



Who drives, where and when? An evaluation of behavioral responses to license-plated based driving restrictions (#CM2-52)

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07/01/2019 - 07/01/2021

Project Information Form:  
[https://sites.utexas.edu/cm2/files/2020/03/Year-4\\_Guerra\\_Information-form\\_license-plated-based-behaviors.pdf](https://sites.utexas.edu/cm2/files/2020/03/Year-4_Guerra_Information-form_license-plated-based-behaviors.pdf)

## WHO, WHEN, AND WHERE? BEHAVIORAL RESPONSES TO LICENSE-PLATED BASED DRIVING RESTRICTIONS

License-plate based restriction programs that ban car travel for specific vehicles on certain days of the week based on license-plate numbers are increasingly popular as an effort to manage increasing pollution and congestion in cities, regions and megaregions around the world. Early findings based on Mexico City's program 'Hoy No Circula' suggest that the program has not worked as intended and may have even increased pollution by encouraging households to purchase older, second cars. The empirical evidence supporting this second-car hypothesis, however, is quite weak and there is a myriad of other ways that a household can adjust driving behavior to avoid or ignore the ban.

This study helps to fill this behavioral gap by using Mexico City's 2017 household travel survey to examine who drives what types of cars, where, and at what time of day. The study is also built on the analysis through household surveys and focus groups in three inner suburban areas of Mexico city. Residents of these areas have close to the median metropolitan household income and average car-ownership rates. No survey respondents or focus group participants match the literature's profile of someone who needs a second restricted car for a daily work commute. Focus group participants, although aware of the implications of air pollution for human health and generally supportive of the policy's intentions, report frustration that the bans do not affect wealthier residents, who own multiple exempt cars and drive the most. Understanding behavioral responses to driving restrictions is thus essential to minimizing social harm, ensuring that the policies work to reduce pollution, and adjusting policies to support low-income households.



**CALENDARIO HOY NO CIRCULA**

CONTRIBUYE A TENER UNA MEJOR CALIDAD DEL AIRE

COLOR DEL ENCOMENDADO DEL VEHICULO	ÚLTIMO DÍGITO NUMÉRICO DE LA PLACA DE CIRCULACIÓN	LIMITACIÓN A LA CIRCULACIÓN		
		DÍA ENTRE SEMANA	HOLOGRAMA 1 SABADO	HOLOGRAMA 2 SABADO
Yellow	5 o 6	LUNES	Deben de circular conforme al ciclo: martes y jueves de cada mes	HOLOGRAMA 1
Pink	7 u 8	MARTES	MIÉRCOLES	HOLOGRAMA 2
Red	3 o 4	MIÉRCOLES	JUEVES	HOLOGRAMA 1
Green	1 o 2	JUEVES	VIERNES	HOLOGRAMA 2
Blue	9 o 0	VIERNES		HOLOGRAMA 1

Vehículos foráneos con placas extranjeras

\*No circula conforme a terminación de placa  
\*Adicionalmente no circula de lunes a viernes de 5 a 11 horas  
\*No circula ningún sábado de 5 a 22 horas

Mexico City's 'Hoy no Circula' Calendar

This study was funded by the consortium of Cooperative Mobility for Competitive Megaregions (CM<sup>2</sup>). CM<sup>2</sup> is a USDOT Tier-1 University Transportation Center (UTC). CM<sup>2</sup>'s consortium partners include the University of Texas at Austin, Louisiana State University, Texas Southern University, and the University of Pennsylvania.