Ester Villavicencio

Associate

Ester is a Civil Engineer in Geography from the University of Santiago de Chile, with over 20 years of experience in the transportation sector. She has been involved in numerous projects estimating demand for transportation services, as well as for telecommunications, banking products, parking, and active mobility, among others, developed in Chile, Colombia, Mexico, Peru, and Brazil.

She is specialized in the design, implementation, and analysis of perception surveys for users of different modes of transportation, as well as Stated Preference surveys to assess the valuation of transportation services, infrastructure, bike lanes, bus stops, parking, and terminals, among others.

Additionally, she has extensive experience in analysing information using qualitative techniques, designing and facilitating citizen and multisectoral participation workshops, leading focus groups, and conducting in-depth interviews.

Relevant Skills

Survey Design: Ester has been involved in various projects where she has been responsible for designing, implementing, and analyzing citizen perception surveys and Stated Preference surveys to determine willingness to pay for different services. She constructs logit models to obtain the valuation of attributes defining the studied alternatives.

Demand Modelling: She has participated in diverse demand modelling studies in Chile and Latin America (Brazil, Colombia, Argentina, Peru, and Mexico), focusing on both public and private transportation, roads, parking, banking services, and telecommunications.

Strategic Transportation Planning: Ester has contributed to strategic transportation planning studies, including mobility plans and master plans for bike lanes, among others.

Logistics and Freight: Ester has been involved in studies of international trade logistics chains, urban logistics analysis, process mapping and diagramming, logistics diagnostics and process improvement, port demand estimation, cost structure studies, competition analysis between rail and road modes, market studies of logistics platforms, and development of methodologies for foreign trade performance, among others.

Data Processing and Analysis: Ester specializes in creating and managing databases in SQL Server. She infers and relates information from different sources, conducts statistical analysis using specific software (Stata) and statistical inferences, and has experience in combining geographic and data sources.

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Project Summary

	Project	Client	Year/Place	Role
Strategic Transport Planning	Market study of B2B transportation services	Confidential	2023, Chile	Project Manager
	Update of methodologies for assigning school transportation subsidies, isolated and rural areas	Subsecretaría de Transportes, Ministerio de Transporte y Telecomunicaciones	2017, Chile	Analyst
	Transportation plan update, Greater Valparaíso Stage II	SECTRA	2016, Chile	Analyst
	Minor infrastructure associated with the major public transportation system of the city of Rancagua, analysis and proposals; and measurement of demand for rural service of Machalí	Intendencia de la región del Libertador Bernardo O'Higgins	2016, Chile	Project Manager. Design of citizen perception surveys
	Minor infrastructure associated with the major urban public transportation system of Puerto Montt and Osorno, Analysis and Proposals	Intendencia de la Región de los Lagos	2015, Chile	Project Manager. Design of citizen perception surveys
	Evaluation of a reduction in public transportation fares for older adults	Subsecretaría de Transportes	2015, Chile	Market Researcher. Interviews
	Analysis and Development of Urban Development Scenarios for Santiago	Ministerio de Transportes	2014, Chile	Market Researcher. Interviews
	Information scenarios for Transantiago passengers	Pontificia Universidad Católica de Chile	2011, Chile	Senior Analyst
	Mobility plan for the Guadalajara Metropolitan Area	Confidential	2010, México	Specialist Engineer
Survey design, implementation, and analysis	Study for the analysis of measures to improve mobility in the Center of Temuco	Intendencia de Los Lagos	2018, Chile	Design, implementation and analysis of perception and stated preference surveys
	Sabana Connection	Grupo Odinsa S.A.	2017, Colombia	Specialist in Stated Preferences Surveys

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Central zone model	Abertis	2017, Chile	Modeler
BancoEstado stated preference support	BancoEstado	2017, Chile	Director de proyecto
Banco Estado RUT account survey	BancoEstado	2017, Chile	Market Researcher
Loa routes	Confidential	2017, Chile	Modeler
Route 66 Traffic Study for Intervial	Intervial	2017, Chile	Modeler
IP Valdivia	R&Q	2016, Chile	Modeler
PPP Buga Buenaventura	Vía Pacífico s.a.s.	2016, Colombia	Modeler
Sisga road	Ashmore CAD-AM Management	2016, Colombia	Modeler
Aburra-Oriente tounel T&R Forecasts	Concesión Tunel Aburrá Oriente	2016, Colombia	Modeler
Demand study of different ways to withdraw money	Banco Estado	2015, Chile	Specialist in stated preferences surveys and demand estimation models
Study of demand and income for bank services	Banco Estado	2015, Chile	Stated Preference Survey Designer
Estimation of underground parking demand in Guadalajara	Afronta Grupo México	2014, México	Stated Preference Survey Designer
Chiloé Longitudinal Route Road Concession	RyQ Ingeniería S.A.	2015, Chile	Modeler. Stated Preference Survey Designer
Traffic and income projection Vía Expresa Sur	Vía Expresa Sur	2014, Lima, Perú	Specialist in stated preferences surveys and demand estimation models
Demand study for a train in Belo Horizonte	Carioca Christiani-Nielson Engenharia	2014, Brasil	Stated Preference Survey Designer
Mexico City Public Transportation Study	Confidential	2011, México	Demand Modeler and Stated Preference Survey Designer
Demand study for a new public transport service	Confidential	2010, México	Demand Modeler and Stated Preference Survey Designer

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