





Revenue	Operational cost	Rebalancing cost	
$\sum \sum \left( \frac{1}{2} \right)^{-1} = 0$	(a, b)	$a^r(n,T)$	(5)
$\max_{\mathbf{u},\mathbf{r}} \sum_{ij} \lambda_{ij}(u_{ij}) u_{ij} p_{ij}^{0}$	$-c_{ij}\lambda_{ij}(u_{ij})$ –	$-c (T_{ij}I_{ij})$	<ul> <li>Willingness-to-pay function</li> </ul>

Policy	AM	MD	PM	NT
Only pricing	29.8%	8.8%	6.6%	26.0%
Only rebalancing	33.3%	28.7%	29.2%	40.7%
Rebalancing, then pricing	13.7%	9.4%	10.9%	15.8%
Jointly but a single surge price per origin	5.3%	5.3%	5.1%	7.0%