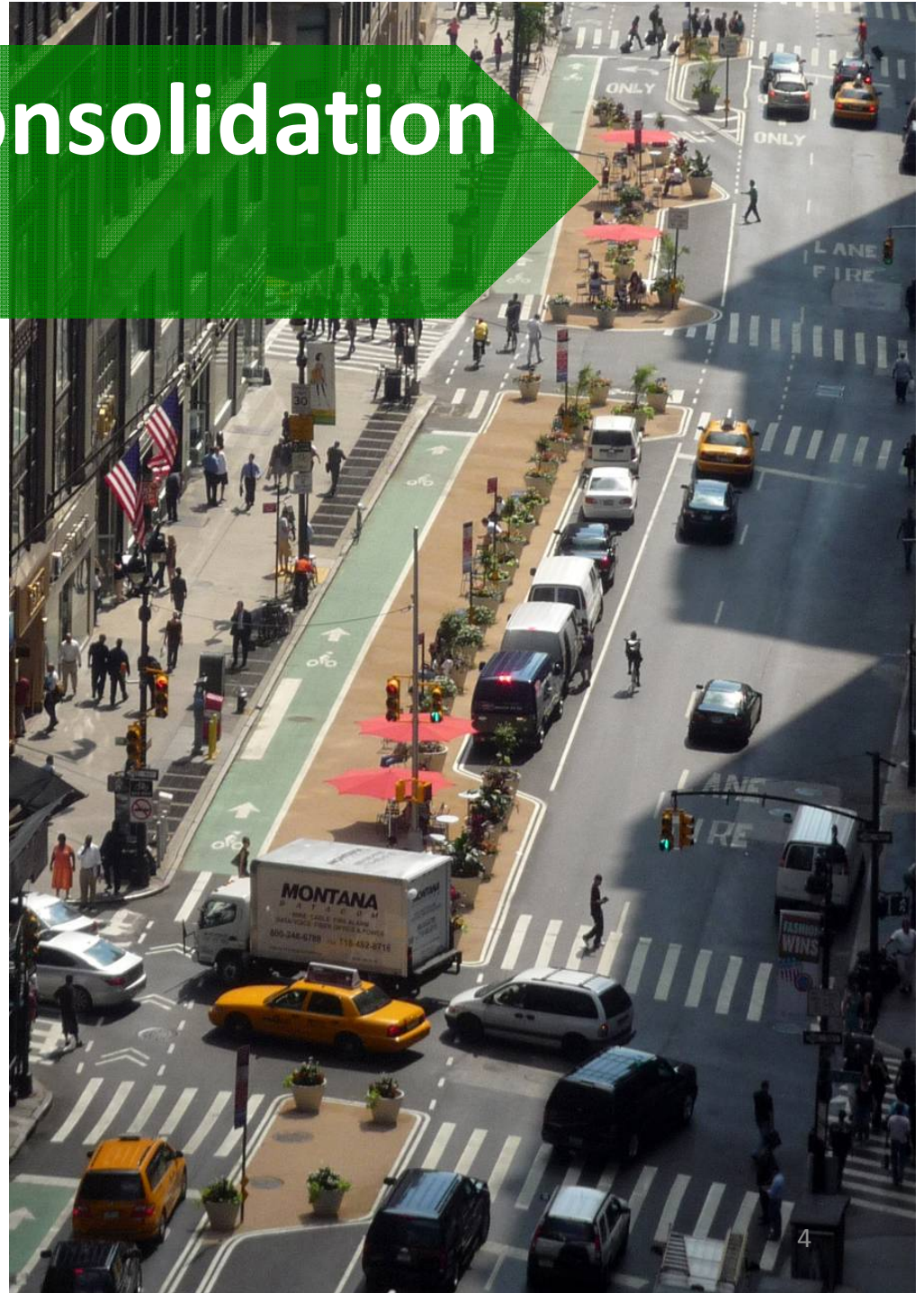


Urban Freight Consolidation Feasibility Study

Determine the feasibility for an Urban Consolidation Center in Midtown Manhattan.

Needed Evidence to Support this Innovation.

Partner: New York University Wagner School of Public Service Capstone Team



Off Hour Deliveries

Objectives:

- Increase business participation
- Gain support from City agencies with economic development, business support and land use policy jurisdiction

Partner: Rensselaer Polytechnic Institute



Why the Collaboration Was Created

- Executive Team Interest
- Private Sector Interest
- Staffing Constraints
- Important but not urgent
- Low Cost and Low Risk



Collaboration Formation

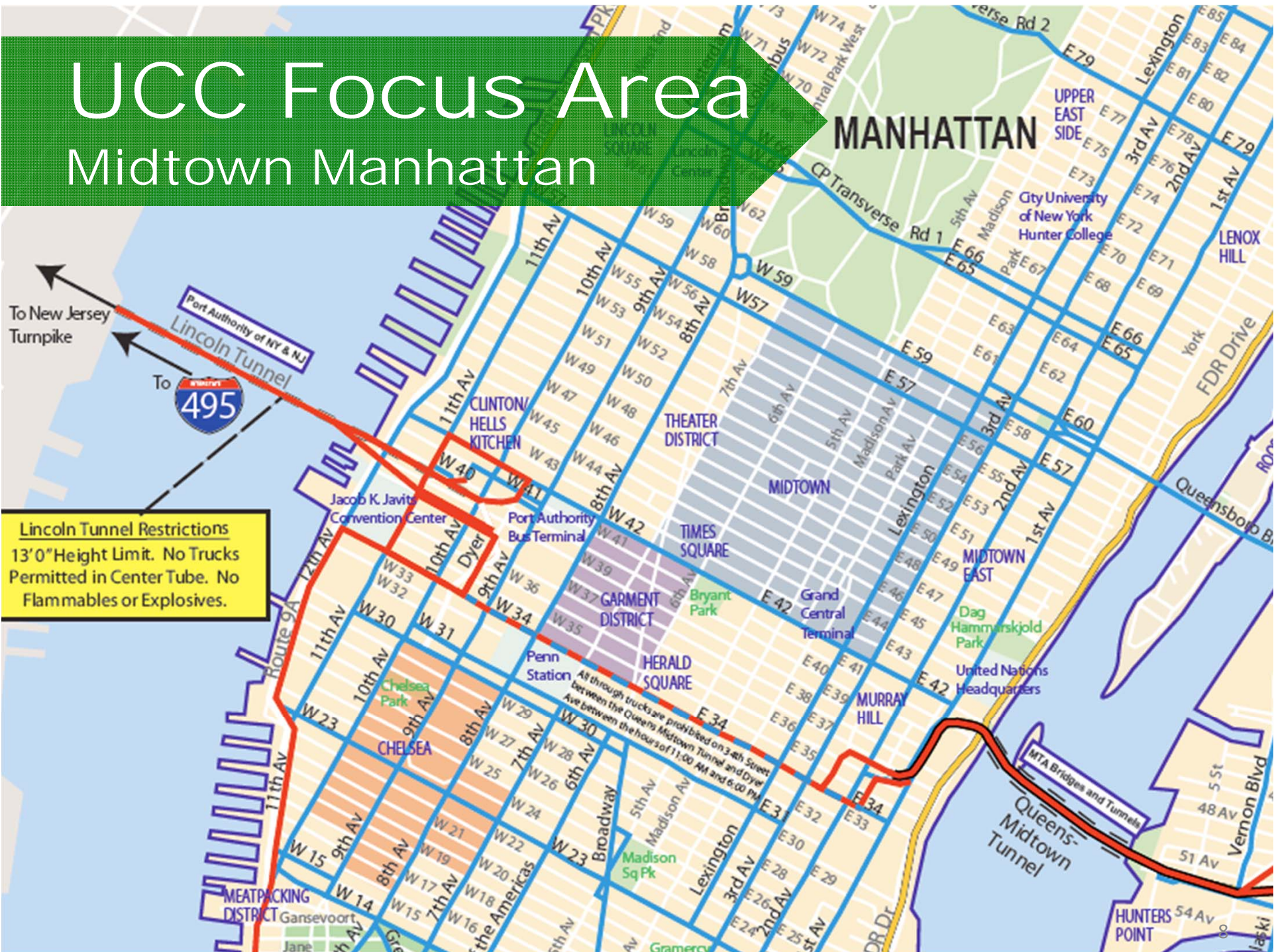
- Met the Rensselaer Polytechnic Institute, team at a NYSDOT briefing. OHD fit well with congestion reduction focus of the City. This led to NYCDOT supporting the project.
- Responded to a call for proposals from the NYU Wagner Graduate School of Public Service and proposed our project.



UCC Focus Area

Midtown Manhattan

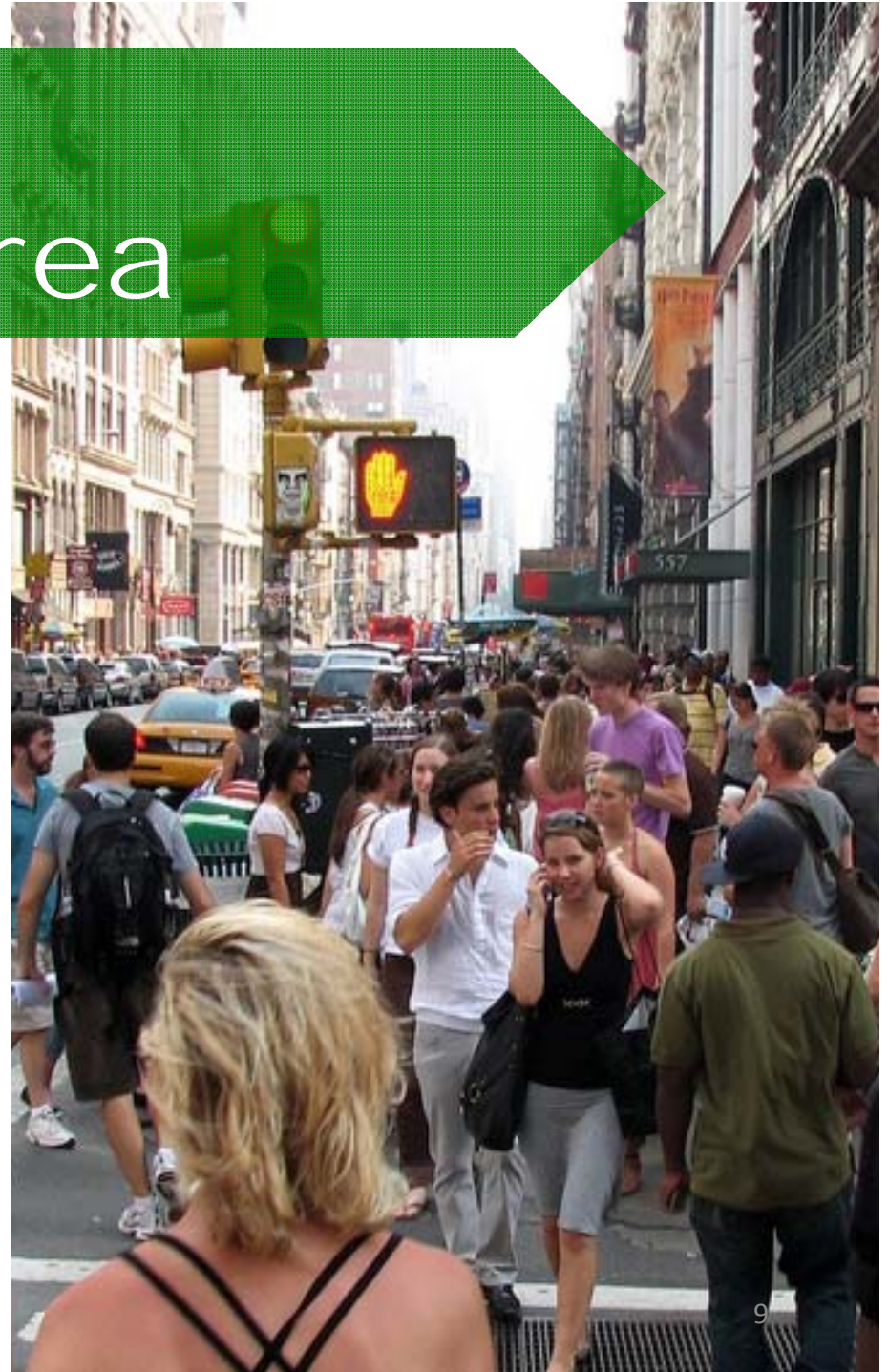
Lincoln Tunnel Restrictions
13'0" Height Limit. No Trucks Permitted in Center Tube. No Flammables or Explosives.



Grand Central Partnership Area

- More than 16,000 pedestrians per hour on average at a single point weekday peak time
- Approximately 900 retail stores and boutiques
- More than 30 luxury hotels
- Approximately 150 full-service restaurants

Source: Grand Central Partnership, Annual Report 2011



Data Collected

- 50 retail surveys and 15 carrier surveys over a three-week period
- On average 85% of their fleet is a 30 foot or smaller box truck.



Trucks Traffic Midtown Manhattan

- Queensboro Bridge
177,700 vpd, 4.2%
trucks or tractor-
trailers
- The Lincoln Tunnel
119,000 vpd, 7%
small or large trucks



Source: New York City Department of Transportation,
New York City Bridge Traffic Volumes, 2010

Deliverables

Case Studies

A week of Truck Deliveries to a Midtown Luxury Hotel

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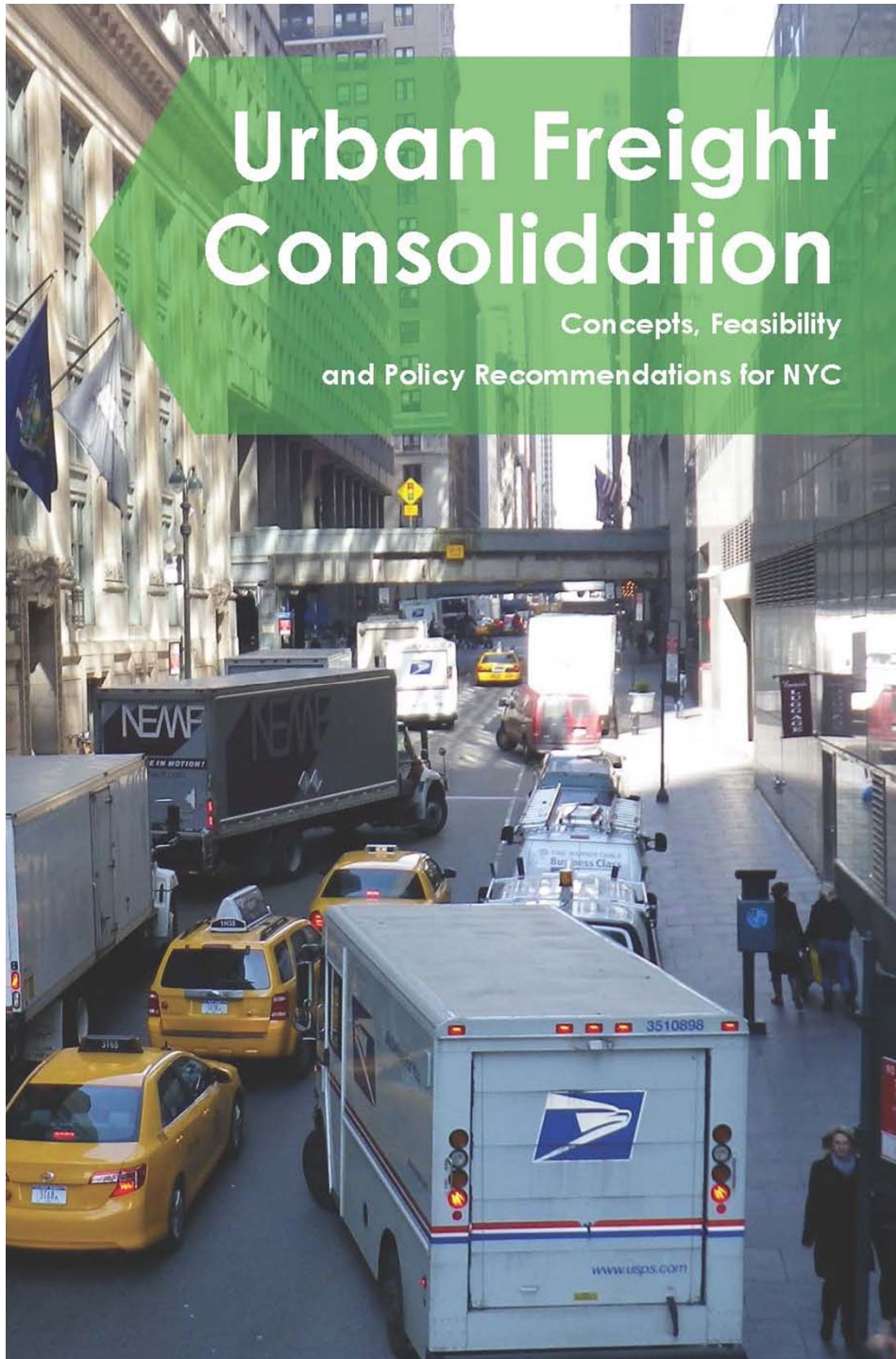


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Urban Freight Consolidation

Concepts, Feasibility
and Policy Recommendations for NYC

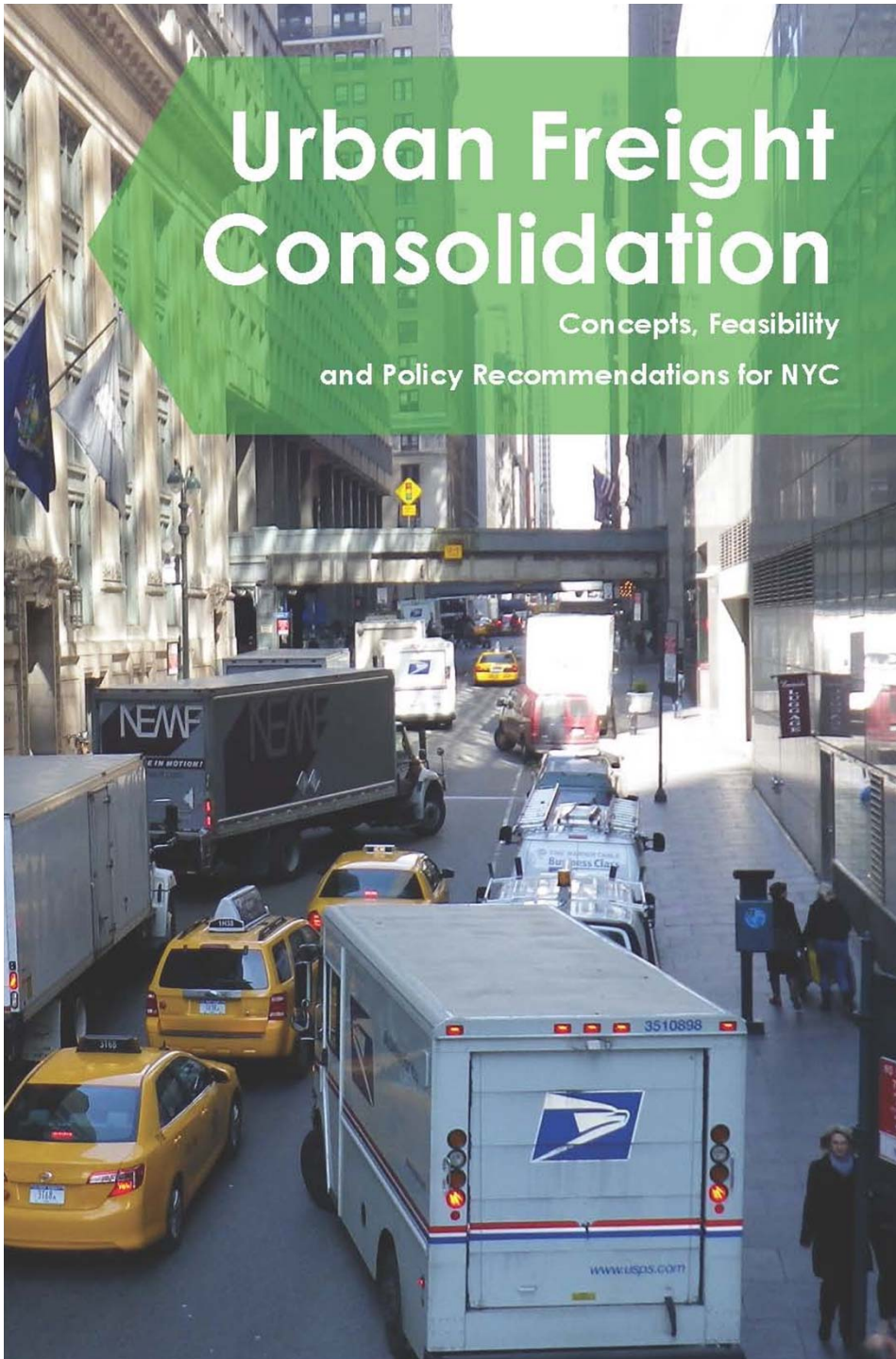


Survey findings:

- 70% of carriers noted parking as the biggest issue. On average, carriers reported \$753 in parking tickets per truck per week, ranging from \$50 to \$2,300.
- 36% noted congestion as their biggest issue.
- 21% noted freight elevator unions as their biggest issue.

Urban Freight Consolidation

Concepts, Feasibility
and Policy Recommendations for NYC



- Many elevators operate during limited times, 11:00 am-4:00 pm according to one tenant but times vary from building to building.

“I wish all elevators were self-operated, that way we could get our business done.”

One building manager solved this problem by replacing the elevator with a self-operated one, but it had high capital costs.



Urban Freight Consolidation

Concepts, Feasibility
and Policy Recommendations for NYC

Future Policy Insights:

Urban consolidation centers can function in New York City, but not without a considerable, ongoing municipal subsidy or aggressive regulation.

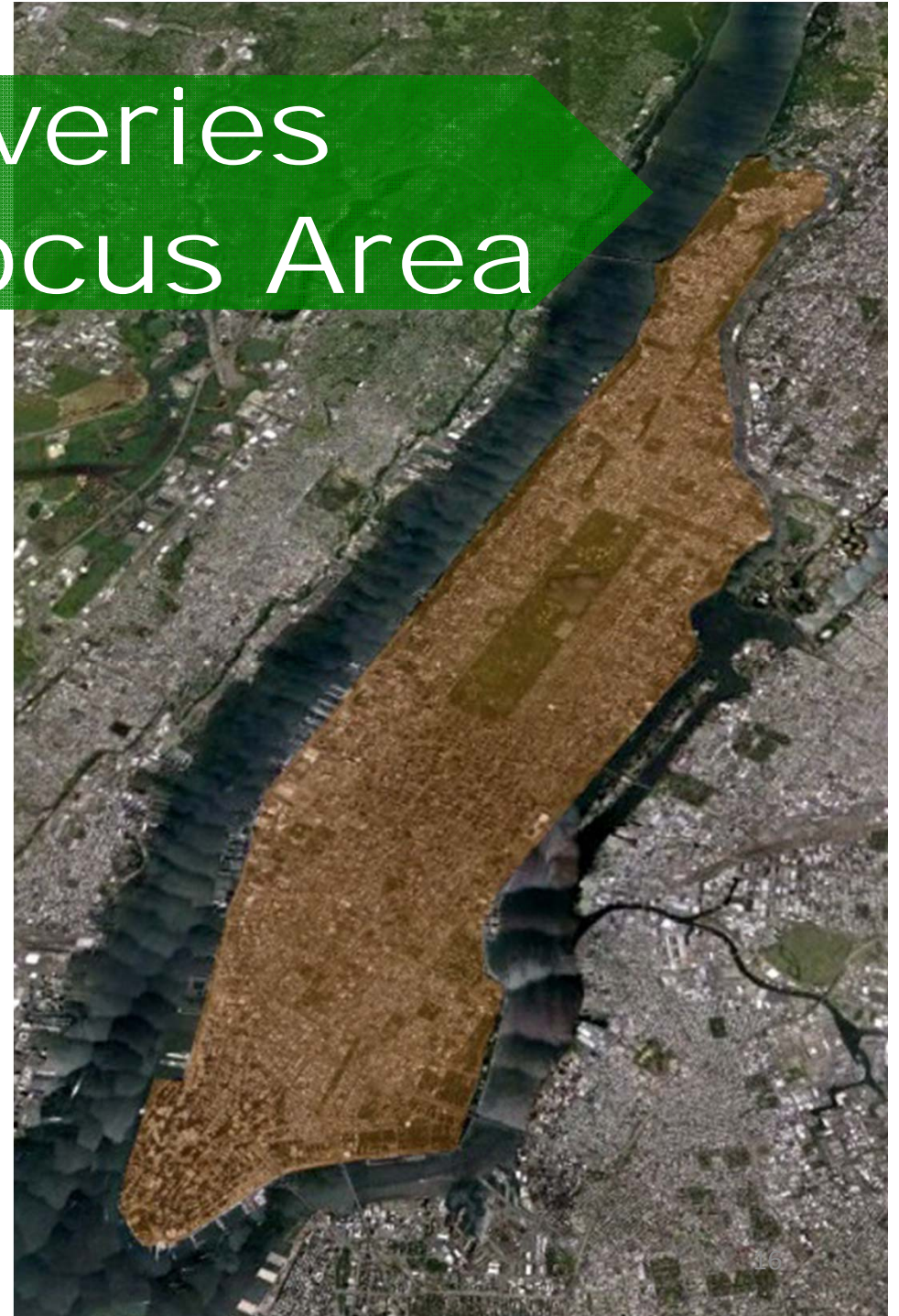
Almost 60% of carriers are in favor of consolidation if it could alleviate some of the difficulties of delivering in Manhattan.

But, 57% of receivers reported no interest in consolidation, while only 25% strongly agreed or agreed that they were interested.

Off Hour Deliveries Manhattan Focus Area

- Why Manhattan?
- 56 buildings in Manhattan generate approx. 4% of all delivery traffic
- 6,800 restaurants and drinking places generate more truck traffic than the Port Authority of New York and New Jersey

Source: RPI



Deliverables

Off Hour Deliveries

- Report for USDOT on the outcomes (in final development)
- Expanding to more locations data being assembled (CVS, Duane Reade, Grocery Stores)
- Measures of Effectiveness Report (In Development)



Private Sector Engagement

- Intercept Surveys
- Breakfast meetings hosted by project champions
- Attended industry fairs
- Met them at their business locations
- Created an industry advisory Group
- Recognition Ceremony



Creating Good Working Relationships

- Respect and Professionalism
- Recognize contributions
- Be flexible
- Say thank you



Successful Collaboration

- Create a Win-Win Project
 - Students gain real world experience
 - Have an interesting problem to solve
 - International interest in the topic
 - Provide opportunities for professional development for the team



Successful Collaboration

- How NYCDOT Helped
 - In Kind Funding
 - Letters of Support
 - Business Sector Leverage
 - Produced Meeting Materials using Economy of Scale
 - Hosted meetings with public and private sector
- How Researchers Helped
 - Managed NDA and Private Sector Data
 - Staff to conduct surveys and analyze data
 - Broad Research Knowledge
 - Coordinated the participants
 - Produced Research Documents

Accomplishments

Evidence to support trying an innovation



planNYC
UPDATE APRIL 2011



- NYC adopted off-hour deliveries as part of its sustainability strategy.
- Other City agencies are working with us to determine how to expand OHD using incentives.
- The FHWA and EPA issued \$450,000 grants to implement OHD delivery programs
- NYSERDA Grant Funding Award
- Numerous cities have inquired about OHD programs.

Accomplishments

On-going industry partnerships

DUANEreade™

Part of the *Walgreens* family of companies.



INTERCONTINENTAL.
HOTELS & RESORTS



GEORGETOWN CUPCAKE



NEW YORK
STATE
RESTAURANT
ASSOCIATION



Accomplishments

On-going industry partnerships

- Associations



- Business Improvement Districts



Grand Central
PARTNERSHIP



WE MEAN BUSINESS



NEW YORK STATE RESTAURANT ASSOCIATION



34th Street Partnership



Future Collaboration

Bike and Truck Conflicts



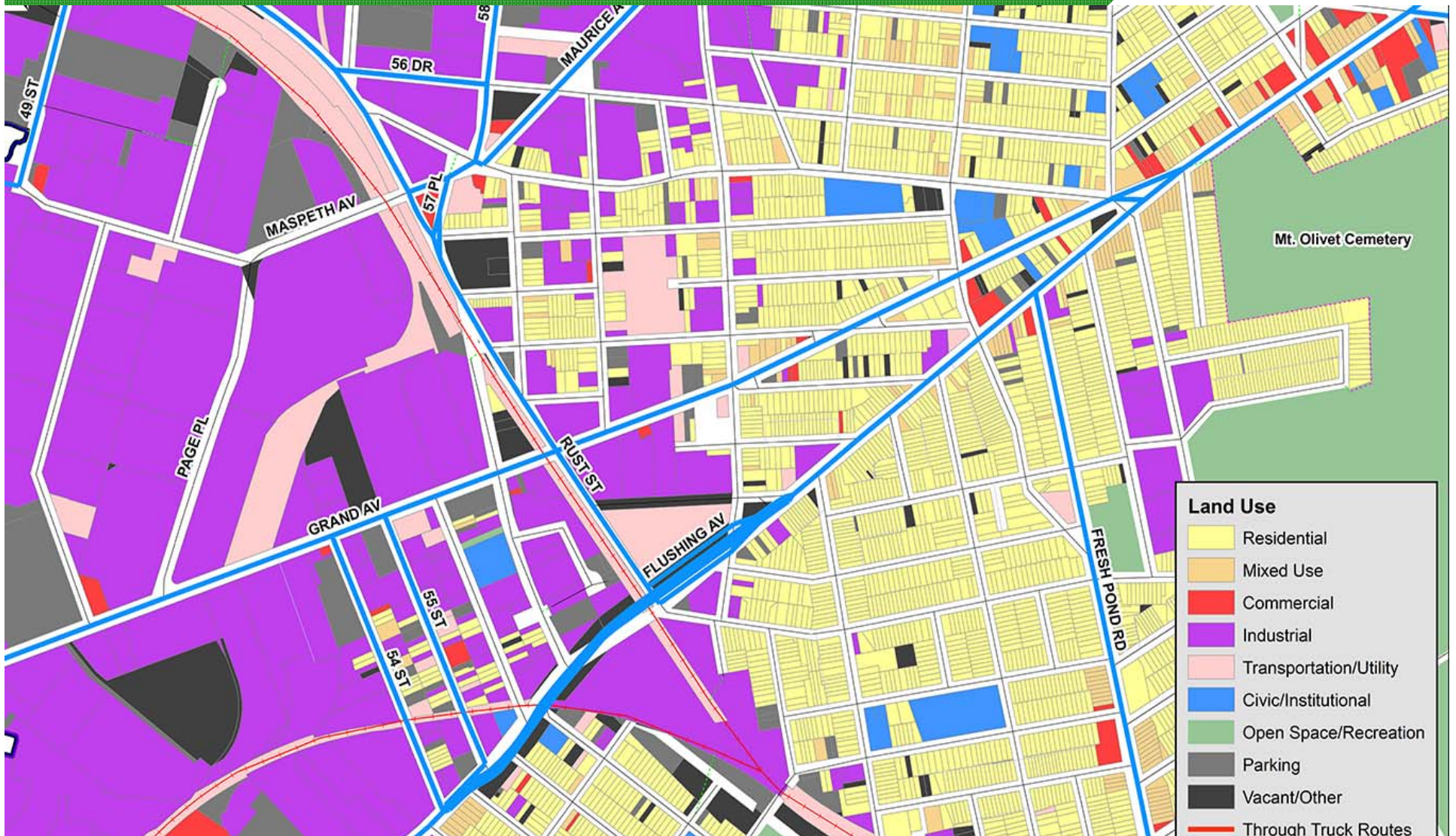
Future Collaboration

Bike and Truck Conflicts



Future Collaboration

Land Uses and Freight Footprints



Acknowledgments



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