



The power of Data Analytics in assessing Value of Time for Mobility and Transport Planning: uncovering users' mobility behavior



MoTiV

18th September 2019
08:30h-17:15h

MediaTIC Auditorium
117, Roc Boronat street
08018 Barcelona- Spain

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This **workshop** will provide a **comprehensive analysis of user preferences, behaviours and needs**, and highlight the main factors that influence user choice, the time spent on preparation and actual travel, and the value proposition of **travel time**.

Will be divided into **two main blocks**. The **morning sessions** will feature several topics (e.g., VTT, transport user experience) addressed through one keynote presentation and two panel discussions. The **afternoon sessions** will focus on a more hands-on session on a tutorial on Data Analysis of Mobility Data.

AGENDA

08:30 Registration attendees & Welcome Coffee

09:00 Welcome and introduction

09:20 Keynote session

10:20 Meeting travelers' expectations: how to assess travel experience and enhance people' perceived Value of Travel Time (VTT). Discussion with national transport operators: ATM, TMB, TRAM, FGC, RENFE

Moderates: *Laia Garriga, Business Development Manager Rail Industry & Logistics at Eurecat*

11:20 Coffee Break

11:50 Presentation Woorti App

12:10 Mobility behavior data analysis: current trends, future opportunities. Discussion with industry stakeholders

Moderates: *Marc Torrent, Director of the Big Data & Data Science Technological Unit at Eurecat and Director of the Big Data Centre of Excellence in Barcelona.*

13:10 Networking Lunch Break

14:00 Value of Travel time: an inclusive mobility perspective. Presentation of European projects related with inclusive mobility and transport.

- **DIAMOND:** Revealing fair and actionable knowledge from data to support women's inclusion in transport systems
Lucía Recio, DIAMOND project coordinator
- **HiReach:** Innovative mobility solutions to cope with transport poverty
- **Inclusion:** Towards more accessible and inclusive mobility solutions for European prioritized areas

14:45 Tutorial – Data Analysis of Mobility Behaviour Data
Matteo Manca, Big Data and Data Analytics researcher at Eurecat

- Methods and tools to analyze mobility behaviour data
- MoTiV data analysis case (notebook case study to be followed by participants)

**Attendees are recommended to bring their own laptop to be able to follow the tutorial.*

17.00 Conclusions and Closing

Giuseppe Lugano, MoTiV Project Coordinator
Marc Torrent, Director of the Big Data & Data Science Technological Unit at Eurecat.

Collaborators:

