The MoTiV project: a holistic exploration of mobility and time value at a European-wide scale

CIVITAS Forum2018 :
Stakeholder workshop

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Changing Value of Travel Time:
traditional and emerging views

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"Travel Time is not productive": "lost" time as an economic loss (justifying aim of travel time savings as cost savings, the rationale of transport projects)

VS

"Travel time may be valuable": value "measured" in terms of quality of experience, not necessarily to productivity or economic indicators (time/cost savings)

What does represent value in mobility from the traveler perspective?

MoTiV Rationale and MoTiVation

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- **Smart City Transition:** focus on perceived "quality of time"
  - Strategic objective: designing smart city, its services and infrastructure for "worthwhile" use of time

- **Why "worthwhile time" instead of "productive time"?**
  - Quality of living is not only about "effective" and "productive" use of time
  - Need to extend "time and cost savings" with other relevant dimensions of value

About MoTiV: project figures

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- **European-wide exploration of "Mobility and Time Value".** How value of travel time is perceived across transport modes, generations, genders and cultures
  - **30-month project:** Nov. 2017 – Apr. 2020 (now: M7)
  - **Overall funding:** ~2M EUR
  - **Small consortium** (7 partners):
    - 3 academic institutions/research organisations (UNIZA, SK; Eurecat, ES; INESC-ID, PT)
    - 2 business partners (routeRANK, CH; CoReorient, FI)
    - 1 mobility consultancy organization (TIS.pt, PT)
    - 1 European-wide association (ECF, BE)

    and 3 Linked Third Parties affiliated with ECF (HR, IT, FR, NL)

About MoTiV: objectives

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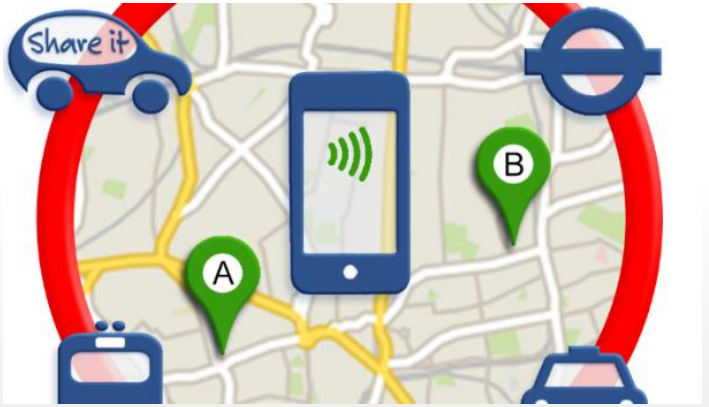
1. **Broaden the definition and assessment of VTT beyond the "time savings" consideration**, based on a multidimensional time "value proposition" for the user

2. **Gain an understanding of traveller's reasons for his/her travel choices** in line with the perceived value proposition of mobility

3. **Assess to what extent ICT connectivity and transport services/infrastructure affect VTT** across leisure and work activities and within cultures and generations

4. Elaborate specific **actions and recommendations for mobility policy makers and solution developers** that shape the value propositions of travel time



About MoTiV: expected impact

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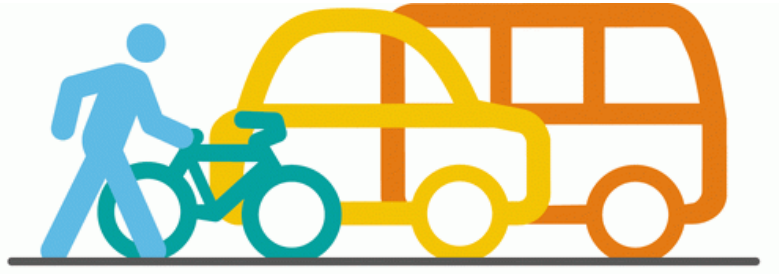
1. Comprehensive overview about **preferences, behaviours and lifestyles that influence the travel option choice**, the time spent for travel preparation and travelling as well as the value proposition of the travel time.



2. **Identify influence factors for mode choice and travel time value perception** in the context of life style and personal values will be a basis for transport policies and strategies.

3. The project will generate **knowledge about the value of time in mobility contexts**, considering different geographical, cultural, economic and gender factors.

MoTiV Conceptual Framework:
high-level overview

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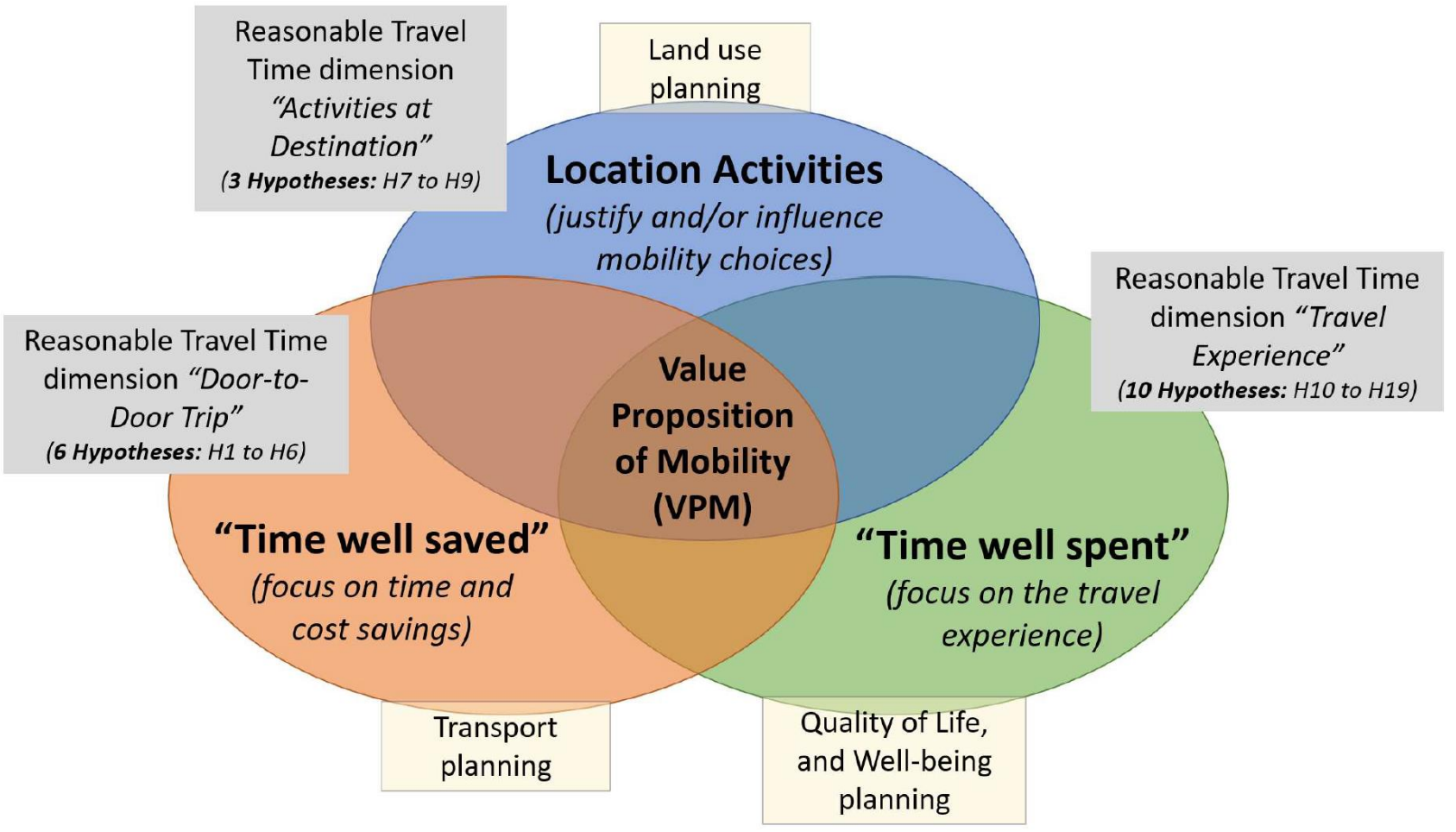

- 19 hypotheses
- covering all RTT dimensions
- Understand how factors shape Value Proposition of Mobility

Collecting and analyzing Data on Travel Experiences

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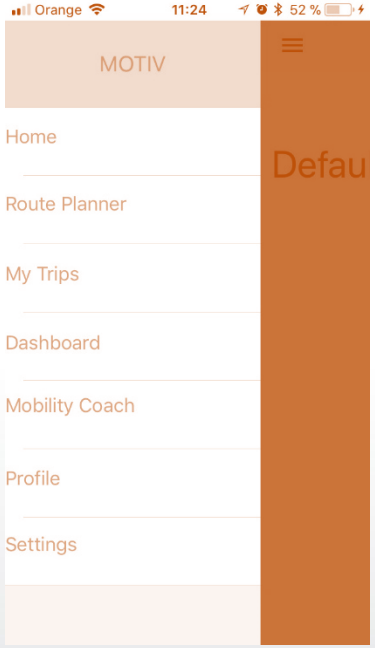
- **Smartphone-based data collection via the MoTiV app** (available by the end of 2018)

- **Continuous collection of mobility/activity behaviours**
  - smartphone-based sensing of mobility behaviour
  - traveler's input on activities and time appreciation (e.g. ratings, contextual surveys on influence factors)

- **Smart mobility coach ("quantified traveller" approach)**
  - Trends and statistics for self-learning and increased awareness

- **Gamification and campaign incentives for user engagement**
  - Completion of tasks (e.g. validating day trips, filling contextual survey) associated to e.g. points/credits, badges
  - "Offline" incentives to also engage users less interested in gamification aspects



MoTiV app functionalities

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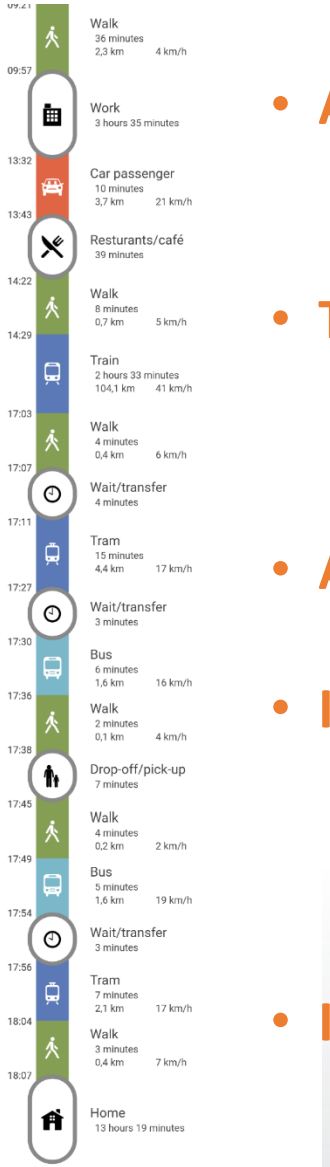

- **Automatic detection of mobility/transport mode and trip leg**
  - Add/Correct details about trip, trip legs and locations
- **Timeline of the day**
  - Trips, trip legs and locations with basic statistics (e.g. kms, time-spent at locations or in transport)
- **Activities carried out by travelers while on the move and at locations**
- **Indicator of traveler's appreciation for time spent while on the move and at locations**
  - General appreciation
  - Appreciation in relation to specific factors (transport infrastructure / mobility services / external context variables e.g. weather)
- **Insights:** trends and statistics connected to app use (e.g. modal split, most popular activities)

Changing Value of Travel Time:
relevance for transport operators

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- Public transport operators recognize that **even short-distance travel time (i.e. urban context) is not only about getting people rapidly and safely to destination**

- **Increasing amount of free-of-charge services enhancing travel experience and supporting activities while on the move**
  - USB chargers
  - Wi-Fi onboard
  - Entertainment and information displays
  - Bike racks
  - …

Changing Value of Travel Time:
business perspective

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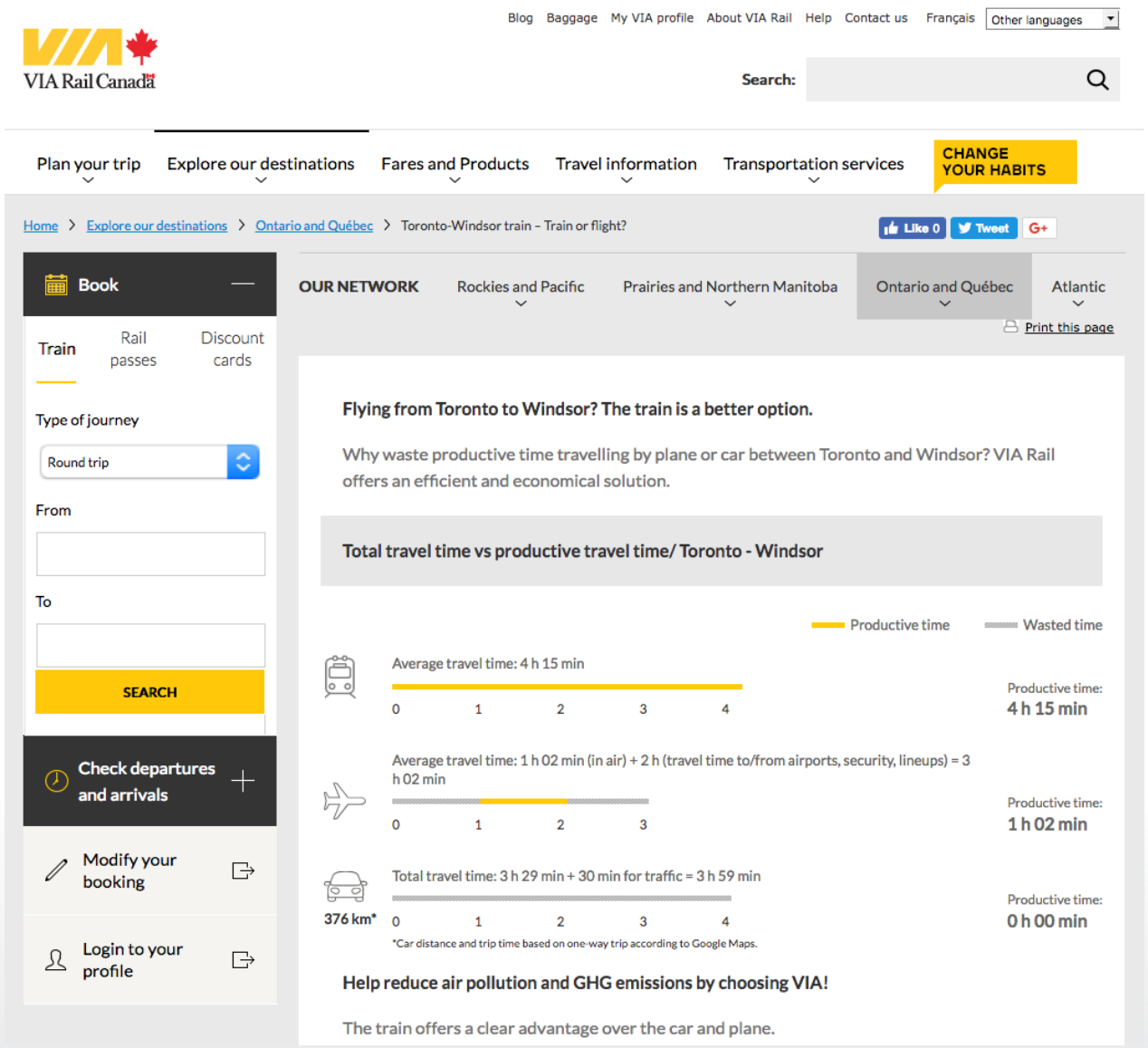

Canadian rail company promoting **time spent in trains as fully productive despite longer travel time** (compared to car and plane)

Assumption: **time value** connected to **possible activities,** in line with traveller needs, expectations and lifestyle

Changing Value of Travel Time:
business perspective

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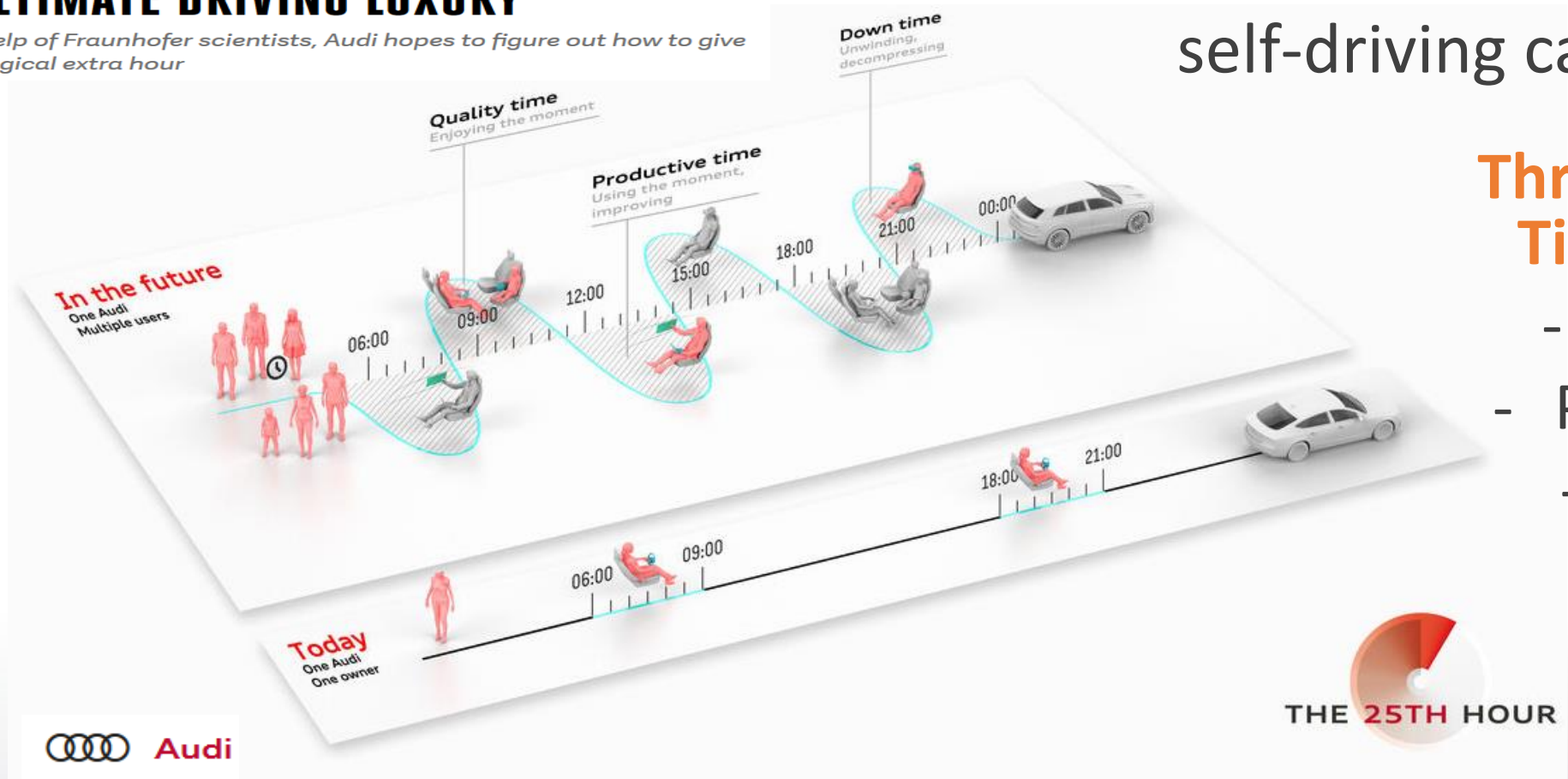

Audi's context:

self-driving cars

Three categories of Time Perception

- Quality Time
- Productive Time
- Down Time

Thank you for your attention!

Any questions, please?

Contact us

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