

UTC Project Information	
Project Title	MPC-555 – Testing Irrationality in Metered Parking Payment Compliance
University	University of Colorado Denver
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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, 2023
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	<p>In this study we have used behavioral insights to reframe parking payment as an unrealistic and unfair system in which people are expected to pay the exact right amount for parking, which is nearly impossible.</p>

Impacts/Benefits of Implementation (actual, not anticipated)	The use of deterrence in this context is unjustified. Furthermore, the expectation that pricing on-street parking meters can manage demand is based on faulty assumptions of rational decision making. Instead, parking systems should use available technology to switch to an automatic system that eliminates the need for drivers to estimate their parking duration. In this scenario, parking pricing would be fairer and better equipped to manage parking demand.
Web Links <ul style="list-style-type: none">• Reports• Project Website	<ul style="list-style-type: none">• MPC Research Report – Irrationality in Metered Parking Payment Compliance