

Barriers and preferences to mobility hubs: An analysis of users and non-users

Oliver Roider
Institute for Transport Studies
BOKU University Vienna

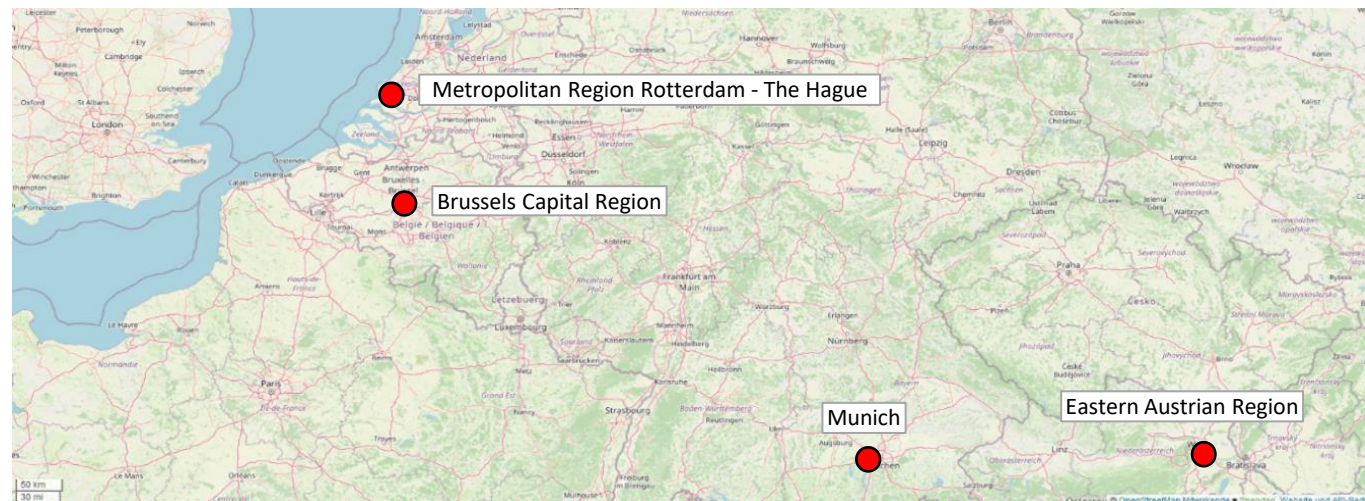
mobil.TUM 2024
International Scientific Conference on Mobility

Authors: Roxani Gkavra^a, Linda Dörrzapf^b, Christoph Kirchberger^b, Yusak Susilo^a, Oliver Roider^a
^a BOKU University Vienna, Institute for Transport Studies, Austria
^b Technical University of Vienna, Department Spatial Planning, Transportation System Planning, Austria

The Smarthubs Projects

- URBAN EUROPE ERANET Project (2021-2024)
- Lead Partner: University of Twente (UT)
Centre for Transport Studies
- 8 full partners from 5 European countries
- 4 Case Study Regions

UNIVERSITY OF TWENTE.



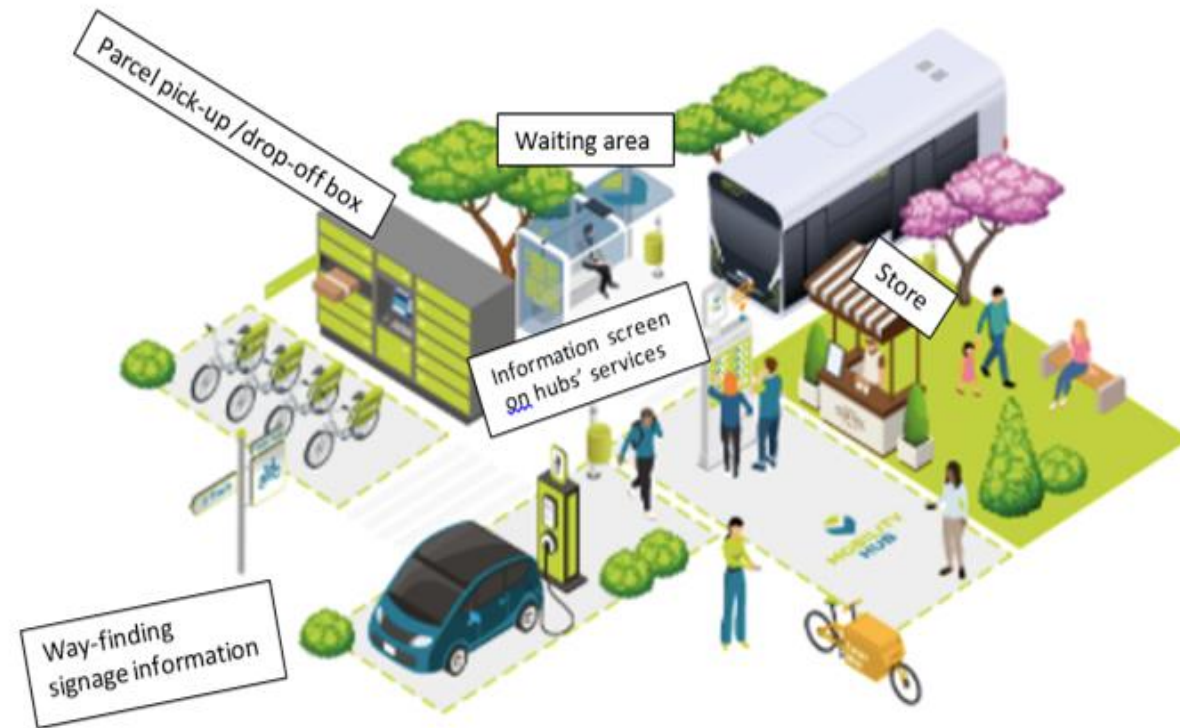
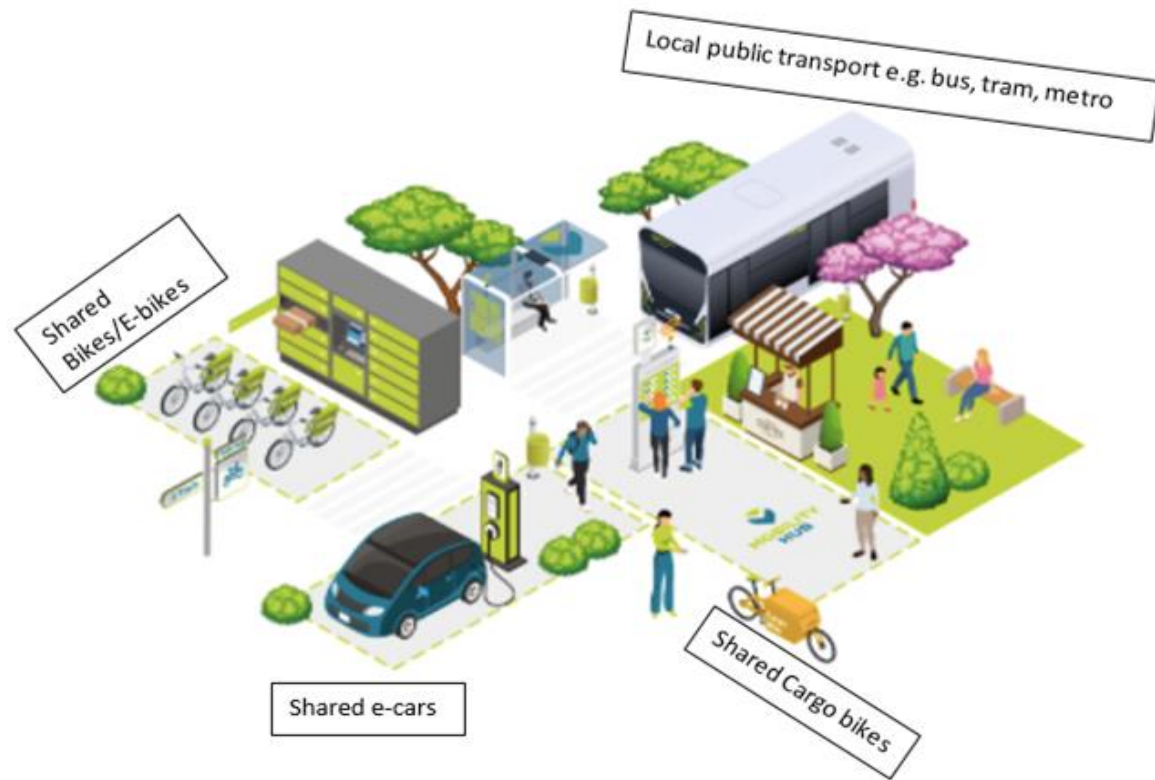
Goal and Definition

- How to make mobility hubs as a game changer towards inclusive sustainable urban mobility and accessibility?
- *“Mobility hub is a physical locations which facilitate shared mobility services at specific, permanent and marked areas which are in proximity to public transport services”*



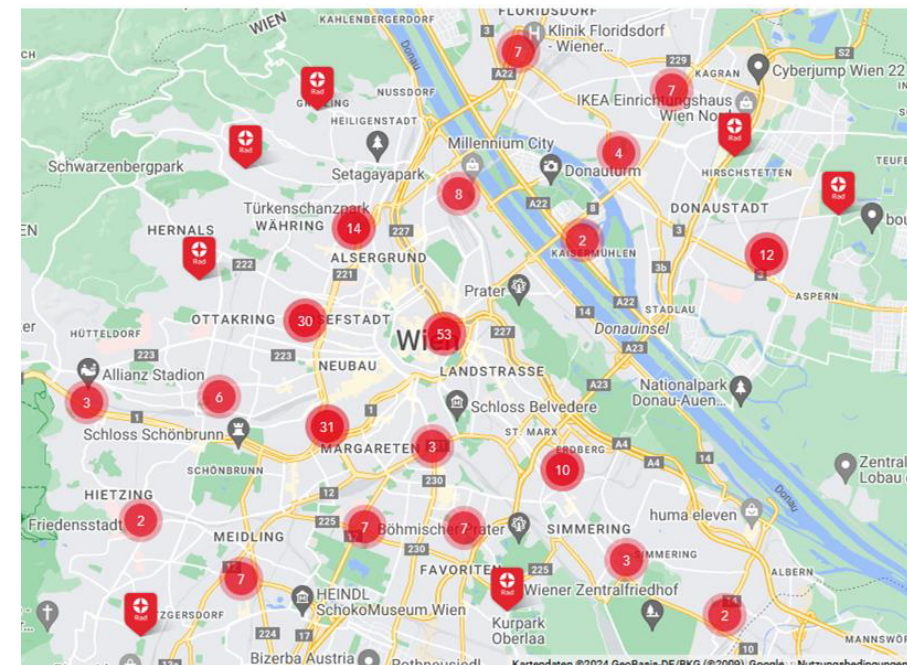
Defintion of a Smart Mobility Hub

- A Smart Mobility Hub is defined as a mobility hub which offers advanced levels of physical, digital and democratic integration.



Mobility Hubs in the Eastern Austrian Region

- Vienna:
 - ✓ around 100 multimodal WienMobil stations till 2025
- Lower Austria:
 - ✓ 11 municipalities in the Weinviertel region since 2019
 - ✓ City of Tulln since 2023



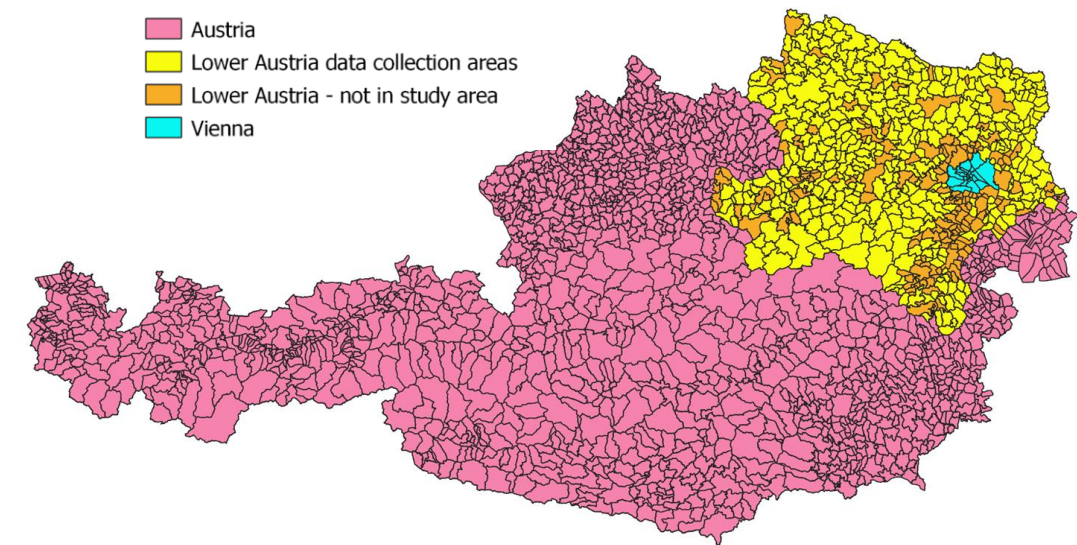
Source: <https://www.wienerlinien.at/wienmobil/stationen>



Source: <https://www.lisamachtmobil.at/>

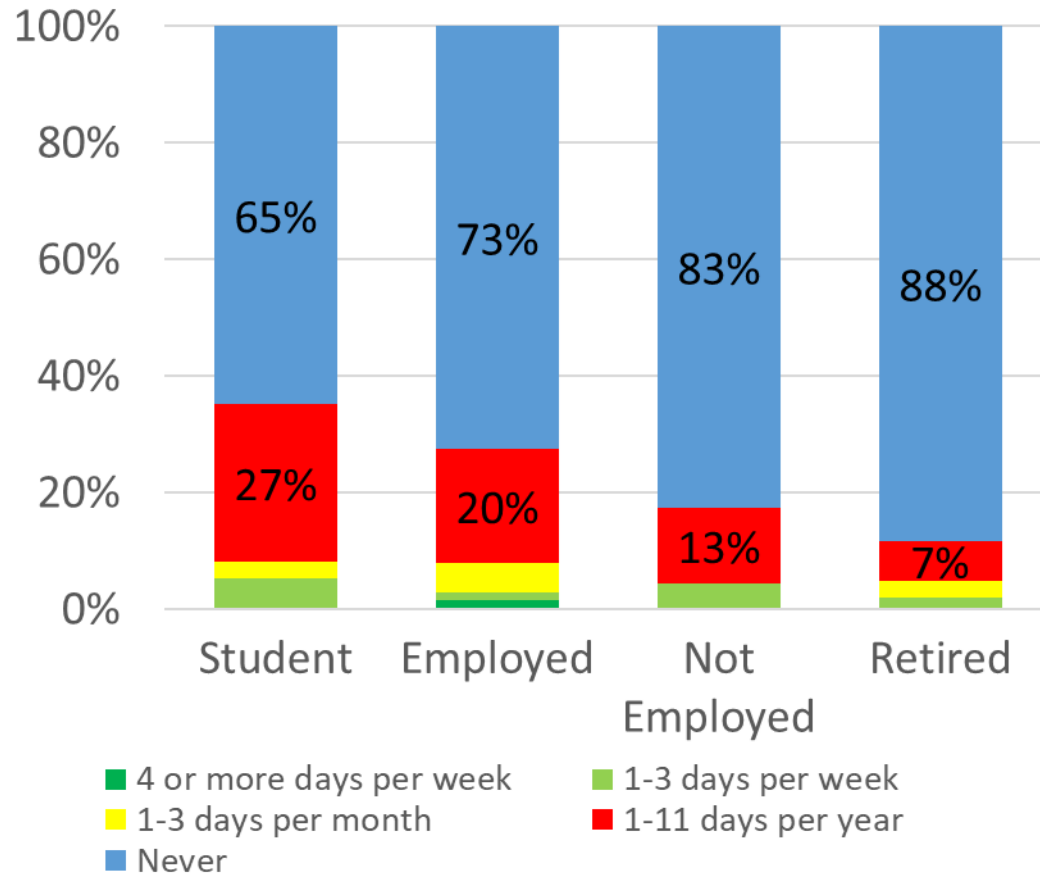
The Austrian Smarthubs Survey

- Standardized survey in 4 European countries
- Quantitative understanding of the current and potential use of mobility hubs
- Capture mobility behavior of users and non-users of shared mobility
- Needs and barriers of shared mobility and hubs
- 579 respondents in Vienna and selected sample municipalities in Lower Austria

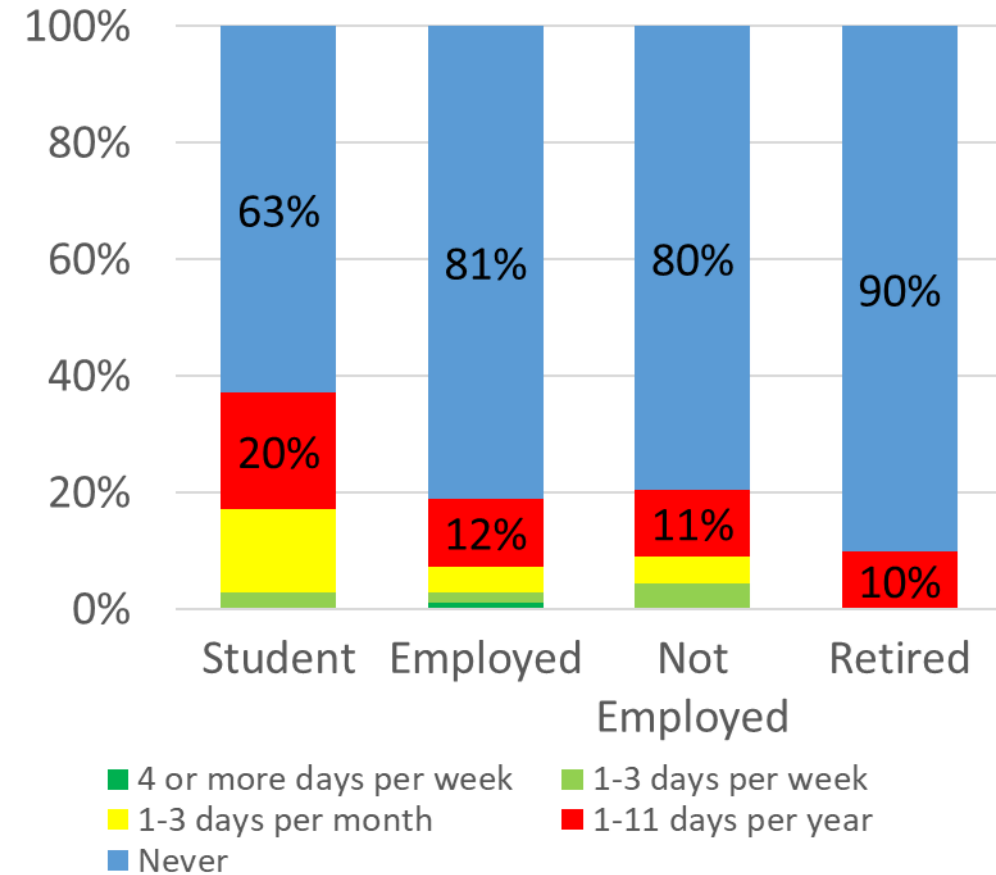


Experiences with Shared Mobility

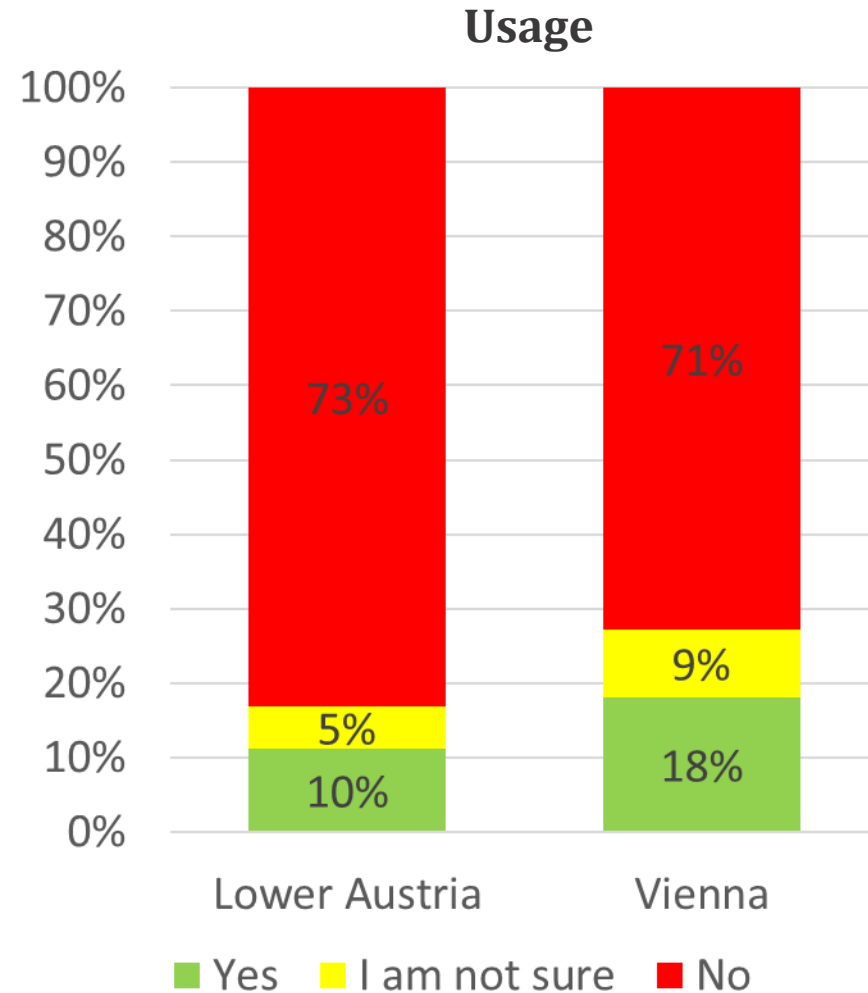
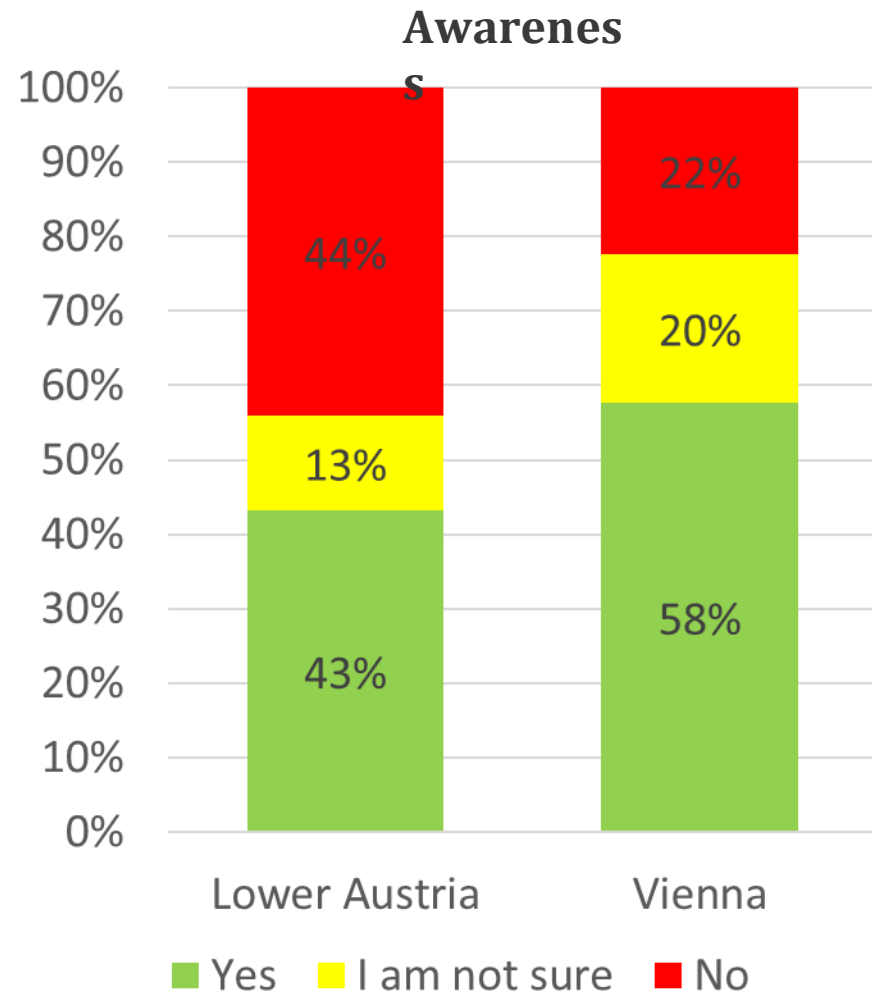
Car Sharing



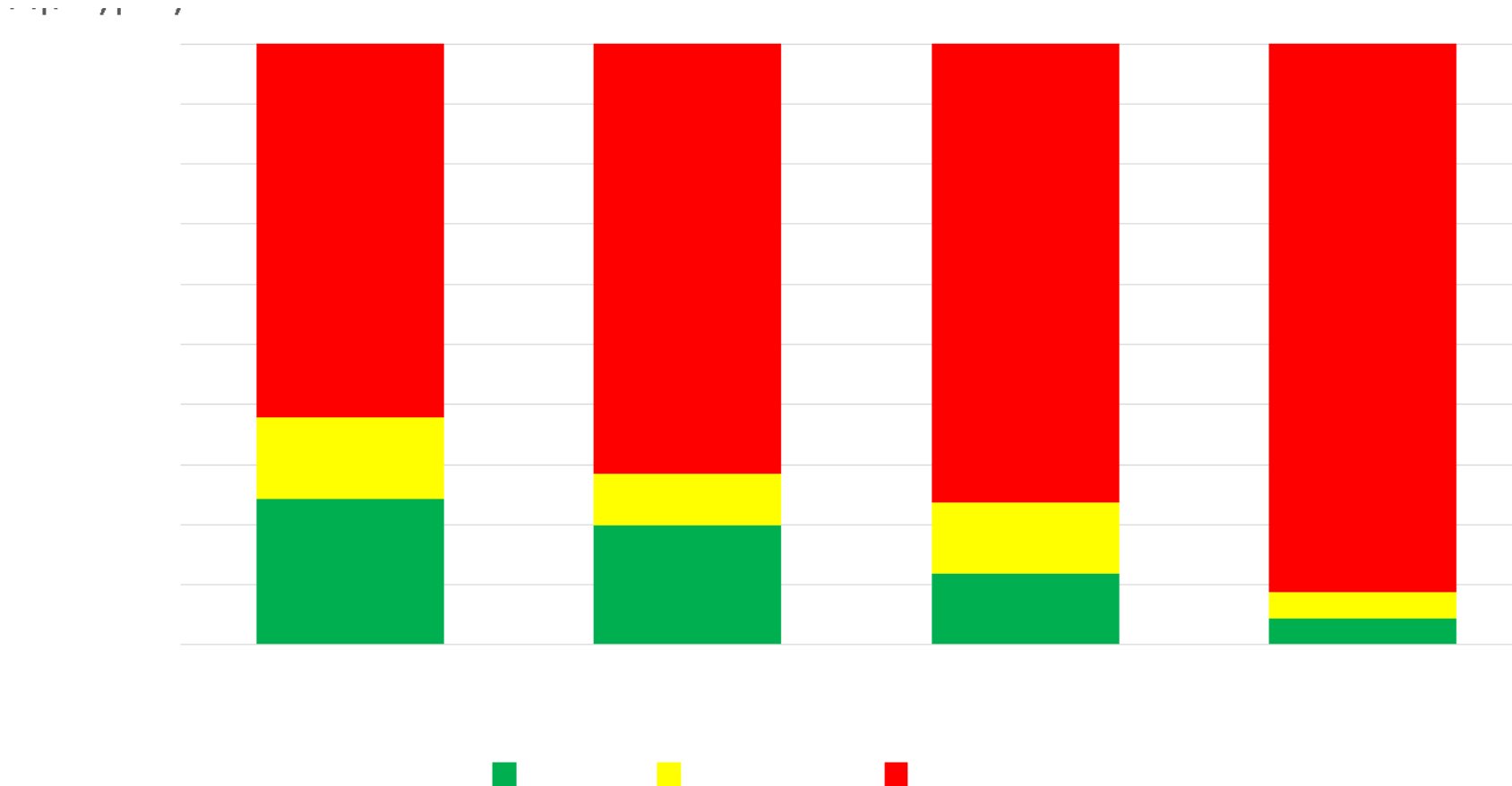
Bike Sharing



Awareness and Usage of Mobility Hubs



Socio-demographic Characteristics of Hub-Users

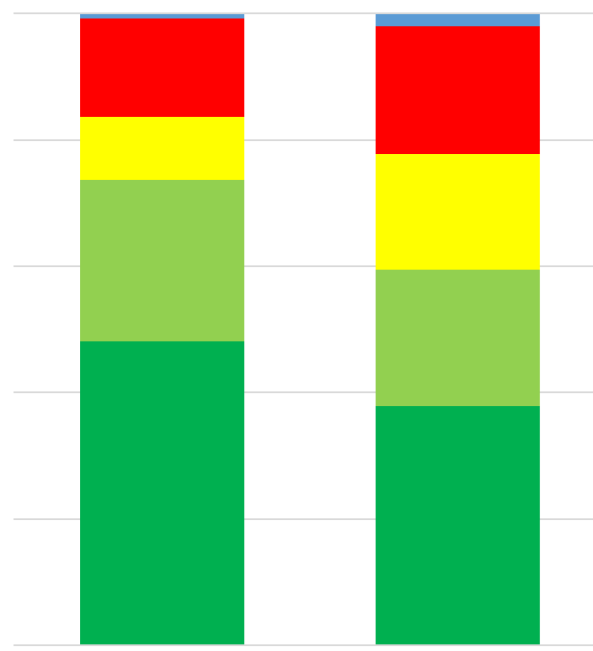


Frequency of Modes used (generally)

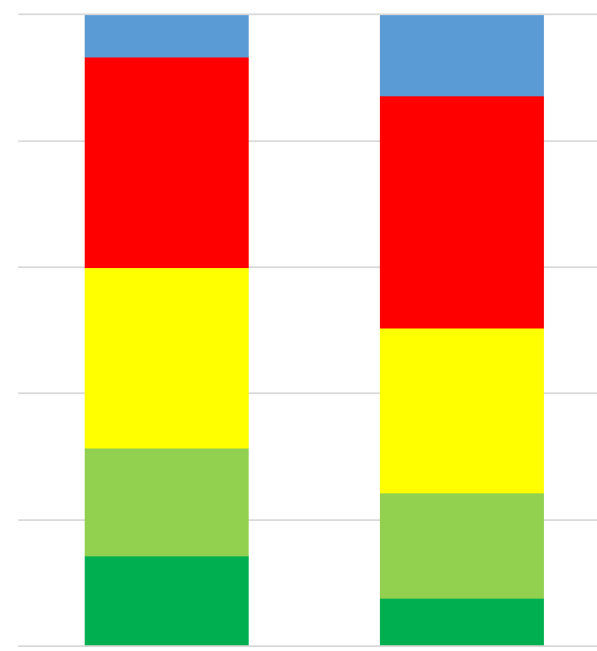
Car



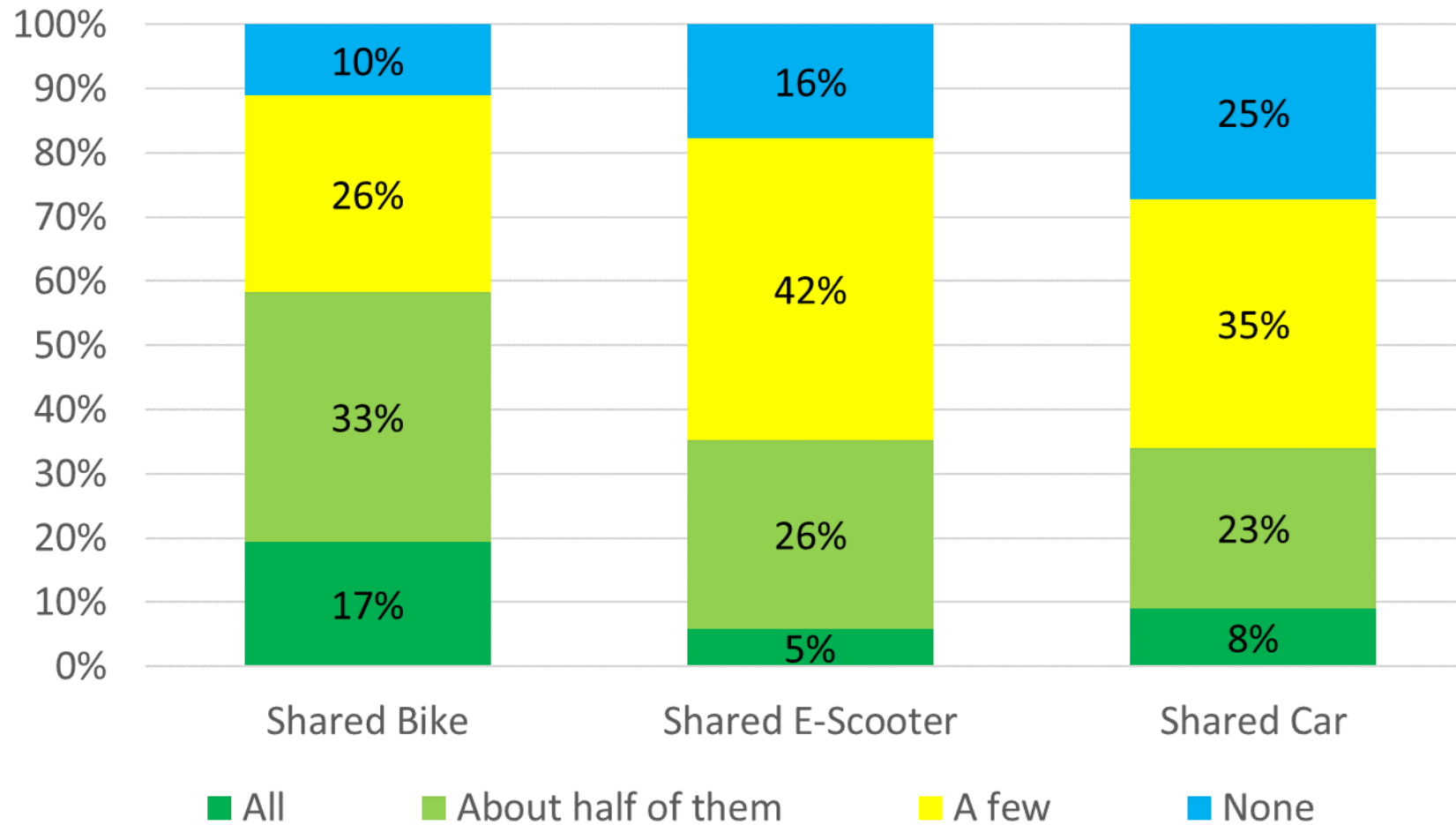
Public Transport



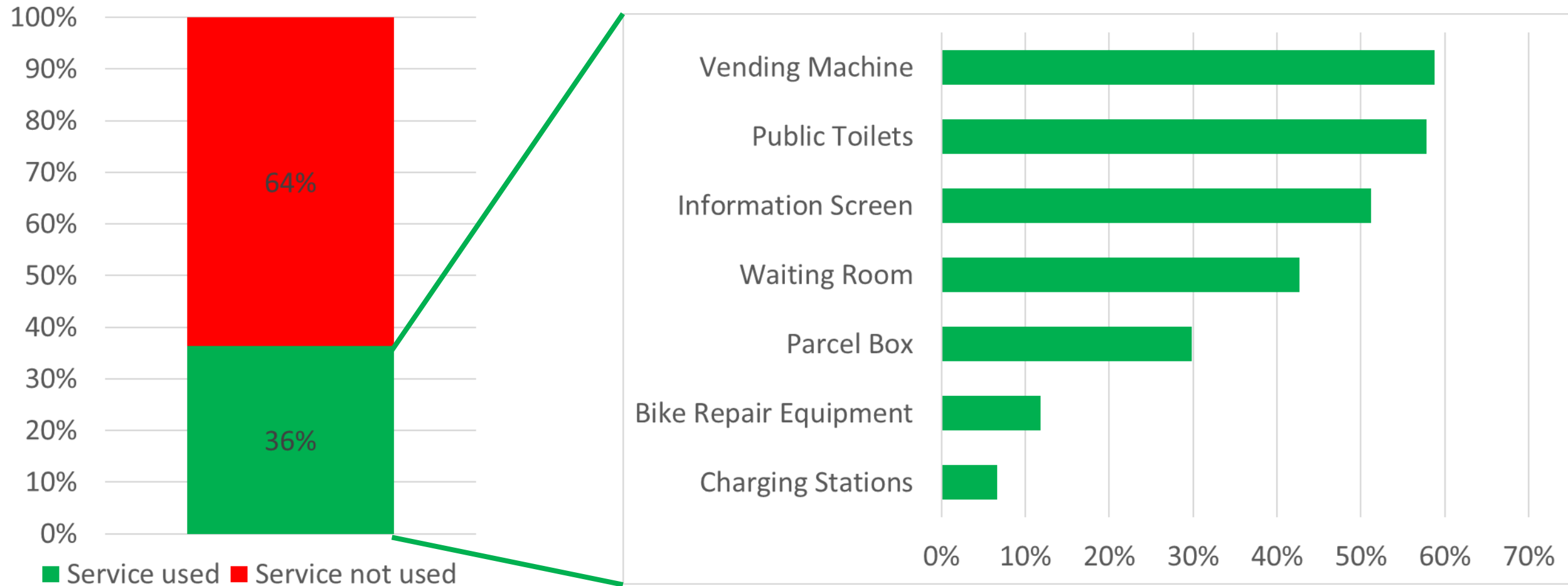
Bike



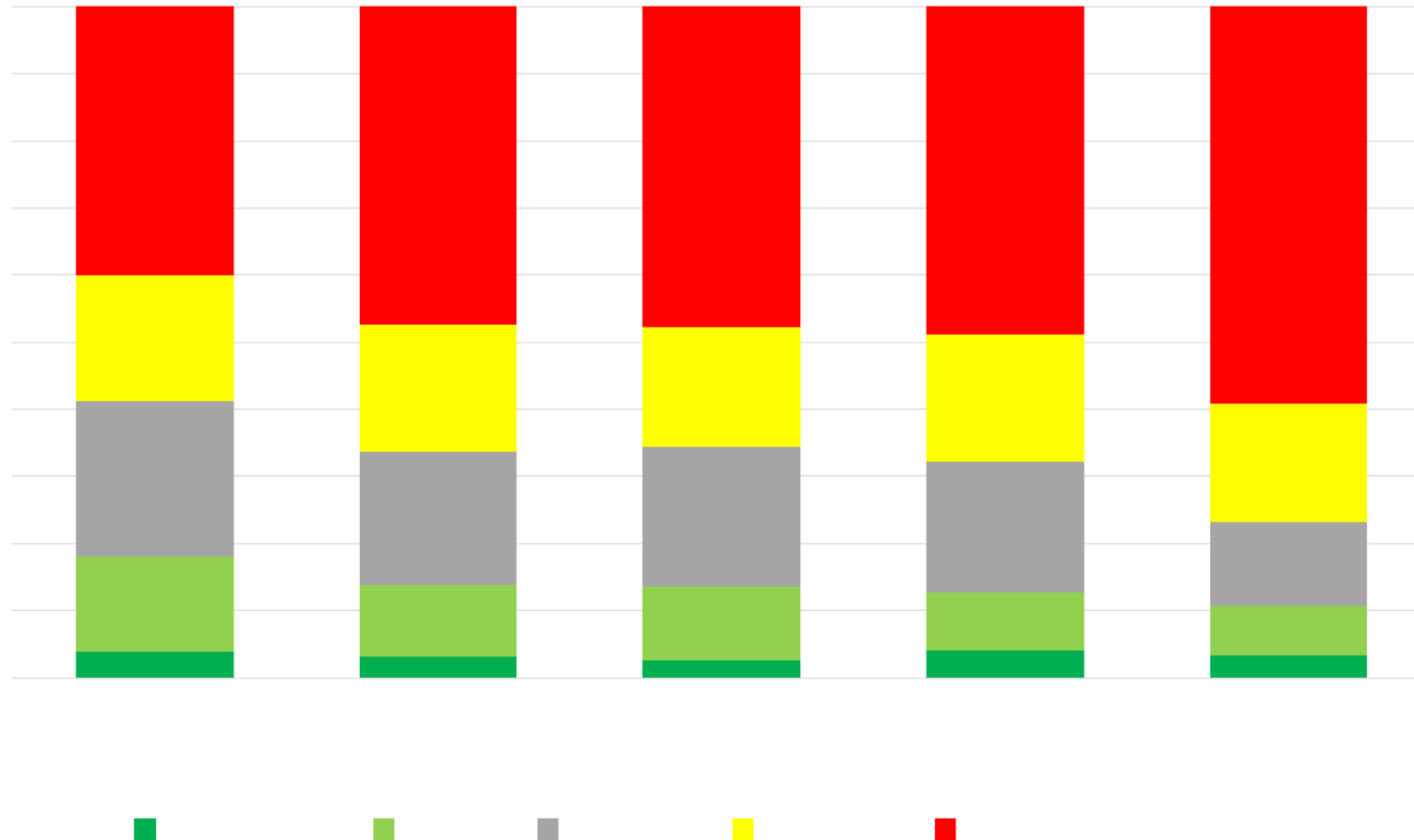
Trips by Shared Mode starting/ending at Hubs



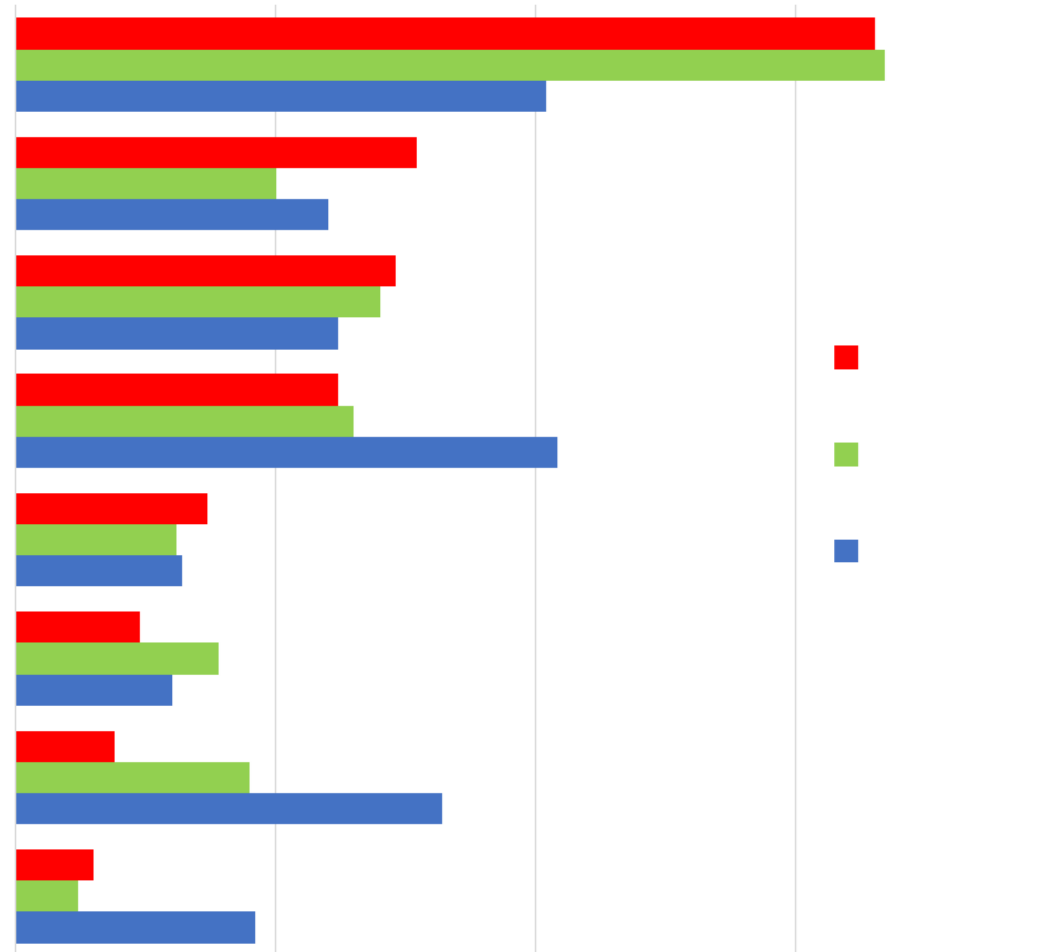
Additional Services used at Mobility Hubs



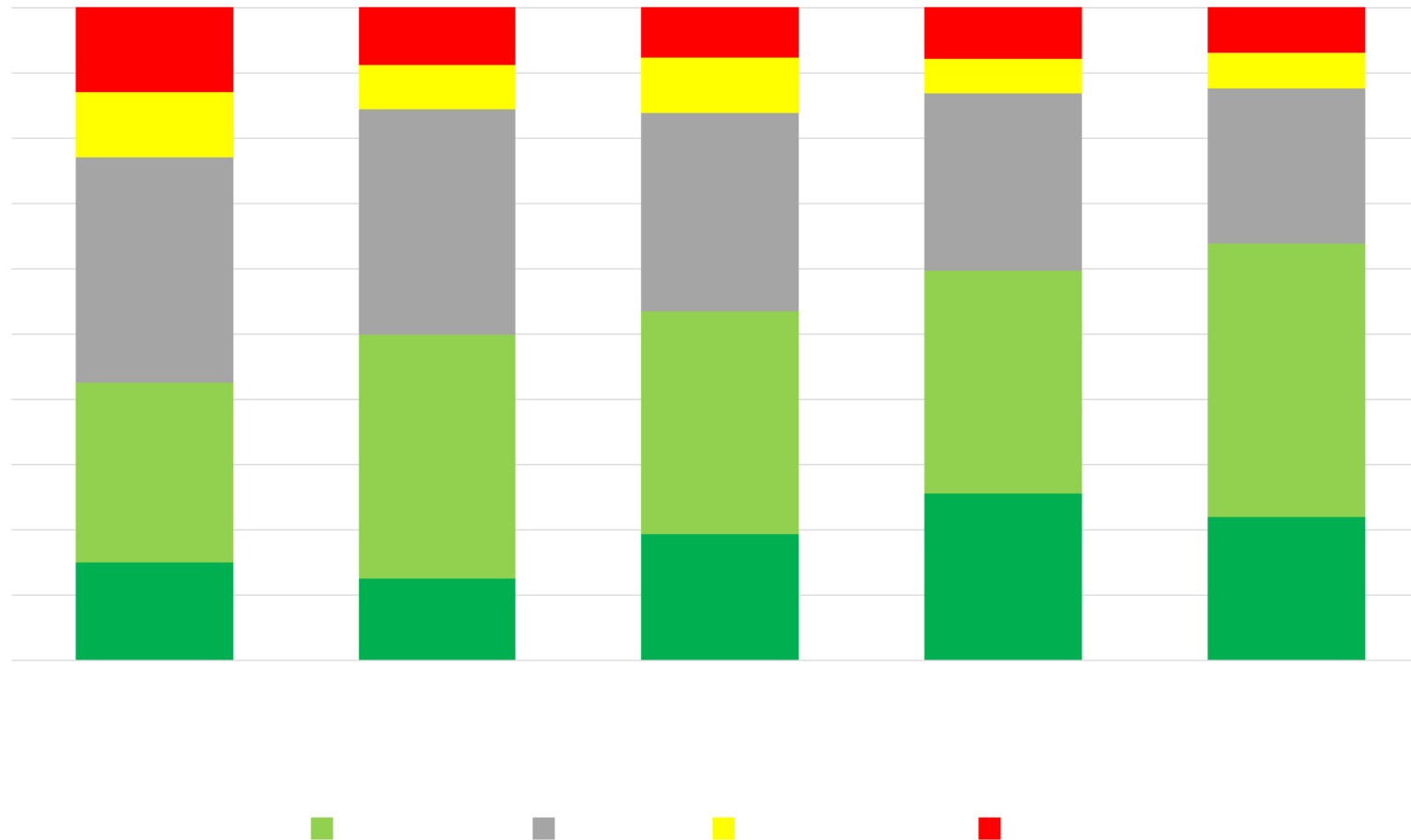
Potential of Non-Users to use Modes at Hubs



Barriers of Using Shared Modes



“Wishlist” of Users and Non-Users for Mobility Hubs



Conclusions

- Higher interest of young people on shared mobility
- Ensure the usability of mobility hubs for people after “life changing events”
- Ensure the accessibility for older people considering their needs

Barriers and preferences to mobility hubs: An analysis of users and non-users

Oliver Roider
Institute for Transport Studies
BOKU University Vienna
oliver.roider@boku.ac.at

mobil.TUM 2024
International Scientific Conference on Mobility

Authors: Roxani Gkavra^a, Linda Dörrzapf^b, Christoph Kirchberger^b, Yusak Susilo^a, Oliver Roider^a
^a BOKU University Vienna, Institute for Transport Studies, Austria
^b Technical University of Vienna, Department Spatial Planning, Transportation System Planning, Austria