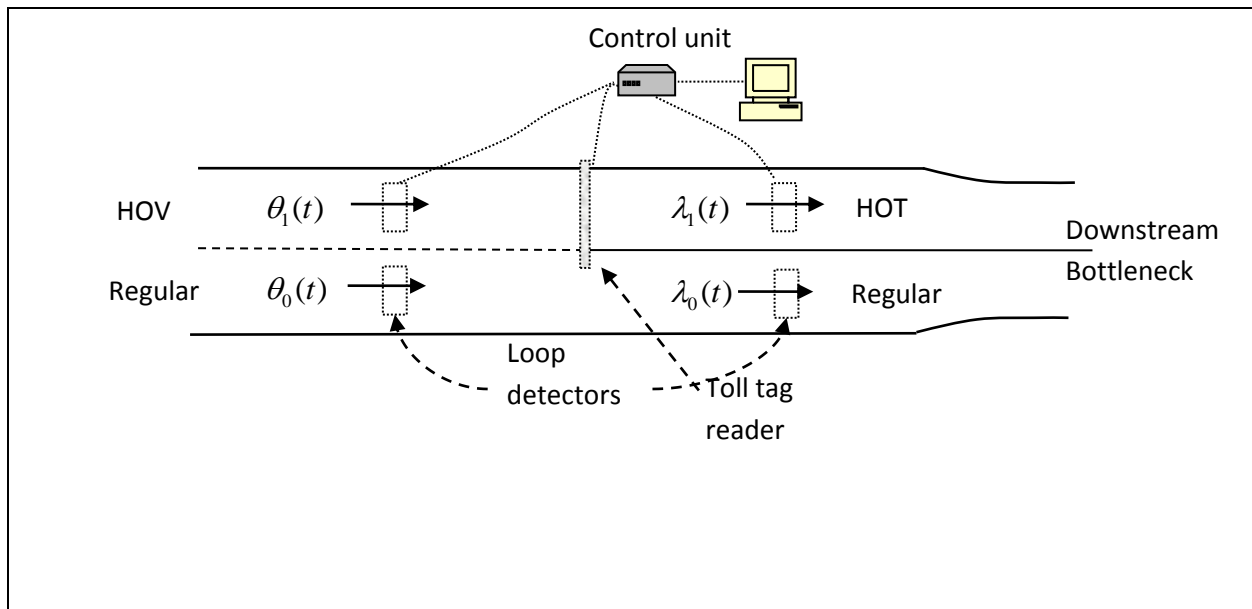


Project Title – Comparative Analysis of Dynamic Pricing Strategies for Managed Lanes
University – University of Florida
Principal Investigator – Jorge Laval, Ph.D., Georgia Institute of Technology
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Funding Source(s) and Amounts Provided (by each agency or organization)
Total Project Cost – \$409,050
Agency ID or Contract Number – 2012-089S
Start and End Dates – 7/1/12 to 6/18/2015
Brief Description of Research Project – The objective of this research is to investigate and compare the performances of different dynamic pricing strategies for Managed Lane (ML) facilities. Pricing strategies include real-time traffic responsive methods, as well as refund options and tradable credit schemes. Revenue and total delay in each alternative are derived as a function of the pricing strategy. Performances of pricing strategies are compared by simulation experiments.
Describe Implementation of Research Outcomes (or why not implemented) Field implementation was not part of the project. Field testing is needed before implementing the algorithms unveiled here.
Place Any Photos Here <p style="text-align: center;">Diagram of simulation model.</p> <p>The diagram illustrates a simulation model of a road segment. On the left, a vertical line labeled 'O' represents the origin. Two lanes are shown: a top blue lane labeled 'H0T' and a bottom red lane labeled 'GP'. A bracket groups these two lanes. A horizontal line represents the road, with a vertical tick mark labeled '1km' indicating a segment length. Below the road, a green shaded area represents the ground. A vertical line labeled 'End of H0T lane' is positioned at the end of the 1km segment. On the right side, two destinations are indicated by arrows labeled 'D1' and 'D2'. The road is shown with solid lines for the 1km segment and dashed lines for the remainder of the road.</p>



Impact/Benefits of Implementation (actual, not anticipated)

N/A

Final Report on STRIDE:

http://stride.ce.ufl.edu/uploads/docs/2012_089S_STRIDE_FINAL_REPORT_Laval_final.pdf

Final Report on TRB/TRID: <https://trid.trb.org/view/2015/M/1360024>