INNOVATIVE MOBILITY

An Assessment of Knowledge and Attitudes Toward Innovative Mobility Concepts Among the Swiss Public

PROJECT OVERVIEW

We collected survey responses and conducted interviews with the people of Switzerland, in order to gather information about:

- The current transportation system in Switzerland
- The public's knowledge and attitudes regarding innovative mobility concepts

Our conversations focused on four innovative mobility topics: car-sharing, ride-sharing, mobility as a service platforms, and autonomous vehicles.



INFORMATION COLLECTED

130 SURVEY RESPONSES

22 **GENERAL PUBLIC INTERVIEWS**

EXPERT INTERVIEWS

WHAT WE FOUND

LIKELINESS OF USE

People who are more educated on innovative mobility concepts are more likely to use them and feel more comfortable using them.



SUSTAINIBILITY

53% of interview participants mentioned the concern or need for sustainability in future transportation. People also referred to sustainability as a requirement for new technology.



Privately owned vehicles are becoming less

CAR SHARING

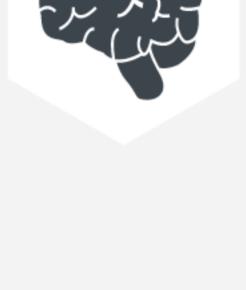
popular, while sharing is is increasing in popularity. 35% of interview participants talked about decreasing ownership of vehicles. **CONCEPTUAL KNOWLEDGE**



Interviewees demonstrated knowledge of innovative mobility concepts on a conceptual

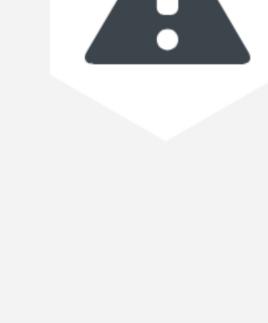
level, but knew less about the specific details. **NOT YET READY**

The majority of interview participants



showed hesitance towards autonomous

vehicles. People feel uncertain about the technology due to safety and cybersecurity reasons.



We recommend that the SATW focus on the following topics when discussing innovative mobility:

RECOMMENDATIONS

THE CURRRENT TECHNOLOGY Systems and concepts in place

How they might be improved

THE TECHNOLOGY FOR THE FUTURE New developments and concepts

Benefits for the people and the environment

The issues that they face

- Potential hurdles to overcome
- Sustainability effects on the environment Efficiency - speed and effectiveness
- Individuality passengers should be people, not numbers

ACKNOWLEDGMENTS

THE PRIORITIES OF THE PEOPLE

Convenience - easy-to-learn and accessible to all

the SATW, especially our correspondents Stefan Scheidegger and

The Innovative Mobility Team would like to thank our sponsors at

Claudia Schärer, for providing us with the opportunity to conduct this project and for giving us access to their extensive network of

contacts in the Swiss public. We would also like to thank our advisors, Professors Ulrike Brisson

and Blake Currier, for guiding us through the project and providing

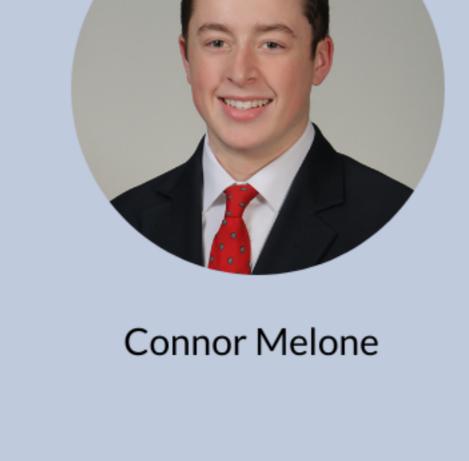
Courtney Kurlanksa, for her help with the project planning and proposal phases. THE TEAM

feedback throughout to improve the study; as well as Professor



Natasha Cruz-Calderon





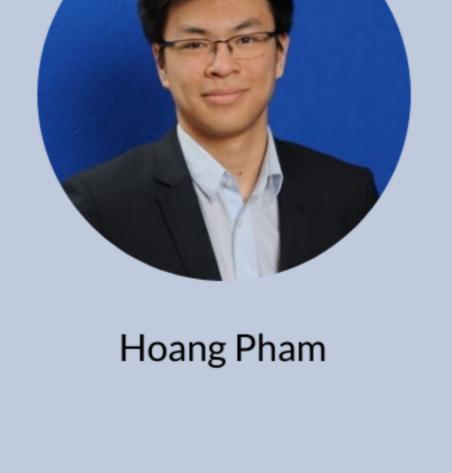






Image References:

https://moneyinc.com/uber/