

CAPRI: Congestion And Parking Relief Incentives

Decongesting campus road networks using incentives

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Transportation networks in many urban areas experience congestion during morning and evening peak hours. Stanford campus is an example of such a network. In a pilot project, called CAPRI (for Congestion And Parking Relief Incentives), launched on April 2nd, 2012, we are studying the effectiveness of incentives in moving cars commuters from peak to off-peak hours by paying off-peak shoulder time commuters monetary incentives. A second component of our work is to incentivize commuters to park in less crowded (and more distant) parking lots. The salient themes of our work are: the use of lottery-like reward mechanisms, the use of RFID sensing technology and smartphone apps to accurately sense commuting behavior, and the use of social norms ("nudges" from friends) on an online platform to influence a commuter's behavior. We present some preliminary results from the data collected to date.