



## 4<sup>th</sup> Conference on Sustainable Urban Mobility – CSUM2018

24-25 May, 2018, Skiathos Island, Greece

# Beyond Travel Time Savings: Conceptualizing and Modelling the Individual Value Proposition of Mobility

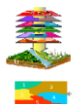
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# Presentation overview

Value of Travel Time

Value Proposition of Mobility

H2020 MoTiV project

Data Collection Campaign



**Physical dimensions**

**Accessibility**

**Social dimensions**

**Comfort**

# **Value of Travel Time**

**Safety**

**Economic evaluation**

**Mobility Patterns**

**Environment**

**Time Use**

**Well-being**

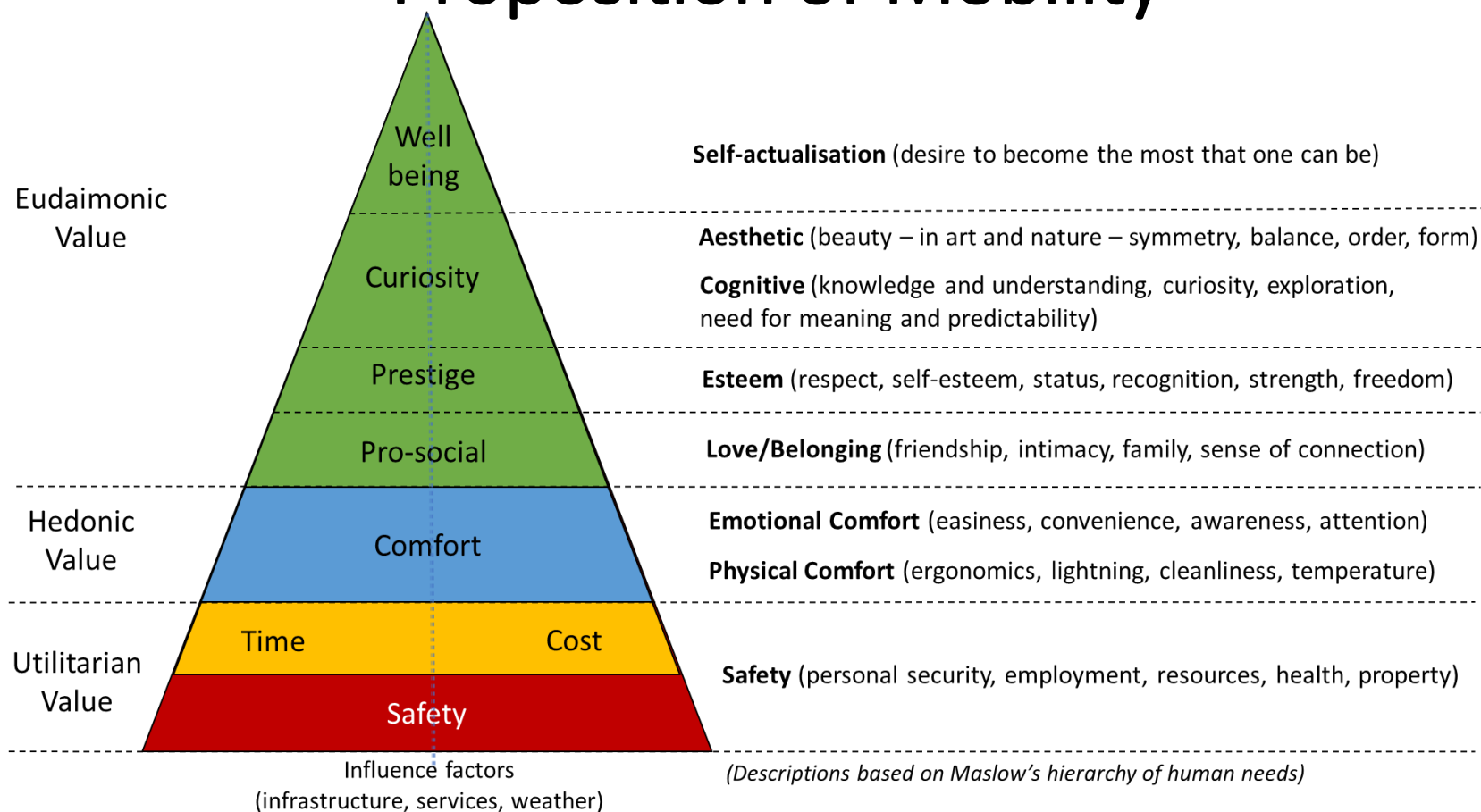


# Dimensions of the Value Proposition of Mobility

Decision Factor	Objective
Time	To be minimized to reach destination rapidly.
Cost	To be minimized (as personal expenditure) to reach destination at the lowest cost, or to be maximized in case personal mobility plans are compatible with possibility of earning by transporting people or goods.
Comfort	To be maximized in line with travel service expectations.
Safety	To be maximized to reach destination safely.
Curiosity	To be maximized in line with travel experience expectations.
Prestige	To be maximized in line with social status aspirations.
Pro social	To be maximized to maintain and/or extend personal social relationships (e.g. it may involve volunteering/charity activities).
Well-being	To be maximized in line with health and well-being aspirations and objectives. This includes also commitment to reduce environmental impact of transport (in terms of CO <sub>2</sub> emissions).



# Pyramide - Dimensions of the Value Proposition of Mobility





# H2020 **M**obility and **T**ime **V**alue (**MoTiV**)

**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



# H2020 MoTiV project



[www.motivproject.eu](http://www.motivproject.eu)



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Horizon 2020

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Skiathos Island, GREECE  
24-25 May 2018  
THE SKIATHOS PALACE HOTEL



# MoTiV Data Collection

- Organising national data collection campaign in each partner country
- Collecting the data from the users of **MoTiV** mobile App
- >5.000 users from at least 10 European countries
- Open mobility and behavioral dataset
- Stimulate further research and applications on **Value of Travel Time**







# MoTiV video





# Thank you for your attention!

## QUESTIONS

### *Further readings:*

- MoTiV Deliverable 2.2 **Mobility and Travel Time Report**
- Kováčiková T., Lugano G., Pourhashem G.: **From Travel Time and Cost Savings to Value of Mobility**. In: Reliability and Statistics in Transportation and Communication (RelStat 2017).

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