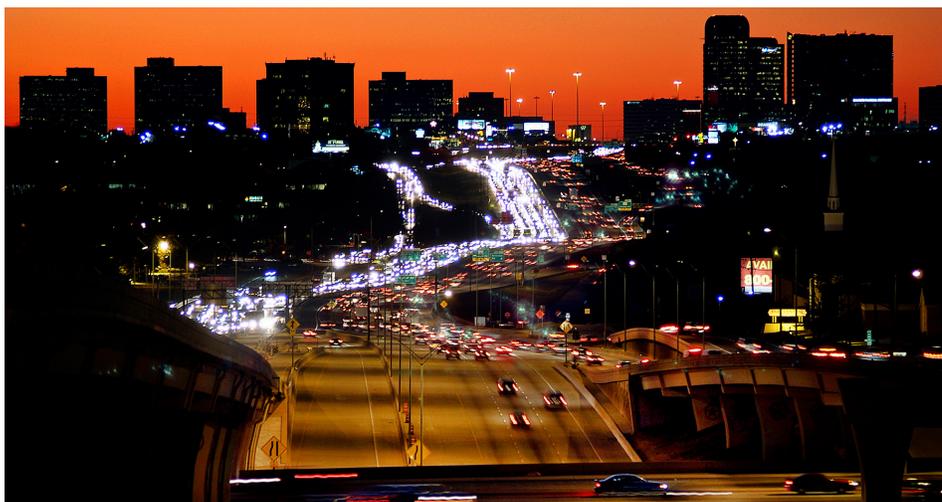




PAY TO DRIVE OFF-PEAK



More Information: tti.tamu.edu/policy/how-to-fix-congestion

Description

Pay to drive off-peak operates oppositely to a toll road. An electronic system credits drivers who avoid driving during the most congested times with cash or some other reward. This alternative to charges for driving during congested times is showing promise.

This method has been tested in the Netherlands, at Stanford University in California, and in Bangalore, India, using various incentives. The Stanford project awarded credits to drivers who avoided the weekday rush hours—8:00 to 9:00 a.m. or 5:00 to 6:00 p.m. (peak times)—by driving up to one hour earlier or later. Participants received a \$0.10 incentive for each trip or could opt for an online game where participants compete lottery-style for cash awards of \$2 to \$50.

Rewards for off-peak driving can have the same incentive that congestion charging has, by financially changing people's driving decisions.

Target Market

This method could work in any congested corridor or region where some commuters may be able to change their driving time away from peak travel times. So far, it has only been tested on a small scale.

How Will This Help?

- **Reduces congestion during peak times** by moving some traffic demand to alternative times when demand is not as great.

Like other strategies that reduce driving during peak times, pay to drive off-peak may only need to reach a small number of commuters to improve traffic congestion and decrease emissions.

Implementation Issues

The system requires special equipment or staff to monitor trip times and distribute rewards. Also, this kind of program would need a long-term funding source or non-monetary incentive to maintain impact.

COST



TIME



IMPACT



WHO



CITY/PRIVATE

HURDLES



PERSONAL HABITS

SUCCESS STORIES



California

Stanford's Congestion and Parking Relief Incentives experiment resulted in a **13 to 22 percent reduction** in the ratio of **peak-period trips**, as compared to Stanford-wide traffic.



Bangalore, India

A pilot program involving **14,000 commuters**

doubled the number of commuters to one company arriving before 8:00 a.m. and **decreased their travel time to work.**

