Rebalancing the Load: How Road User Charging Can Influence Travel Behavior

1:15-2:00pm ET

Speaker: Marc Deflin
Moderator: Brianne Eby

NEXT WEBINAR
How Automated Delivery Could Shape the Future of Local Commerce
Thursday, September 10 2:00pm ET
Rebalancing the Load: How Road User Charging can Influence Traveler Behavior
“Road User Charging refers to direct charges levied for the use of roads, including road tolls, distance or time based fees, congestion charges and charges designed to discourage use of certain classes of vehicle, fuel sources or high emission vehicles.”
Rebalancing the Load

Mobility Trend Data: Austin TX

[Graph showing mobility trends for driving, transit, and walking from February 9, 2020 to August 7, 2020.]

HTTPS://WWW.APPLE.COM/COVID19/MOBILITY
Rebalancing the Load

Mobility Trend Data: Seattle WA

Driving, Transit, Walking

HTTPS://WWW.APPLE.COM/COVID19/MOBILITY
Global COVID Recovery Trends

Private Vehicle Travel
Recovered faster than transit

In some cities it is already back to pre-COVID baseline and increasing

Disturbing trend that will lead to congestion levels higher than pre-COVID

Active Mobility
Recovering faster than transit

Public Transport
Dropped by as much as 90%

Flat in many cities around the globe after reaching a “floor” level
“The pandemic has presented “monumental challenges” for toll operators. Opportunities exist, but only if toll operators plan for “the rebalancing of demand across modes.”

- Samuel Johnson, President, International Bridge Tunnel and Turnpike Association
  August 23, 2020
We Have The Technology

A confluence of ITS and ETC technologies are enabling successful congestion management strategies

**ITS**
- VMS
- Road Sensors
- Traffic Management Centers
- Vehicle detection and counting

**ETC**
- RFID tags
- License plate capture
- Vehicle classification
- Open road tolling
- Dynamic pricing
Empowering Intelligent Transportation: Data Technology and Policy

Tools Needed

- Multi-modal platform - Urban Mobility Back Office. One Account
- Real-time monitoring and data streaming – Trafficware and GRIDSMART
- Service performance analytics and visualizations – Dynamic Mobility Applications Platform (DMAP)
- Open APIs allowing third party enablement - Full service web and mobile app. Journey Planning - Moovit
Nudging

Enabling transport authorities to influence traveler behavior using insights gained from analytics
Key Takeaways

Optimize the network with data

• Break down organizational silos
• Share data
• Create a common operational view
• Turn data into actionable insights to help drive efficiency and optimize the network

Rebuild Trust

• Drive traveler confidence by ensuring the network functions for the individual user and the entire city
• Rebuild trust through providing traveler incentives
• Create confidence through delivering exceptional customer experience
Key Takeaways

Embrace multimodal mobility

- Deliver equitable mobility solutions through creating an agnostic open MaaS Ecosystem
- Engage with all stakeholders from Mayor to 3rd party providers to the traveller
- Multimodal network management is essential

Influencing traveler behavior

- Incentivise public and private travelers to change their travel patterns
- Encourage shifts between modes to manage demand and utilize full network capacity
QUESTIONS?

Want to know more? Download our White Paper today!

https://go.cubic.com/ManagingCongestion
Thank you

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Q&A Session

What are your questions?