

Influencing People Flow or Traffic Management:

Changing demand patterns via incentivizing commuter behaviour

Overview:

Most major metros witness heavy congestion during peak times. This congestion rarely subsides (or sometimes overflows) to cause congestion even post "office hours". The traffic can be constituted into routine commuters (fixed schedule) and leisure (non-critical) commuters. Can we offer certain incentives/ schemes to the non-critical traffic to deviate or tweak their schedules to spread out the demand patterns? What would be suitable rewards for this segment to change their travel patterns, without adversely impacting their schedule/ routine (e.g. a commuter firstly goes to the gym till 8:30am then leaves for office at 9 - frequently getting stuck in peak traffic on the way; can we provide them some offers/ subscription at a gym, closer to office, so that they pre-pone their travel to off-peak times?)

Current challenges:

1. Studies suggest that productivity declines significantly due to traffic congestion.
2. People routinely spend 2x time to reach destination at a defined time. Due to the fickle nature of commute, they have to devote a higher time proportion for traveling.
3. Some People are unwilling to change their habits/ lifestyles, unless they are offered an appropriate incentive for it.

Business requirement:

1. Devise suitable motivations to influence commuter (user) behaviour
2. Combine any existing or new incentive (reward) schemes to spread out demand patterns (make it more uniform).
3. This change of behaviour can be in multiple forms: altering schedules / mode of transport or adopt a different route. Intent is to reduce the time spend commuting or somehow make it more productive