

## QUARTERLY PROGRESS REPORT

Fiscal Year 2015/2016 , Quarter 2nd

Caltrans Task Manager: Task ID/Project ID (for Caltrans use only):

Task Order No.: 018 Contract No.: UCCONNECT-65A0529

1. Task Title:
2. Describe last quarter's tasks/deliverables:

Between Oct. 1<sup>st</sup> and Dec. 31<sup>st</sup>, we conducted seven experimental sessions in which different ways of providing VMS information were tested. Four of these sessions presented the subjects with information that used publicly or privately visible vehicle identifiers to target the diversion recommendation at specific individuals, two of these sessions presented standard Caltrans VMS information, and one of these sessions presented a dynamically updated desired diversion rate. We completed preliminary analyses of all treatments run thus-far; these were presented during the last quarterly meeting on Nov. 9<sup>th</sup>. Detailed statistical analyses of these sessions, including the estimation of models describing the learning processes and behavioral changes of subjects in response to VMS content and the outcomes of previous route choices, is currently ongoing.

We also completed the preparations necessary to conduct three additional sessions at the earliest opportunity. These sessions will be the final information-only treatments for our experiment; the remainder will include pricing. Unfortunately, these sessions have not been run due to difficulty recruiting subjects during finals and the holidays and also due to lab downtime caused by ongoing emergency repairs of water leaks and electrical problems.

Lastly, we have nearly finished implementing software features that will allow us to run the experimental sessions that utilize pricing.

3. Describe next quarter's tasks/deliverables and their due dates:

Pending the availability of the experimental lab after the emergent repairs are completed:

-We will run the remaining three information-only treatments ASAP.

-We will conduct a software test of the pricing functionality by Feb. 15<sup>th</sup> and ideally begin running pricing scenarios soon thereafter.

-We will complete the eight planned pricing treatments by March 31<sup>st</sup>.

-We will complete the analyses of the data from our information-only treatments by March 31<sup>st</sup>.

4. Describe Project Status:



- Are you on time with your schedule?  
 YES  
 NO
  
- Are you on budget?  
 YES  
 NO
  
- Are you on scope?  
 YES  
 NO

If the answer to any of the above is NO, please explain below:

Due to the difficulties in recruiting we encountered at the end of the previous quarter and the unforeseen downtime of the experimental lab we are currently experiencing, our schedule for running our experiment sessions has been delayed by at least 2 - 3 weeks. In light of these delays and the compression of our project funding period from approximately 12 months to 9 months, we anticipate that we will be able to complete the experiment phase of our project and conduct all sessions by March 31<sup>st</sup>, but we will need an additional 4 - 8 weeks to complete our analysis and produce a comprehensive final report.

5. Estimated percent of work completed: 50%  
 Estimated percent of budget expended: 50%

6. What are your expenditure projections for the next four quarters or until the project's end?

FY 15/16; Q1	FY 15/16; Q2	FY 15/16; Q3	FY 15/16; Q4
\$ 32,614	\$ 63,295	\$	\$

Use this area for any additional information. Clearly identify which Section this information applies to.

Submitted By:  
 Date: