DEEP DIVE ON SHARED MOBILITY – WHAT IT TAKES TO BE SHARED

OLE HARMS, CEO MOIA
SO FAR A POOLING MOVEMENT HAS NOT BROADLY SPREAD YET

84% of (car) commuters are annoyed by daily traffic jams

87% agree that the immense commuter traffic is environmentally damaging

64% regard this traffic as waste of city space/ infrastructure

80% see sharing as a huge lever to solve traffic problems

Nevertheless: 90% of German commuters drive alone in their cars

Source: MOIA study on commuter behaviour 2018 in Germany, 2.000 respondents
REASONS FOR NOT POOLING ARE ROOTED IN BOTH: SYSTEM AND PSYCHOLOGY

- Lack of attractive mobility services (compared to private car)
- Insufficient coverage of relevant use cases
- Lack of awareness for alternatives
- Psychological barriers
- Missing incentives to stimulate behavioral change
MOIA STRONGLY BELIEVES THAT THE PERFECT MOBILITY EXPERIENCE CAN ONLY STEM FROM HOLISTIC THINKING & DEVELOPMENT
THE JOURNEY OF MOBILITY CONCEPT DEVELOPMENT IS MANIFOLD, ESPECIALLY WHEN PATHING THE WAY TOWARDS AUTONOMOUS DRIVING
IN ORDER TO MAKE NEW SERVICES BECOME FIRST CHOICE, CONSUMER BEHAVIOR NEEDS TO CHANGE

Alternative mobility options in the 'relevant set', heart and mind

Trust in availability of need-based mobility options

Public education to promote attractiveness and consciousness

People to understand the real cost of using personal cars in cities
DEVELOPMENT OF LEGAL FRAMEWORK IS KEY FOR THE SUCCESS OF NEW MOBILITY SERVICES

Definition of (city) specific objectives and strategies

Empowerment of service tests/trials

Joint shaping of legal framework: regulator, operators, other stakeholders

Traffic routing/tolling according to aspired sustainability targets

Shaping the public space accordingly

Source: MOIA