



ERAdiate

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

From Travel Time and Cost Savings to Value of Mobility

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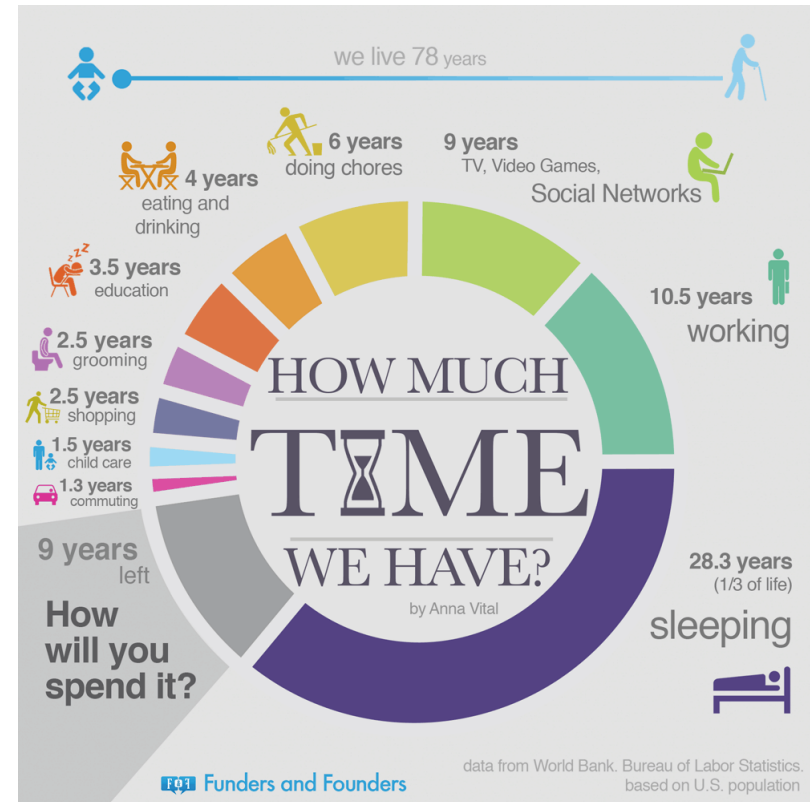
Time Use in Smart Cities

- **“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



How do you value your daily mobility & travel time ?

- Values changes over time and generations
- Values vary from culture to culture
 - Habits, preferences, expectations
 - Society level of technology



Mobility and Time Value (MoTiV)

- **30-month project funded under H2020 call MG-8-5-2017 starts in 1 November 2017**
- **Action Type:** Research and Innovation Action(RIA)
- **Kick-Off:** 14-15 November 2017

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

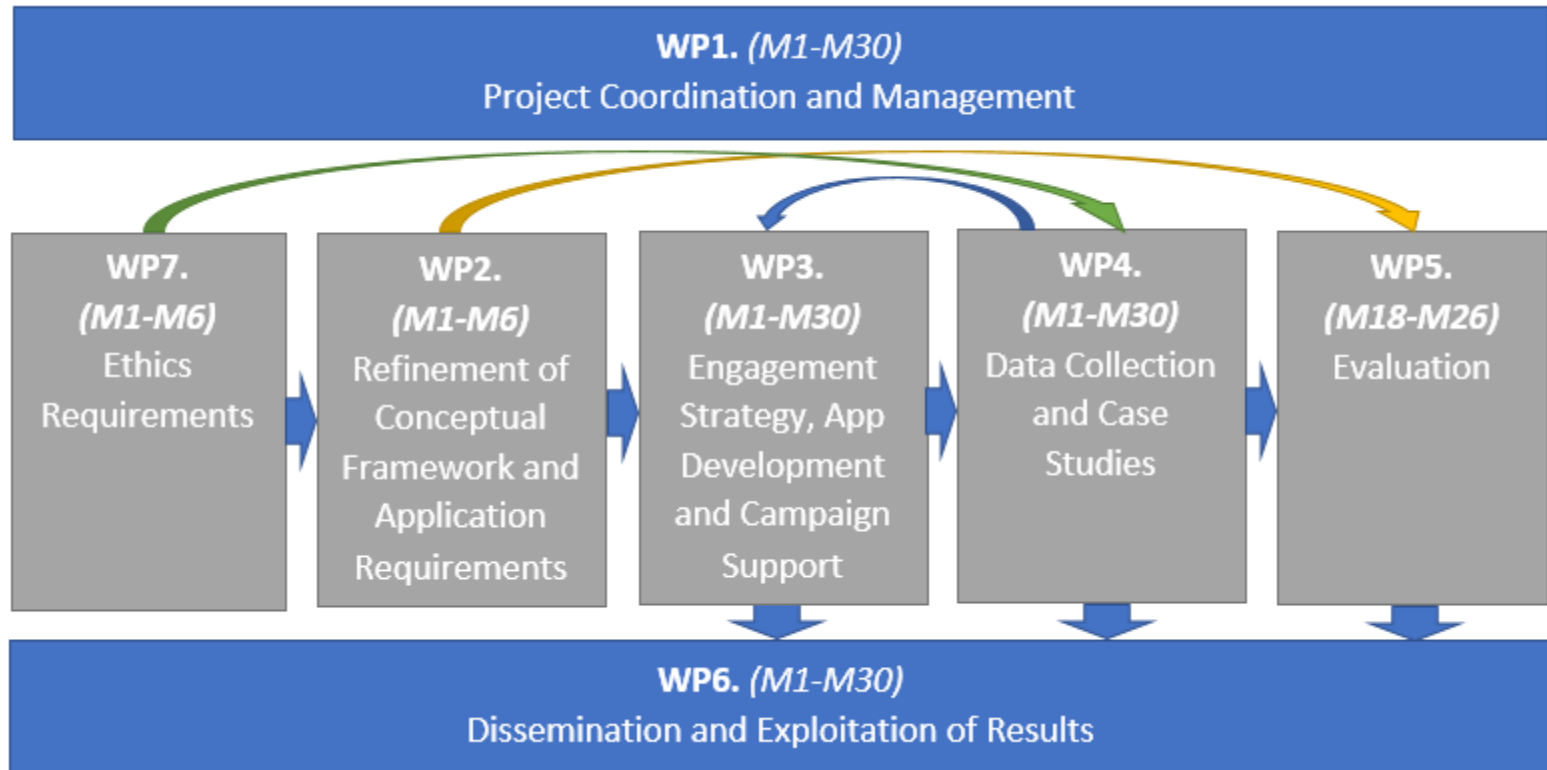
MoTiV Consortium

PARTNER	COUNTRY	PROFILE
University of Žilina (UNIZA)	Slovakia	University
Eurecat	Spain	Research Organisation
TIS PT – Consultants in Transport, Innovation and Systems	Portugal	Consultancy Company
European Cyclists' Federation Aisbl (ECF)	Belgium	European-wide end-user Association
routeRANK Ltd	Switzerland	Company
Coreorient Oy	Finland	Company
INESC ID - Institute of System and Computer Engineering in Lisbon	Portugal	Research Organisation

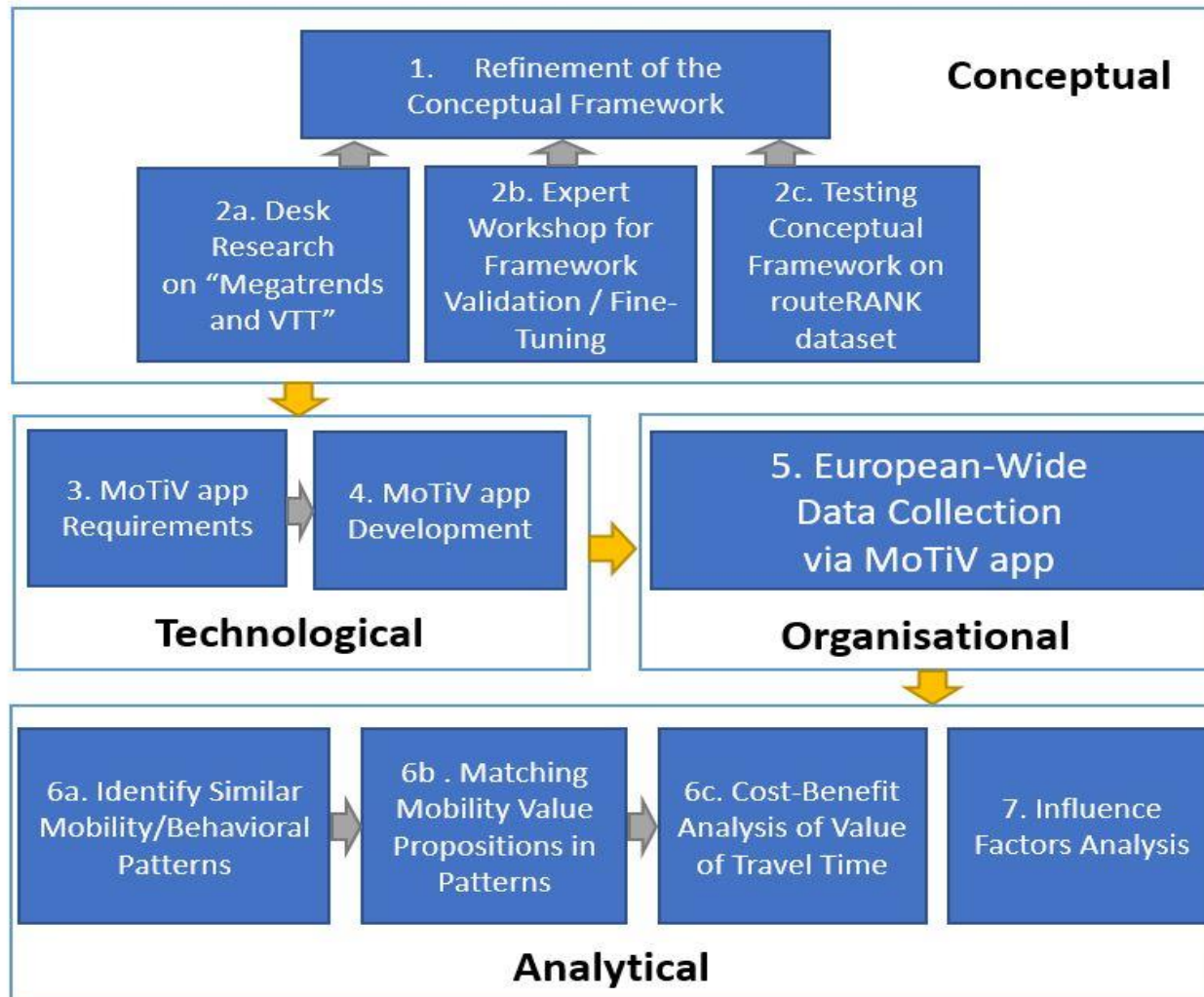
- 7 Partners from 6 EU Countries
- Mix of university (1), research organisations (2), consultancy and mobility companies (3) and end-user association (1)



MoTiV WP structure



MoTiV Project Framework



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



Get involved

1

If you are interested in joining our Advisory Board ...

2

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

3

If you are interested in following our results...



Contact us

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