

A BWS application to identify factors affecting user preferences for parking choices at university campuses

Autores

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Abstract

Parking around university campuses has become a major issue in recent decades because of nearby congestion impacts. *Objective:* To determine the factors influencing parking lot selection, which is crucial to propose adequate parking demand management strategies. *Materials and Methods:* We evaluate different attributes using a best-worst scaling survey applied at Universidad de la Costa (CUC), Colombia. Using discrete choice modeling techniques, we identified the extent to which selected infrastructure attributes influence parking behavior. *Results:* Security and cover (roof) availability are the most relevant attributes of parking choice in the case study. *Conclusions:* Based on our results, we strongly recommend implementing a dynamic pricing rate, roof pricing, removing “reserved spots” and investing in security.

Palabras clave

escala maxdiff, logit multinomial, elección de parqueaderos, gestión de parqueadero best-worst scaling, multinomial logit, parking choice, parking management