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

4 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.

CAR SHARING

Privately owned vehicles are becoming less 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.

RECOMMENDATIONS

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

THE CURRRENT TECHNOLOGY

- Systems and concepts in place
- The issues that they face
- How they might be improved

THE TECHNOLOGY FOR THE FUTURE

- New developments and concepts
- Benefits for the people and the environment
- Potential hurdles to overcome

THE PRIORITIES OF THE PEOPLE

- Sustainability - effects on the environment
- Efficiency - speed and effectiveness
- Convenience - easy-to-learn and accessible to all
- Individuality - passengers should be people, not numbers

ACKNOWLEDGMENTS

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