



A methodology to evaluate the prospects for the introduction of a Park&Buy service

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Abstract

The paper analyses the potential for introducing a Park&Buy service in the city of Pesaro (Italy) along the lines of the pilot project introduced in Siena, Italy, in 2004. It attempts to empirically evaluate the preferences of the parties involved and derives some suggestions on the potential compromise solution via a specifically designed stated preference experiment, drawing from the literature on interactive agency discrete choice modelling. Although various theoretical and methodological issues are still open for discussion, the methodology proves useful in giving insights not only on the parties' preference structure - as normally achieved by discrete choice models - but also on shopkeepers perception of customers' preferences, on the room for bargaining, on each party's influence on choice attributes and on the determinants of the probability of achieving a compromise solution.

Keywords: City logistics; Interactive choice experiments; Discrete choice.

1. Introduction

City centers, especially historic ones, suffer from lack of space to accommodate traffic and parking of private cars. City administrators often restrict motor vehicle access to city centers in order to preserve their aesthetic quality and to reduce congestion and pollution. While these policies support some activities (leisure activities, tourism, etc.), shopkeepers situated within the city center often oppose to traffic restrictions on the grounds that they favor shops and malls equipped with large parking facilities located outside the city boundaries.

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