



CHANGING WHAT'S POSSIBLE

Breakout Group: Incentives & Data Presentation Discussion Summary

March 10, 2014

Key Questions for Breakout Session

1. What individual behaviors cause the greatest reduction in network performance?
2. What information or incentives (monetary or non-monetary) will be most effective in influencing travelers' behavior?
3. How should travelers be segmented?
4. How should relevant travel information be presented?

What individual behaviors cause the greatest reduction in network performance?

	Rush hour	Accident
Shift route		
Shift mode		
Shift time of travel		

How should travelers be segmented?

- Start with segmenting people with flexible vs. fixed schedules (note: professionals already adopting)
- For those who are flexible:
 - Presenting information alone will be enough for some b/c they see it's for their personal gain
 - For others, they will need incentives
- Segmenting in real time is critical
 - Waze is already working for rerouting
 - However, it doesn't know who will want to/be able to respond to new routing info

What information or incentives (monetary or non-monetary) will be most effective in influencing travelers' behavior?

- Thought process
 - Rank possible actions by their impact
 - Choose a few high-impact actions
 - Segment
 - Influence those segments: there are literature examples, but some trial-and-error
- Monetary can work in some situations (parking) but not in others (expensive HOT lanes that are still congested)

What information or incentives (monetary or non-monetary) will be most effective in influencing travelers' behavior? - CONTINUED

- Could create a market where some drivers pay for others to get off the road. Could take multiple forms, such as lottery
- Markets work best when transactions are deterministic. If I pay to get to work earlier, it's not guaranteed that will happen, which affects that 'market.'

How should relevant travel information be presented?

- If it's something new to you, need to help a person try it for the first time
- If you've segmented correctly, it might only need to be a small nudge
- For prior trip or real-time tools to work, it needs to be intuitive, simple, and become a habit

Other observations

- Dynamic speed control: only needs to be on ~ 20% of cars to have a positive network impact.
- There are non-app approaches that work:
 - Ramp metering
 - Adaptive signs, etc.

Assumptions

1. We have the data we need
2. We have the models we need
3. We know the optimization we want to achieve and what we want individuals to do

How do we incentivize the behaviors we want to get the outcome we desire?

- ▶ What incentives work in different situations
- ▶ Who do we want to “target”
- ▶ How do we reach them? (Also, *when* do we reach them?)

Interest in non-monetary incentives, but also want to know where monetary incentives make sense and can work.

(Arbitrary) framework for discussion

Want to “map” incentives to cover different situations:

	Rush hour	Accident
Shift route		
Shift mode		
Shift time of travel		