



## Evaluation of Different Trip Purpose to Road Pricing Scenarios

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### *Abstract*

*Cordon pricing is one of the effective policies to alleviate congestion and manage travel demand in city centers. Normally, Different responsiveness to cordon pricing policies due to different trip purposes among road users. In order to address these variant behaviors and create appropriate policies, it is important to understand how commuters to central business district are likely to respond to new policies. This paper presents two models for comparison of workers and non-workers trip purpose towards cordon and parking tolls scenarios. The models are calibrated with data from the Central Business Area of Mashhad employing revealed and stated preference methods.*

*The commuters' preferences were examined using multinomial logit when different choices of alternative were provided. The results show that increases in cordon and parking costs will bring about greater reductions in non-worker than worker demand. Furthermore, workers are more sensitive to change their mode of travel when travel time of alternatives increases. Model results suggest that cordon pricing measures may be more effective for non-workers in reducing congestion in the business district.*

**Keywords:** Congestion Pricing, Parking cost, Mode choice, Stated-preference