



ERAdiate

Enhancing Research and innovAtion dimensions
of the University of Zilina in intelligent transport
systems

Mobility and Time Value (MoTiV)

Dr. Giuseppe Lugano

ERAdiate Team, University of Žilina (Slovakia)

giuseppe.Lugano@uniza.sk

TU1305 MC+WG Meeting, Krakow (Poland), 29-30 June 2017

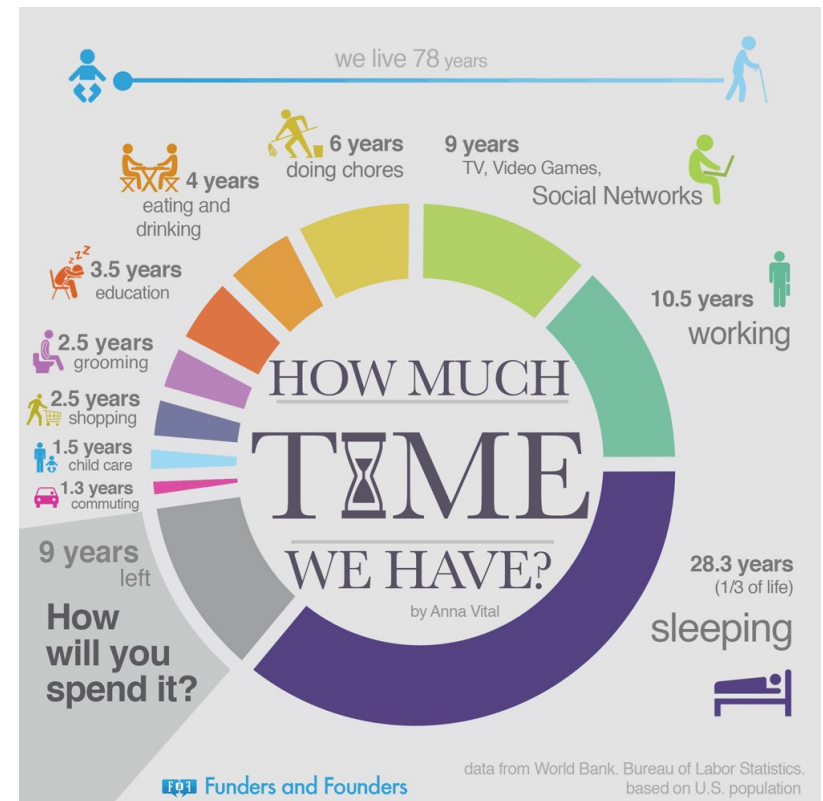
Context: Time Use in Smart Cities

- **“Smarter use of time”**
 - Highly subjective: no “one fits all” solution
- **Affects overall Quality of Living**
- **Measurement Indicators**
 - Context of analysis: urban mobility (i.e. travel time)



Smart City Transformation

- **Smarter Use of Time**
- **Not only about “how much time we have”**
 - but also about its perceived value in relation to our lifestyle, expectations...
- **Designing smart city and its services to optimise time use**

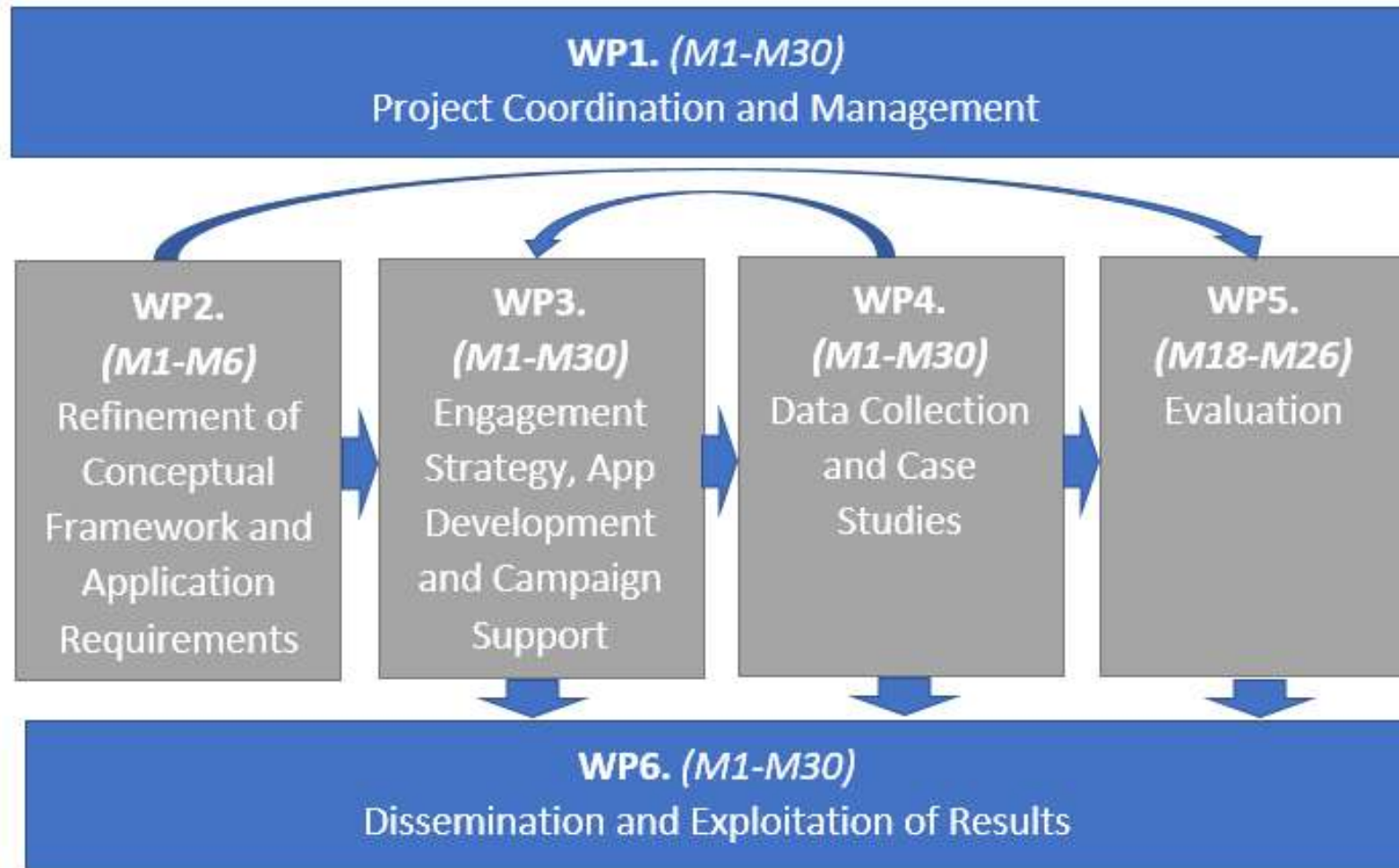


Mobility and Time Value (MoTiV)

- **30-month project funded under H2020** (Research and Innovation Action)
- **Kick-Off:** October or November 2017
- **Consortium:** 7 partners from 6 EU countries (BE, CH, ES, FI, PT, SK), with University of Zilina as the Coordinator
- **Keywords:** Value of Travel Time, Time Use, Value Proposition, Cost-Benefit Analysis, Influence Factors, Crowdsourced deliveries, Happiness Economics, Smartphone-based activity/mobility survey



MoTiV Framework



MoTiV Objective

- **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 Methodology and Outputs

- The analysis will be supported by a **European-wide data collection** enabled by the **MoTiV smartphone app**
 - Data collection in at least 10 EU countries and with at least 5.000 participants actively using the app for at least 2 weeks
 - Should you be interested in contributing to the data collection, let us know (app will be released towards the end of 2018)
- **Outputs:** among others, an open dataset with mobility and behavioral variables released at the end of the project to stimulate and develop research on the topic



Some Opportunities for COST Action members

- **Apply to work with us on ERAdiate and MoTiV!**
 - 3 full-time Researcher positions
 - 1 full-time Administrative/financial position
 - Deadline to apply: 16 July 2017
 - Further details: www.erachair.uniza.sk/team-2/jobs
- **Available to host a STSM in Dec.'17 – Jan.'18**
 - Topic: related to estimation of Value of Travel Time
- **Participate in MoTiV workshops/conferences**
- **Available to co-organize events and to participate in projects on related topics**





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Thank You for Your Attention!



Time for Questions

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