

Research Project

Smart and Sustainable Urban Mobility: Integration of Public Transport and Shared Mobility

Project Description

Urban mobility is nowadays one of the key dimensions analysed within the general framework of sustainable transport. In particular, great attention is given, by researchers and practitioners alike, to new approaches aimed at diminishing the environmental and social impacts of mobility within urban centres. One of the most promising perspectives in this regard is the integration of local public transport with shared mobility (shared bikes, scooters, moped, cars), which allows for easier first-mile and last-mile movements. Moreover, physical places where such integration can be favoured, called mobility hubs, are also currently studied to evaluate their potential and ideal location, services provided at the hubs, and their potential smart/digital content. Mobility hubs allow users to switch between different modes of transport (public and shared), therefore disincentivizing the use of private transportation.

Within the Extended Partnership 9 (Partenariato Esteso 9) GRINS project (funded by the Ministry of University and Research through PNRR), and in particular within the activities of Spoke 7 (“Territorial Sustainability – Enhancing Attractiveness and Resilience of Territories and Cities”), the Unibo team will examine the potential benefits of a greater integration of local public transport and shared mobility, as well as the conditions to which users are most likely to take part in shared mobility or integrate it in their daily transport. Mobility hubs will be studied in this framework as a possible facilitator. The project aims to set up surveys in several Italian cities, including discrete choice experiments aiming to derive evidence on aspects such as the willingness to pay for shared mobility and more in general on mobility as a service (MaaS). Analyses within the project may focus on residents, but ad-hoc research questions might regard tourist mobility as well.

The grant holder will join a team of at least two faculty members and more collaborators (two post-doc researchers and a PhD student) working on other (related) projects, will have the possibility to actively participate to project meetings with the other national partners and to attend international conferences.

Although the initial grant is for one year, it is renewable, within the GRINS project, up to three years.

Plan of Activities

The holder of the present grant will work within the Unibo team in the following project-related activities:

- Reviewing available literature on shared mobility, MaaS, and other transport economics topics relevant for the project.
- Designing the discrete choice experiments to be carried out during the project.
- Analysing the collected data and estimating discrete choice models.
- Collaborating to writing project reports/deliverables and articles to be published in international journals.

Within the first year of the contract, the grant holder activities will focus on the first two items of the above list (literature review and discrete choice experiments design), and could be approximately divided as follows:

- Part 1 (4 months): Literature review.
- Part 2 (8 months): Design and implementation of discrete choice experiments and, potentially, preliminary analysis of the first available survey data.