

UTC Project Information	
Project Title	MPC-555 – Testing Irrationality in Metered Parking Payment Compliance
University	University of Colorado Denver
Principal Investigator	Carolyn McAndrews Meng Li
PI Contact Information	<p>Carolyn McAndrews Associate Professor University of Wisconsin-Madison Phone: (608) 265-3182 Email: cmcandrews@wisc.edu ORCID: 0000-0002-0809-4449</p> <p>Meng Li Assistant Professor University of Colorado Denver Phone: (303) 556-6971 Email: meng.li@ucdenver.edu ORCID: 0000-0001-8810-539X</p>
Funding Source(s) and Amounts Provided (by each agency or organization)	<p>USDOT, Research and Innovative Technology Administration \$60,000</p> <p>University of Colorado Denver \$60,000</p>
Total Project Cost	\$120,000
Agency ID or Contract Number	69A3551747108
Start and End Dates	December 11, 2017 to July 31, 2022
Brief Description of Research Project	<p>Parking payment non-compliance behavior is the central problem addressed in this proposed research. Parking payment decisions are complex, poorly understood, and understudied. Most existing research on parking payment non-compliance either assumes that the driver is rational and that payment non-compliance is intentional (Cullinane, 1993), or it treats the driver as a black box, examining the phenomenon with no interest in understanding the behavior (Yang and Qian, 2017). This proposed research studies parking payment non-compliance behavior using data from the city of Denver and theories of behavioral economics. Our goal is to understand the behavioral patterns of payment non-compliance, and to test whether such behaviors are motivated by the driver's rational analysis of cost and benefit.</p>
Describe Implementation of Research Outcomes (or why not implemented)	
Place Any Photos Here	

Impacts/Benefits of Implementation (actual, not anticipated)	
Web Links <ul style="list-style-type: none">• Reports• Project Website	