

**A BEHAVIORAL INVESTIGATION  
ON THE DETERMINANTS OF  
USER ADOPTION OF  
ELECTRONIC TOLL COLLECTION**

by

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## **ABSTRACT**

An investigation into the behavioral determinants that impact the usage of electronic toll collection technology was conducted for the Port Authority of New York New Jersey. Binary logit models were estimated using trip and socio-economic attributes of current users of the facility. Findings indicated that toll savings and the awareness of toll discount programs offered through the use of E-ZPass played a prominent role in the acceptance of the technology. Market share analysis indicated that adjusting the toll savings is the most effective way of altering behavior and obtaining more users.