

Consumer response to new mobility innovations in Metro Vancouver

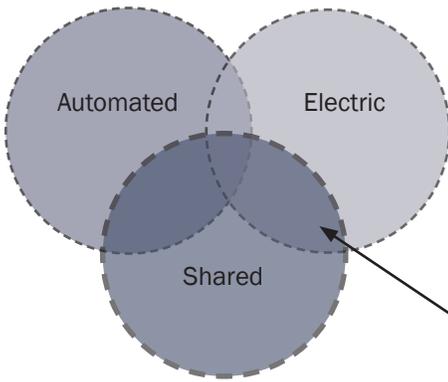


There is much optimism around the potential for **shared**, **automated**, and **electric** transport technologies (called “new mobility innovations”) to help meet climate goals. Yet there is uncertainty about how consumers will adopt and use these technologies. This research provides insight into prospective up-take of new mobility innovations, which can help policymakers anticipate how the innovations might be used by travelers.

In 2020, researchers at Simon Fraser University’s **Sustainable Transportation Action Research Team** (START) conducted a study to explore the current state of **consumer awareness, adoption, interest, and perceptions** regarding several versions of shared, automated, and electric mobility. This brief reports on key results of a representative survey of residents of Metro Vancouver ($n = 993$).

KEY RESULTS

<p>Shared mobility</p> <p>Includes forms of <i>ride-hailing</i> (like Uber and Lyft) and <i>car-sharing</i> (like Evo and ZipCar).</p> <p>Familiarity <i>Are you familiar with this?</i></p>	<p>Automated mobility</p> <p>Includes vehicle features like <i>self-parking, lane centering steering, automated cruise control, and self-driving vehicle automation.</i></p>	<p>Electric mobility</p> <p>Includes <i>battery electric vehicles</i> and <i>plug-in hybrid electric vehicles.</i></p>
<p>» 31% of respondents are familiar with ride-hailing and 21% are familiar with car-sharing.</p>	<p>» 29% of respondents are familiar automated cruise control, 18% are familiar with self-parking, and 11% are familiar with self-driving vehicles.</p>	<p>» 12% of respondents are familiar with the Tesla Model S and 10% are familiar with the Nissan Leaf.</p>
<p>Adoption <i>Have you used this?</i></p>		
<p>» 42% of respondents have used ride-hailing and 18% have used car-sharing at least once.</p>	<p>» Adoption of automated cruise control is highest of the automated technologies considered (30% of respondents).</p>	<p>» 6% of respondents currently own or in the past have owned an electric vehicle.</p>
<p>Interest <i>Are you interested in using this?</i></p>		
<p>» 29% of respondents are interested in using ride-hailing and 18% are interested in using car-sharing in the future.</p>	<p>» One-third of respondents or fewer are interested in purchasing a self-driving vehicle in the future.</p>	<p>» Over one-third of respondents are interested in purchasing an electric vehicle in the future.</p>



When it comes to *combining* the innovations:

- » fewer than 20% of respondents report that they would be *more likely* to use ride-hailing or car-sharing if a **self-driving vehicle** was available for their ride, and
- » over one-third of respondents would be *more likely* to use ride-hailing and car-sharing if an **electric vehicle** was available for their ride.

KEY INSIGHTS & RECOMMENDATIONS



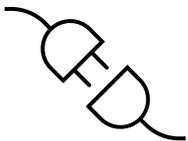
Consider opportunities to improve consumer awareness.

Consumer awareness is low for several new mobility innovations, including pooled ride-hailing, car-sharing, and electric vehicles. Promoting these innovations could help consumers see these as alternatives to their usual modes.



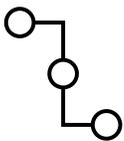
Consider opportunities for interest in ride-hailing and car-sharing.

There are some reservations around using shared mobility forms, which may be due to perceptions of safety and public health guidelines surrounding the COVID-19 pandemic. That said, there is interest in ride-hailing and car-sharing by nearly one-third of respondents.



Consider opportunities for electrification of shared mobility.

Around one-third of respondents would be more likely to use ride-hailing and car-sharing if an electric vehicle option was available for their ride. Ride-hailing and car-sharing services may want to consider including electric vehicles in their fleets to make these modes more attractive to a segment of consumers.



Consider opportunities for shared mobility to address first and last mile connections with public transit.

Ride-hailing, pooled ride-hailing, and car-sharing could be suitable for first and last mile trips to access transit. Respondents in dense urban areas have higher levels of interest in using shared modes already, which may make these populations more suitable for encouraging shared mobility in combination with transit.



Build trust among consumers.

For all new mobility innovations, 60% of respondents perceive that using the innovations requires their trust. Messaging, promotions, and trials could help build trust among potential users.

Read the full report at: <https://bit.ly/3uHt96C>

Full report citation: Long, Z., Aksen, J., Hippmann Gauer, V. *Consumer response to new mobility innovations in Canada*. Sustainable Transportation Action Research Team, Simon Fraser University.

For more information, contact Zoe Long at: zoe_long@sfu.ca