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Urban traffic optimization via cost incentivisation through a dynamic mutual payments between vehicle commuters

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We consider the problem of incentivizing vehicle users in urban area to select the efficient routes based on their personal preferences regarding the time-money trade-off. Heterogeneous travelers differently assess value of time spent in congestion, hence it is presumably viable to reduce traffic in the most congested streets by introducing direct payments between commuters to encourage part of them to choose a different route. A multiagent model representing commuter behavior has been built. The simulation experiments outcome allow to compare Pareto-optimality of different routing decision scenarios.