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MoTiV Estimating Travel Time Value by accounting for the Value Proposition of Mobility

Workshop. Future Trends and Hypotheses on the Value of Travel Time



Abstract

While the value of travel time is traditionally a core variable of transport and mobility infrastructure and service provision assessment, the evolution of lifestyles, technology, mobility patterns and choices is likely changing the way people perceive their travel time in a way that is not fully understood.

The MoTiV project will identify and test hypotheses on the factors that influence the valuation of travel time through an European survey and data collection on real travel choices through a dedicated mobile app. The Workshop “Future trends and hypotheses on the Value of Travel Time” aims to generate hypotheses for further testing.

The workshop will involve experts and business leaders from multiple backgrounds, taking place at the [Arrábida Monastery](#), an ideal site for reflection and creativity.

The workshop will start by reviewing megatrends that could be influencing the evolution of travel time valuation and produce insights on possible effects. The participants will then together pick real life personas and identify specific meanings, needs and solutions in respect to travel time valuation. The outcome will consist of a collection of solution ideas to those needs and underlying assumptions on the value of travel time for further validation in the MoTiV project.



Agenda

Wednesday, 17/01

19:45 Welcome dinner

21:00 Introduction - Giuseppe Lugano (UNIZA), João Bernardino (TIS)

21:10 Round of introductions of participants

21:20 Talk - A perspective on travel time, João Taborda da Gama

21:35 Step 1 of Workshop - Introduction on Mega-trends, Hugo Garcia

21:45 Inputs by the participants on trends to consider

22:00-22:45 Free time

Thursday, 18/01

9:15 Recap of workshop approach

9:30 Step 2 - Insights. Each considered megatrend will be the basis for the construction of a *futures wheel* of potential specific implications to travel time valuation. Also, underlying factors influencing VTT will be identified.

10:45 Coffee break

11:15 Step 3 - Personas and needs. From a number of defined personas, the groups will identify elements of meaningfulness and how travel and time related to them, leading to the identification of needs.

12:30 Lunch break

13:30 Continuation of Step 3 - Personas.

14:15 Step 4 - Solutions. For the needs of each persona, the groups will create solutions that meet those needs. Each solution will have underlying hypotheses on TT valuation.

15:00 Coffee break

Part C - Synthesis

15:30 Step 5 - Scenarios

DEfine the mobility Experience Mix that satisfies groups of personas (Mode of transport + Traveling Experience + Services + Information)

16:30 Step 6 - Final remarks from experts.

17:00 End of the workshop

(17:15 Short video interviews with participants)