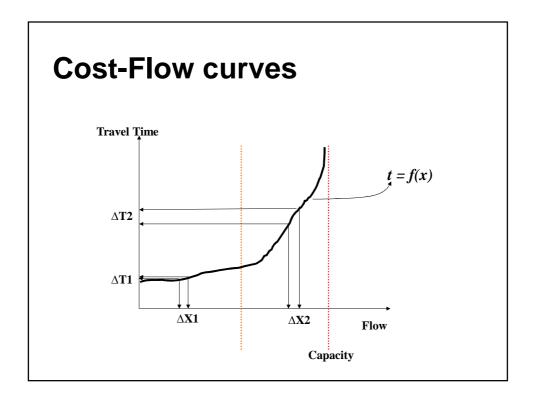


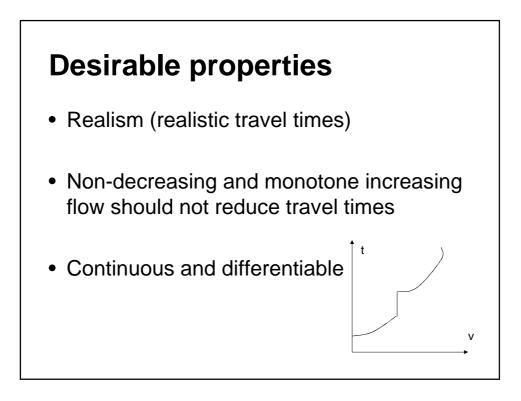
## **Factors affects Route Choice**

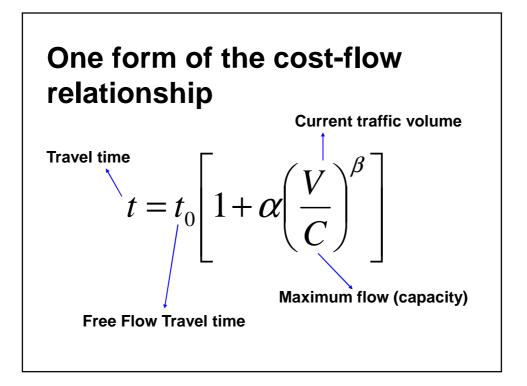
- Journey time
- Distance
- Cost
- Congestion and queue
- Type of maneuvers required
- Type of road (freeway, arterial, local)
- Scenery
- Work zones
- Reliability of travel time
- Safety and rate of accidents

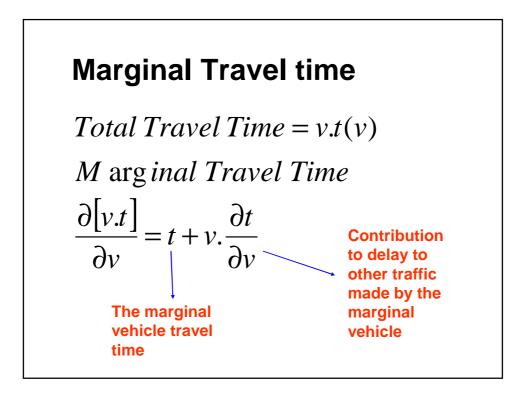
In general, it is very hard to include all these factors in one generalized cost function.

$$GC_{ij}^k = C_{ij}^k + a * T_{ij}^k$$









## Assignment models

- Diversion curve
- All or nothing without capacity constraint
- All or nothing with capacity constraint
- Equilibrium assignment

## **Diversion curve**

- It presents a simple method to estimate the traffic volume on a road.
- It assumes a new road will be constructed that has the same origin and destination to an existing one.
- This method estimates the percentage of diverted traffic to the new road based on the expected difference of resistance function between both (existing and new) road.

