

# MIND – Mobility – INsight – Data



**System for collecting, analysing and presenting data for mobility planning and monitoring and for contractual management – Bologna Basin**

**Duration: 20/11/2024 – 31/12/2026**

CUP F55G24000020004

Total amount of financing: Project / SRM budget: € 165.000 (of which RP ERDF Emilia-Romagna 2021-2027 financing for the entire project: € 115.500)

Financial Sources: 70% RP ERDF Emilia-Romagna 2021-2027; 30% SRM resources

Project start date: 20 November 2024

Financial and procedural Status: Ongoing

MIND – Mobility-INsight-Data project (System for collecting, analysing and presenting data for mobility planning and monitoring and for contractual management – Bologna Basin),

implemented by SRM, is financed within the RP ERDF Emilia-Romagna 2021-2027 program, Priority 3 "Sustainable Mobility and Air Quality," Specific Objective 2.8 "Promoting sustainable multimodal urban mobility as part of the transition to a carbon-neutral economy," Action 2.8.2 "Intelligent mobility systems," Specific Action 4 "Innovative software for project management aimed at improving the quality of transport planning, with particular reference to infomobility."

MIND project aims to understand and make accessible the information hidden in mobility data, with a particular focus on reconstructing the potential and actual demand for Local Public Transport (LPT) in terms of space and time. The project's objective is to improve both the planning of PT services and their contractual management, also optimizing data exchange between the LPT operator and the Mobility Agency.

The project develops three complementary activities, aligned with ongoing ones (such as travel diary and validation analysis, onboard surveys, etc.):

1. Reconstruction of overall mobility demand through the acquisition and processing of data recorded by the mobile network operators' cells, in order to obtain a detailed Origin/Destination matrix of daily movements, broken down by: seasonality (winter/summer); day of the week (weekday/saturday/public holiday); time of day; residence (within or outside the Metropolitan City); and mode of transport.
2. Reconstruction of, detailed LPT demand in terms of boarding / alighting passengers and of their transfers between lines, in agreement / collaboration with the PT service provider. The goal is to optimize the service design by identifying potential new direct connections and rationalizing schedules and routes that are underused.

3. Update of the data transmission and analysis system between the LPT operator and the Mobility Agency, targeting the development of an integrated system with the RAP (Regional Access Point).

