

**ROUTE CHOICE AND TIME OF TRAVEL CHANGE:  
AN ANALYSIS OF STATED RESPONSES TO PRICING**

by

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## **ABSTRACT**

Time of day pricing attempts to reduce unnecessary trips made during the peak hours. Studying travel behavior with regards to pricing is becoming an important tool used by policy makers to evaluate time of day pricing policies. Change in driver behavior was investigated from survey data taken from respondents using the New Jersey Turnpike. Respondents were given hypothetical toll values for cash peak, E-ZPass peak, and E-ZPass off-peak and asked how their payment method, route choice, or time of travel of their most recent trip on the New Jersey Turnpike would have changed if all at. Multidimensional changes occurred among the respondents with the most notable ones being change in route choice and change in time of travel. Discrete choice models were estimated using various policy variables and socio-economic attributes of the respondent. Findings indicated that toll value, total travel time, and schedule delay were important factors in determining which alternative a user would select. Market share analyses for various toll scenarios were conducted to estimate the percentage shift of users between different alternatives. Elasticities were also computed for key predictor variables in the model.