



Beyond Travel Time savings: Conceptualising and Modelling the Individual Value Proposition of Mobility



Big data session
CIVITAS Forum 2018

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MoTiV Objectives



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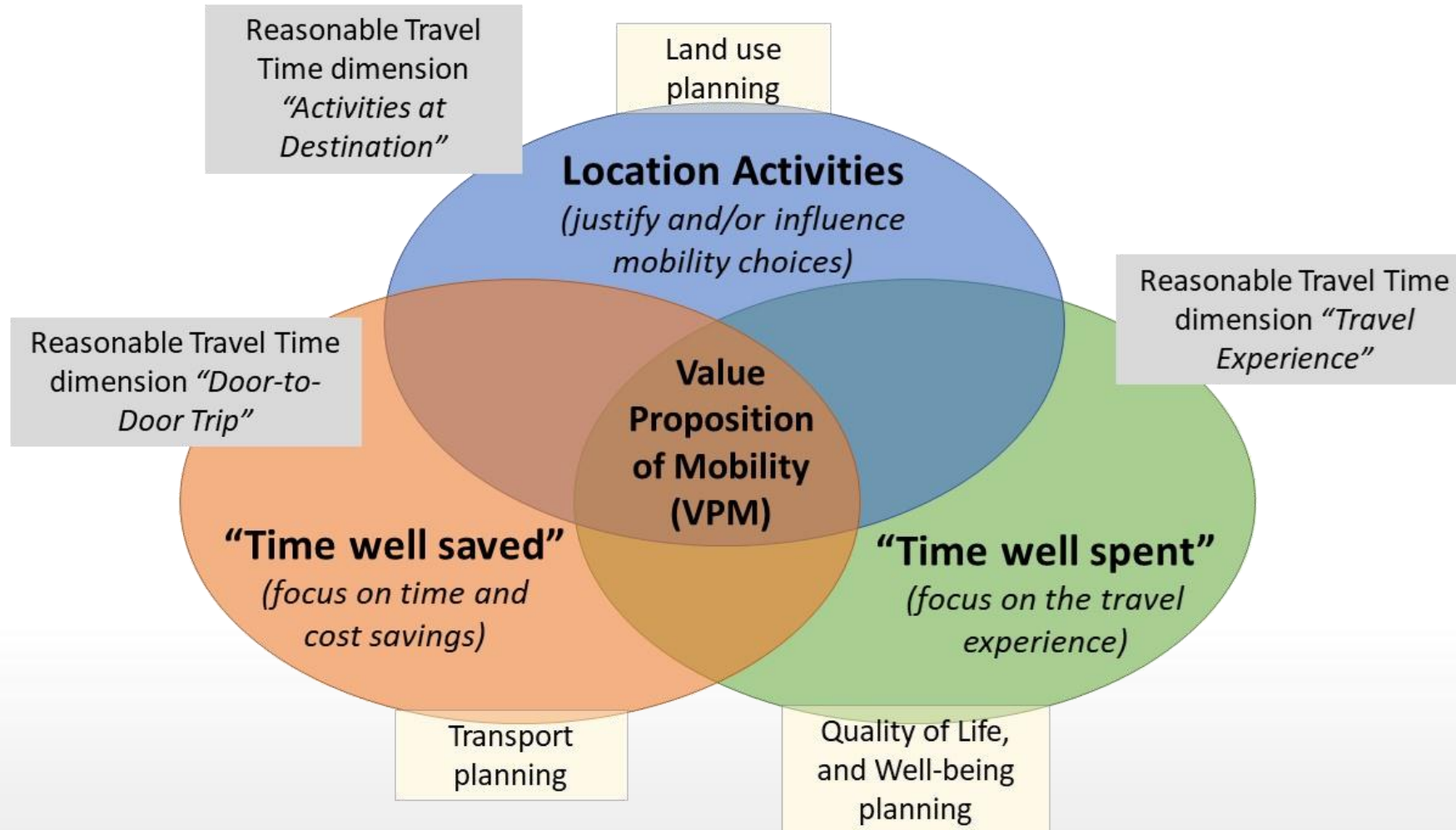
- To introduce and validate a conceptual framework for the estimation of value of travel time (VTT)
- Broaden definition of VTT beyond “time savings”
- Gain knowledge on traveler’s reasons/purpose connected to the perceived value proposition of mobility
- Assess to what extent ICT connectivity and transport services/infrastructure affect VTT
- Provide specific actions and recommendations for all stakeholders (including end users) shaping the value proposition of mobility

MoTiV Conceptual Framework



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MoTiV European-wide Data Collection

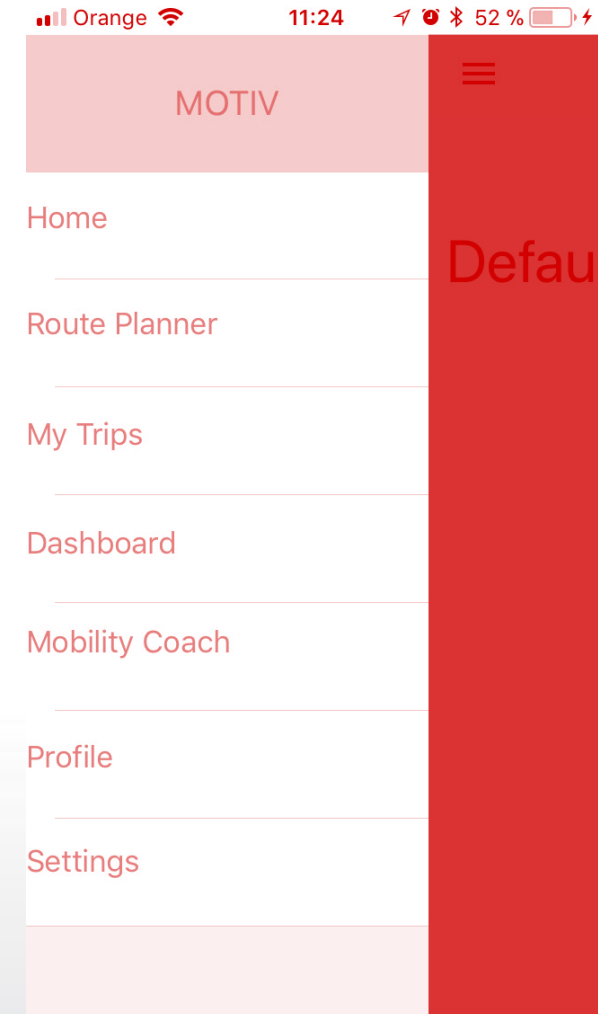


✳ Main types of data to be collected:

- Mobility data
- Experience (satisfaction) data
- Activity data
- Profile data
- Attitudes data and
- Insights data



Collecting the data from the users of MoTiV mobile App
>5.000 users from at least 10 European countries



MoTiV European-wide Data Collection



❖ **Mobility-related:**

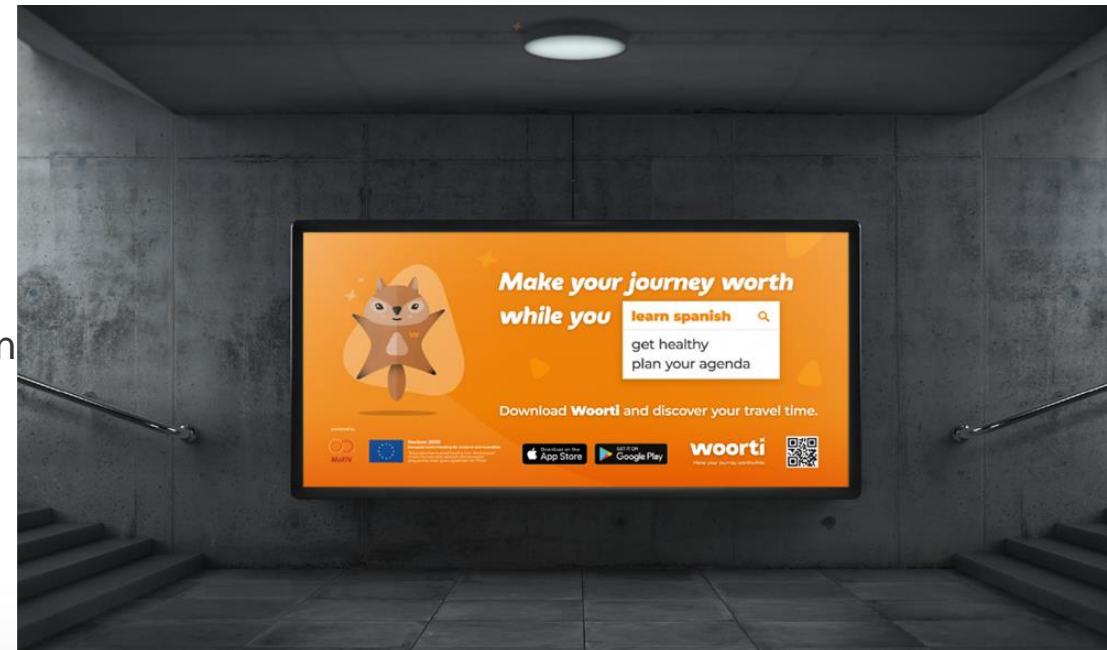
- Mobility timestamps e.g. time of departure, time of arrival (automatically collected)
- Location of departure and arrival (automatically collected)
- Travel Route (automatically collected)
- Travel Duration and Distance (automatically collected)
- Travel Mode(s) (automatically collected)

❖ **Behavioural/Activity-related:**

- Travel Purpose (self-reported);
- Available Travel Options (range of options displayed by journey planner)
- Selected Travel Option (automatically collected);
- Activities carried out during travel time (self-reported)
- Appreciated value/satisfaction (self-reported)

❖ **Influence Factors Variables:**

- Weather conditions e.g. temperature (automatically collected)
- ICT-related variables e.g. free WIFI available (self-reported)
- Transport-related variables e.g. available seat, delays, disruptions, congestion (self-reported)



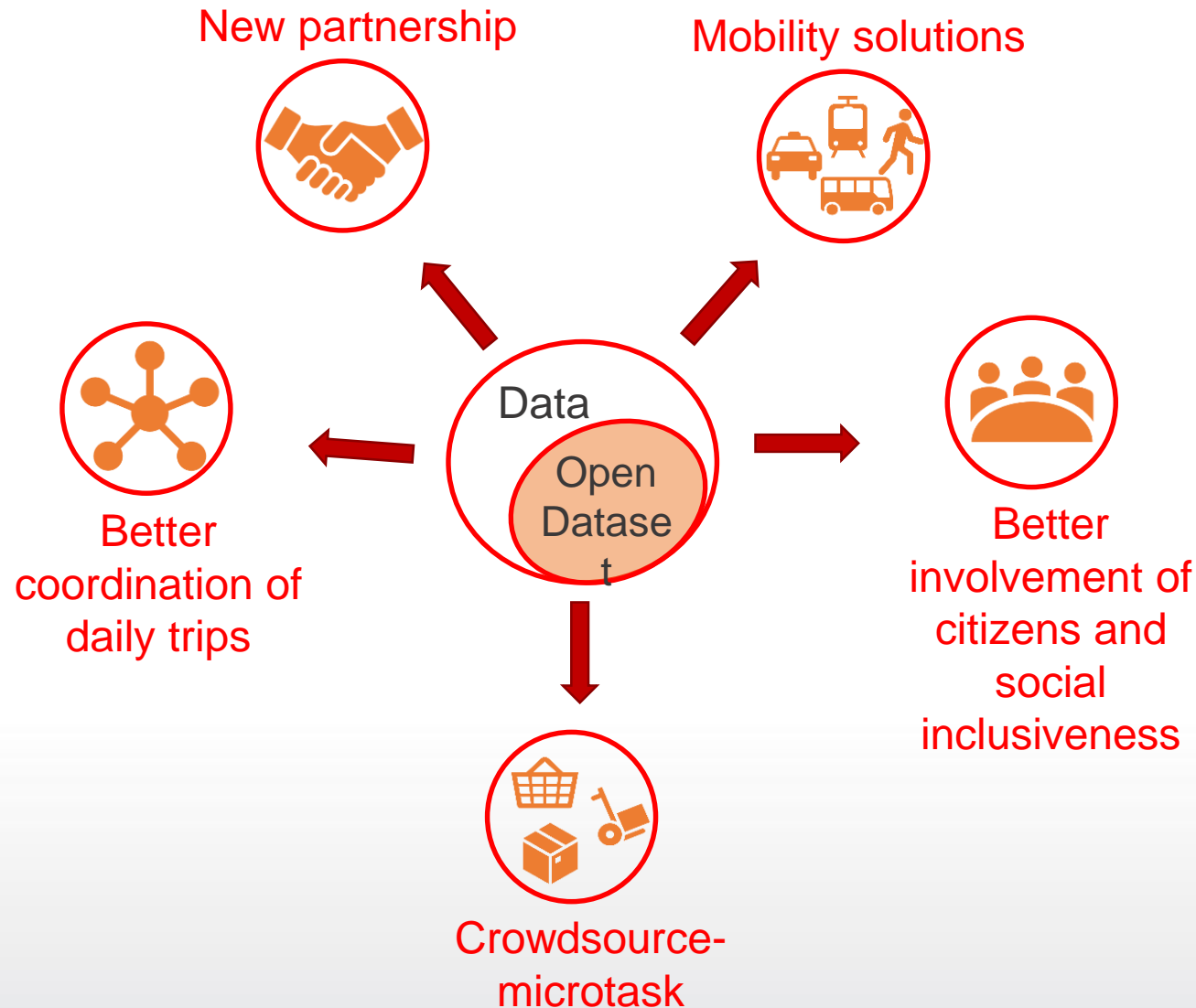
MoTiV Big Data



Goals for ideal data from MoTiV app:

- Accurately describe current mobility patterns (Reflects current behavior),
- Precisely track travelers with high spatial precision,
- Persistently measure and map time use with mobility and activities,
- Comprehensive due to large sample size.

How Big Data Builds New Forms of Civic Engagement in Community



Who benefits from MoTiV open dataset?



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Scientific Community

will extend current knowledge on VTT at a theoretical and technological levels and stimulate further research activities on the topic



Policy Makers

EU Institutions, National, Regional and Local institutions dealing with Transport and Mobility, the Environment and Citizens' Well-Being



Civil Society

Associations and organizations dealing with sustainable mobility



Mobility Solution Developers / Providers

Industrial actors, SMEs, consultancy companies and groups of creative innovators



Mobility/Transport Planners

Transport companies, mobility and urban planners to develop user-friendly services and customized mobility solutions accounting for VTT targets of different end-user categories



End Users

Better Journey experience



More personalized information and mobility solutions



Making best use of time based on personal motivations, preferences and life style



Saving money as better informed

Get involved

1

If you want to take part to the data collection and volunteer...

2

If you are interested in following our results...

Contact us

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