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## Optimizing Mobility Services

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**Abstract** The availability of massive data sets, combined with progress in communication technologies, connected and automated vehicles, and analytics, has the potential to transform mobility for entire population segments. This talk reviews this opportunity, from its potential societal impact, to the development of new mobility services, and the science and technology powering them. In particular, the talk presents recent developments in on-demand multimodal transit systems and community-based trip sharing on real case studies, focusing on the underlying design, scheduling and routing problems.

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