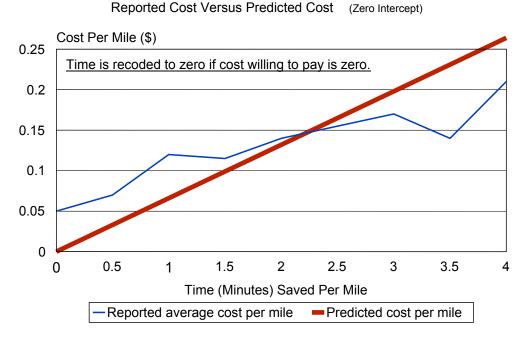Conversely, when computing time savings per mile as a function of cost per mile, the regression equation is:

*time savings per mile = intercept + slope * cost per mile*

This model was applied to the survey data to predict both cost as a function of time savings and time savings as a function of cost. Analyses were also conducted with a zero intercept. In these analyses, the time savings variable is recoded to zero if the respondent indicated that they would not pay to travel in the express toll lanes.

It is important to note that some commuters would be willing to pay to use the express toll lanes when there is no time savings. Simply avoiding heavy traffic may be reason enough for some of the population. The zero intercept graphs below will not accurately illustrate this group of commuters due to the nature of the model.

Figures 5.1 and 5.2 represent the toll sensitivity curves used to develop drivers' willingness to pay a toll based on a particular time savings.

Figure 5.1
Time Saved Per Mile as Function of Cost Per Mile

Reported Cost Versus Predicted Cost   (Zero Intercept)