Abstract:

In recent years, more and more cities in Germany developed strategies to provide their citizens with sustainable and environmentally friendly transport solutions. Mobility Stations as locations where different modes of transport are connected on a physical level were implemented and should contribute to promote multimodality. The city of Offenburg started the planning process for their new integrated multimodal mobility service “Einfach mobil” (English: easy mobile) in 2012 and four Mobility Stations are now in the pilot phase. To evaluate the perception and acceptance of “Einfach mobil”, as well as effects on mobility behavior, an online survey among users and non-users was conducted. Within the survey planning stage, five different target groups were identified: customers of the bikesharing provider nextbike, customers of the carsharing provider Stadtmobil Südbaden, citizens, commuters, and visitors. Emails sent by the respective mobility providers, postcards, information online and newspaper articles were used to invite people to take part in
the survey. Incentives were offered to increase response rates. The responses given in the five different questionnaires provide insights on the awareness of “Einfach mobil” and its elements, the attitudes of participants towards the configuration of stations, mobility patterns, as well as actual and potential changes on mobility behavior and travel preferences. The physical presence in public space contribute to raising awareness of the service. The existing components of Mobility Stations play a central role and could be extended by additional components, like parking facilities for private bicycles, information desks, and lockers. Actual and potential changes in mobility behavior towards multimodality were revealed. Some users declared to use other mobility services more often. Non-users showed interest in using mobility services for daily private trips, leisure activities and shopping trips. Possible locations for an expansion of the network of Mobility Stations were identified. Based on the findings, the integrated multimodal mobility service can contribute to reduce car ownership.

Stichworte: Mobility Stations, multimodal mobility, shared mobility services

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