

Incentive strategy framework

Cities need effective ways to reduce congestion and improve traffic flow, but widely used measures such as road pricing and tolling often prove difficult to implement. They can face legal barriers, political resistance, and concerns about fairness and public acceptance.

What is the product?

Our **incentive strategy framework** explores an alternative approach based on voluntary behavioural change. Instead of imposing charges, the framework focuses on the design of incentives that encourage travellers to make choices that improve overall network performance.

The framework provides a structured way to design and evaluate dynamic, route-based incentive schemes. It clarifies the roles of public authorities and travellers, explains how incentives can be allocated, and examines how budget constraints influence outcomes. It also provides a basis for evaluating performance under dynamic traffic conditions.

Rather than prescribing a specific algorithm or implementation, the framework emphasizes decision logic and transferability. As such, it can be applied in a wide range of planning, policy, and pilot contexts.

Who is it for?

The framework is particularly relevant for:

- **Public authorities, planners, consultants, and analysts** that explore alternatives or complements to traditional pricing schemes and seek to design effective, publicly acceptable traffic management strategies.

