Benefits from Passenger and Freight Demand Management

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Research Questions

- What are the potential benefits from implementing a demand management system that considers freight and passenger traffic?
- Should we consider freight demand management as a passenger demand management strategy?
- What are the implications for sustainability, especially in metropolitan areas where residential or household (e-commerce) freight trip generation is shaping both passenger and freight demand?
- How can the benefits from demand management strategies foster the introduction of new sustainable transport technologies?

Freight Demand Management Example

Off-Hour Delivery Programs

- Shift freight deliveries to the off-hours
- New York, London, Sao Paulo

Carriers gained

- More time for customer interaction
- Higher staff productivity
- On time deliveries
- Inventory savings

Case Study: Bay Area

Description:
7 million residents
185,000 establishments
3.2 million jobs
24 million total daily trips:

![Image]

Empirical Results

Contending with Induced Demand:

- VMT Fee (10 cents per mile passenger travel)
- Bridge Fee (10% toll increase to bridges leading to SF)

Impact of Passenger Travel Induced Demand

Less congestion and less environmental emissions across the region, not only San Francisco

We need a comprehensive demand management strategy that: Considers both freight and passengers