

THE POTENCY OF THE SHARED MOBILITY SERVICE STAD-UP FOR THE CITY-CENTER CITIZENS OF ENSCHEDE

To reduce traffic intensity and its environmental impact in the city-center of Enschede, the Municipality of Enschede developed Stad-up. Stad-up is a semi on-demand, station-based mobility service, that makes use of three different modes: a e-bike mode, public transport mode and e-cars mode.

In 2019, the Municipality of Enschede started with the use of Stad-up as launching customer and introduced the use of Stad-up to her employees as a mandatory system that replaces reimbursements for business travelling (with private vehicles). Stad-up has the ambition to expand its services to the city-center citizens of Enschede, which is the main focus of this bachelor thesis. So the aim of this assignment is to give answer to the main question: Has Stad-up potency for use by the city-center citizens of Enschede?

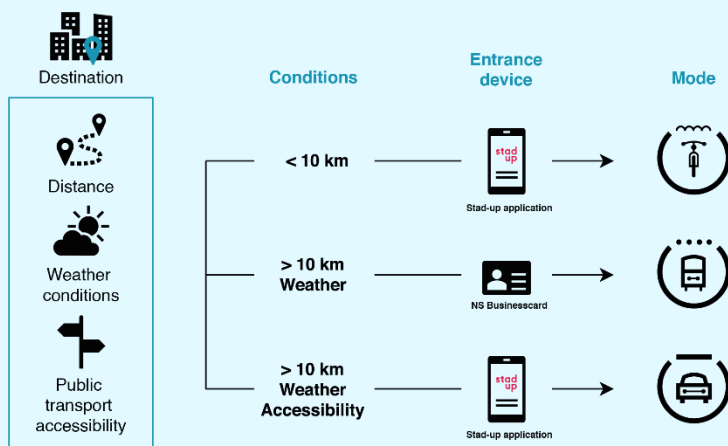


FIGURE 1 BASE JOURNEY MAP STAD-UP FOR THE MUNICIPALITY OF ENSCHEDE

To answer the main question, two studies were done. In the first study, which focuses on the current user experience of Stad-up, an evaluation of the current use experience of the Stad-up service was done with the Municipality's employees. This was done by an evaluation survey among the employees of the Municipality and seven semi structured interviews. For the second study, which focuses on the important enablers and barriers to use shared mobility systems for the city-center citizens of Enschede, a survey was distributed among the residents of the city-center of Enschede and another series of in total 14 semi structured interviews were held.

During the first study, the same points emerge in the survey and interviews. Despite the positive attitude of the employees about the conceptual idea of Stad-up, overall the current user-experience of Stad-up is substandard and its implementation does not fulfill the base requirements of the service. The technical issues with the application that is used to access the service plays a major role in this outcome; due to this the employees cannot count on the use of the service.

The second study shows city-center citizens are positive about the concept of shared mobility. Figure 2 displays six aspects of shared mobility, during the survey and interviews the citizens were asked to rank these aspects and they ranked the availability and accessibility of the system as most important. Based on the survey and interview results, the possible use of shared mobility systems in the city-center of Enschede would be occasional and therefore a service should be accessible and easy to use.

**Accessibility**

The walking or cycling distance that you have to cover before you can use the shared transport.

**Availability**

The guarantee that you can always use the shared transport when you need it.

**Parking options**

The obligation to return the car at the same spot or not.

**Costs**

The costs of a service, which included the kilometer costs and the possible subscription costs.

**Offer**

The range of different vehicles and means of transport withing the service.

**Damage agreements**

The condition from the service in case of possible damage and / or traffic accidents.

FIGURE 2 SIX DIFFERENT ASPECTS OF SHARED MOBILITY

As a result of combining the results of both studies, we can answer the main question of this research and conclude that Stad-up, in its current state, has no potential for the use by city-center citizens. This is mainly based on the current implementation of Stad-up, which is not easy accessible due to the technical issues, in combination with the demand for a service that supports occasional use.

Based on the conclusion, recommendations are given to first improve the service in general and, due to the responsibility that comes with a paid shared mobility service reconsider the expansion of Stad-up to city-center citizens. If the Municipality still want to expand the service for private use, the recommendation is made to optimize the service for occasional use and invest in a helpdesk. Additional research into 1) the optimal distances for shared mobility services and 2) the possible target group of visitors of Enschede is recommended.