

Transportation Research Board NCFRP 19 Truck Tolling—Understanding Industry Tradeoffs When Using or Avoiding Toll Facilities



Objective

NuStats worked in close collaboration with PB Americas, Inc. to design and conduct the first ever study of toll avoidance within the trucking industry that captures data from all stakeholders in the decision making process—drivers, operations managers, and executive staff.

Approach

The NuStats data collection approach included a combination survey and interview format, including a project website providing direct interface between the respondent and the survey and intercept surveys with truck drivers at regional truck shows and other venues.

Outcome

A better understanding of which factors influence toll use or avoidance will allow more efficient planning of highway resources. While the full analysis remains in-progress, early findings indicate the success of the methodology in encouraging stakeholder participation and the research team expects the novel methods to begin a blossoming of research utilizing similar hedonic pricing models.

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