# icon 1 001\_Interview\_SP\_1\_Patrick

Text Document

Content:

00:00:01 David

Thanks a lot for taking part in our interview. We want to start off with some basic question. We are interested in shared mobility, so we want to ask a little bit about your travel habits in general. How do you come to Uni? Are you a student?

00:00:17 Patrick (Interviewee)

Yeah

00:00:18 David

Okay, so how do you come to Uni or what kind of transports are you using?

00:00:21 Patrick (Interviewee)

A bike

00:00:22 David

A bike, okay. Are you using them in more detail? Are you going there for how long and why the bike or always the bike or sometimes public transport?

00:00:34 Patrick (Interviewee)

Yeah, it takes about 17 minutes and I always bike to uni OK, but normally I use metro as well, but not to uni.

00:00:42 David

OK.

00:00:44 David

OK. And it's your your own bike.

00:00:45 Patrick (Interviewee)

Yeah

00:00:53 David

Can you once again repeat how long? Do you know how many kilometers about.

00:00:59 Patrick (Interviewee)

It's 17 minutes, but I have no idea how many kilometers it is. But you can probably figure it out.

00:01:06 Patrick (Interviewee)

So the metro I use when I want to go to the center or when I have to take a train somewhere. So I go by Metro to the train. But mostly bike.

00:01:18 David

All right, awesome. David About this one. \*Showing the picture\* Okay. We are conducting a study, especially for the Geemente. Have you seen this area? Could you describe for us what you can see or what do you think it is, or just in general, what your thoughts are on this one?

00:01:42 Patrick (Interviewee)

Yeah, I mean, it looks like a parking area, right? Like a parking area for, for bikes and scooters and bakfiets.

00:01:50 David

What do you think for what purpose that is?

00:01:58 Patrick (Interviewee)

Yeah. It's probably not parking because otherwise there would be things to lock your bike to, I guess, or maybe not. Let me think. If I just look at it like this, it actually just looks like a parking spot.

00:02:17 David

Would you park your bike there?

00:02:22 Patrick (Interviewee)

Probably not, cause I can't lock it to something.

00:02:29 David

You can also see maybe the sign. Do you think that this tell you anything?

00:02:37 Patrick (Interviewee)

I mean, this is a buurthub, right? It's like the neighborhood hub or something like that? No. Yes. Neighborhood hub? Yeah. No, neighborhood hub. Yeah, no, I'm actually confused. It says parking. It has a P with an electric charging station thing, like a plug. But no, I'm not really sure exactly what it is. Why is it a hub?

00:03:03 David

Okay, that's good to know. Yeah, perfect. We will come back to this later. But we want to ask some other question first because we want to want to know if you are using shared electronic vehicles in general.

00:03:21 Patrick (Interviewee)

No

00:03:24 David

It could be like, I don't know, scooters or have you ever used them? Let's say that.

00:03:25 Patrick (Interviewee)

Not in the Netherlands.

00:03:28 David

Not in the Netherlands. And wehre did you use it?

00:03:31 Patrick (Interviewee)

Just when I was in London, I was visiting, so I used like an electric bike.

00:03:36 David

OK, so for what reason?

00:03:39 Patrick (Interviewee)

Because I wanted to get around faster and I didn't want to take public transport. So I yeah, I use an electric bike instead. I guess it was a bit nicer to to get around about freedom, I guess.

00:03:47 David

OK.

00:03:55 David

For what reason are you not using it here

00:03:59 Patrick (Interviewee)

Probably because I automatically assume it would be more expensive. Because if I have my own bike, it's just easier. I don't have to go there and pick it up and then drop it off somewhere. It's just much easier. It's just less to think about, I guess, like less hassle.

00:04:21 David

OK. And if you're thinking about your experience in London, how would you, how did you do the whole process? Did you know about the product already or?

00:04:34 Patrick (Interviewee)

No, I I saw the bike on the street and then I downloaded the app and then I used the bike. Exactly so I just used it on the spot.

00:04:45 David

Okay. And about thinking of where did you… Is there something like… Do you know how, for example, you can drop off the bike or where do you have to pick up the bike or all this?

00:04:57 Patrick (Interviewee)

Yeah, I think it depends on the app like some of them are more confusing than others, but I think mostly it was clear like I used like an Uber bike. And yeah, it was clear where I could drop it off. For me at least through the app.

00:05:11 Alejandro

So you would say the interface was very important?

00:05:15 Patrick (Interviewee)

Yeah, yeah.

00:05:18 Alejandro

And do you think the fact that you recognized that it was Uber made you more inclined to use it?

00:05:22 Patrick (Interviewee)

I think maybe. But I think if there weren't other brands and it wasn't Uber, then I would still use it. It made me pick that bike maybe, but I would have still used the electric bike even if it wasn't.

00:05:43 David

OK, so that was your only experience with a shared mobility vehicle?

00:05:51 Patrick (Interviewee)

That was the most recent one. And then I also used before I started uni. I used some electric bikes in Prague.

00:05:57 David

In Prague? Okay. You were using them because… You were living in Prague?

00:06:03 Patrick (Interviewee)

Yeah

00:06:04 David

Okay. For what reason did you use them there?

00:06:07 Patrick (Interviewee)

I only used it a couple of times to get around the center, but I didn't use it much because the infrastructure is not really very good for bikes there

00:06:18 David

OK.

00:06:20 Patrick (Interviewee)

I can see how it would be nicer to use it here, but I don't see it as necessary if I have my own bike, I guess.

00:06:29 David

All right. We want to move on to actually another topic or more or less connected topic to that. It's called the buurthubs. We already showed you the picture. This is actually a project from the municipality of Amsterdam, which is trying to implement shared parking spots for shared vehicles, so like hops where you can borrow vehicles and where you can… You have them at the uni also, actually. But we want to know a little bit about your opinion on that. Could you imagine using such a hub, basically?

00:07:13 Patrick (Interviewee)

Yeah, I think it depends how it would work. I guess the bikes would be there and if I see a bike there, then I would pick it up, and then I would bike around and then I would return it at another hub? Or is that or is that how it works?

00:07:22 David

That's basically how it works, yeah.

00:07:23 Alejandro

But there are several ones. There's, like, one in West, one in South and there's one in Science park.

00:07:31 David

Yeah. Couple of, yeah, around the city actually.

00:07:34 Patrick (Interviewee)

Yeah. And I guess would there be like like an app for it or how would I reserve the the bikes?

00:07:40 David

Basically, it's about the different providers have the option to put the places here. It's more or less an organization of the whole shared parking, because now everything is all over the place and they're trying to put it in one spot, more or less.

00:07:57 Patrick (Interviewee)

Okay. It's more about putting the shared mobility vehicles in one spot. Exactly. That they are not all across the street.

00:08:05 David

Right, right, right, right.

00:08:07 Patrick (Interviewee)

Yeah. I mean, yeah, that that sounds like a good idea actually.

00:08:12 David

OK.

00:08:24 Patrick (Interviewee)

Yeah, I think so, actually. I probably would still, most of the time bike, but maybe if somebody visited me, I would use it together with them. Even if I didn't use it, I think it's probably good that the bikes would be there where they belong and not randomly across the city. But I couldn’t imagine myself using it.

00:08:48 David

OK.

00:08:52 Alejandro

Considering the fact that you'd use them in a theoretical situation, what factors would drive you to just not have your personal bike anymore and just rely on shared mobility through renting bikes and stuff? What factors like cost or location.

00:09:14 Patrick (Interviewee)

Oh yeah.

00:09:16 Patrick (Interviewee)

Yeah, definitely. Probably cost and location.

00:09:22 Patrick (Interviewee)

Yeah, I mean, because I'm a student, I'm very stingy, right? I don't want to spend a lot of money, so I I want like the cheapest option. My bike is like just like 40 € and I have it for a couple of years. So It’s very affordable and I also have it there where I left it. I assume there would be some walking involved, which probably wouldn't be that bad actually. I guess the biggest worry would be like it might be unreliable. Like what if there isn't a bike there and then I walk over there and then I can't bike. So that would honestly be like the biggest deterrence to me. if it was unreliable like, if I couldn't always pick up a bike there.

00:10:05 David

All right.

00:10:07 David

So we talked about the Buurthub now and you can see the picture here. If you could kind of design it in a way how it would be most useful for you. Do you have some recommendations? What would be most important for you if you want to use a Buurthub?

00:10:34 David

A neighborhoodhub basically.

00:10:35 Patrick (Interviewee)

Yeah, definitely would be important, that it is clearly marked where it is. I guess there is a sign, but it doesn’t seem very like distinctive.

00:10:56 Alejandro

Yeah, it seems like a little blend.

00:10:58 Patrick (Interviewee)

Seems a little bit blend like, I mean, I guess it would make sense if there was like a logo that I could associate with it, you know.

00:11:04 Alejandro

OK.

00:11:07 Patrick (Interviewee)

Like right now I have to read the text and the text is quite small and also it doesn’t actually say what it’s for unless you go like super close. I guess if I come really close I can read what it says, so that’s good.

00:11:24 Patrick (Interviewee)

It would be better if there was like some some, I guess, yeah. Like some logo I could associate with it. So I I recognize it better.

00:11:36 Patrick (Interviewee)

But I mean otherwise it looks good like it's it's easily accessible. And it's marked.

00:11:42 Patrick (Interviewee)

Yeah, I mean I I it's clear to me that it's like a parking space of some sort.

00:11:49 Patrick (Interviewee)

But yeah, just making it clear what the purpose is, I guess.

00:11:56 David

OK. So far so good I would say.

00:12:10 David

Do we have anything else to ask?

00:12:11 Alejandro

Yeah, I think I was good.

00:12:15 David

Perfect. Yeah. In that case, thanks a lot for for your help. Means a lot for us and can help us a lot and can help the project for sure a lot too.

# icon 2 002\_Interview\_SP\_2

Text Document

Content:

Interviewer 1: We’re going to record this interview if that’s okay with you?

Interviewee: Don’t worry. Yeah.

Interviewer 2: Okay perfect, so we want to start with getting through some key parts of the consent form which we gave you a few minutes ago so you could read it. Actually you read it?

Interviewee: [nods]

Interviewer 2: Yeah, ok perfect. Our assignment is to just know a bit about people’s approach to vehicles, like shared vehicles. So first we can just ask you probably about maybe your age? Just to know a bit

Interviewee: I’m 25 years old

Interviewee 2: Okay 25. Do you study here?

Interviewee: I’m actually an employee in one of the buildings over there [points at nearby building]

Interviewer 2: Okay perfect. Do you live in Amsterdam or?

Interviewee: I do

Interviewer2: Okay

Interviewer 1: So, we’re just going to ask you some questions about vehicles in general. Do you have your own personal vehicle?

Interviewee: I do have a bike. I don’t have anything motor vehicle.

Interviewer 2: Bikes are okay.

Interviewer 2: Yeah. So, do you normally use your bike as your main form of transport?

Interviewee: Yes, I do. Everyday

Interviewer 1: Everyday, yes

Interviewer 2: So how long does it take you to get to work or wherever you go with using your bike.

Interviewee: Actually, I just moved, so my commuting time used to be 15 minutes but right now it’s 40

Interviewer 1: Okay

Interviewer 2: So, we would like to know how would you approach using shared vehicles? Are you a fan of them or not really?

Interviewee: Oh, I’m a big proponent of carpooling if that’s what you mean. In the case of public transport, I also very much support it, but I do feel like I’m having some conflict about the fact that most of it is privatised, and I feel like maybe there should be a nationalized public transport service.

Interviewer 2: Okay, that’s a good idea. Good way of thinking. So, have you ever used shared vehicles?

Interviewee: Yes, I did

Interviewer 2: Okay. Here in Amsterdam?

Interviewee: I’ve used the NS, GVB, but I’ve never used a taxi, and I’ve carpooled with some people.

Interviewer 1: Have you ever used a shared electronic vehicle like the CHECK bike or the Donkey bikes or anything?

Interviewee: No, I’ve never used anything like that.

Interviewer 1: Okay

Interviewer 1: Okay but, maybe we can ask you but if it’s too much you obviously can tell us.

Interviewee: Of course

Interviewer: Why didn’t you use them? You just didn’t want to or was it more of safety reasons?

Interviewee: Well usually for things like shared scooters or an OV Fiets or an electrical bike that’s available to be shared, it’s not really a step up from me having my bike, so, yeah. There’s not really a demand from my place when I have my bike.

Interviewer 2: Okay

Interviewer 1: Have you maybe heard of anyone who has maybe had a bad experience using one of those companies before?

Interviewee: No, I haven’t really but I did hear stories of other cities that have been infested with these e-scooters that are just laying around and people don’t really store them in their places, and they get thrown into rivers and stuff and I would be very sad if that became a reality in Amsterdam

Interviewer 1: Yeah, of course

Interviewer 2: That’s actually our case of study because we’re working for Buurthubs which is connect to the Gemeente in Amsterdam and those are the places in neighbourhood living areas where you can rent a bicycle or a cargo bike or a car even. You can just go somewhere, do your stuff and then come back and leave it in the exact same spot. Do you think that’s a better idea or should there be only like you can just leave it wherever you want?

Interviewee: I would be a proponent of there being hub spaces where you can leave them so don’t have exactly go back to the place where you got it but that you can kind of use it as stations.

Interviewer2: Yeah, because there are actually stations like this in Amsterdam and we just wanted to know if it is good or bad for you?

Interviewee: Yeah, I would prefer that over just leaving them wherever you want, and I do feel like it’s very hard to implement such a service if you have to return it to the same place. That’s just my personal interpretation of the situation.

Interviewer 2: Okay perfect.

Interviewer 1: So, what do you think about shared vehicles eventually in the future becoming a complete alternative to people having their own vehicles.

Interviewee: I’d have to think about that because I do like being able to get transportation without having to own a vehicle, but I do feel like it should still be possible to own a vehicle, if that makes sense. On the other hand, I do feel like car ownership has gotten out of hand in Amsterdam because there’s so much space that needs to be reserved for car usage because everyone wants a car even though not that many people actually use a car. I feel like from the space perspective, I think vehicles that use a lot of space would have a better purpose as a shared alternative than private owned. If I formulated that correctly

Interviewer 2: Ok so I think we’re getting more into the end of our interview, we would like to as you some questions about Buurthubs itself. Maybe you have seen ones her how they look like. It’s a sign where you can park with spaces. Have you heard about them or seen one anywhere? [shows picture of Buurthub]

Interviewee: Yeah, I’ve seen this, but I didn’t really know that it was for shared vehicles, just thought it was for OV Fiets

Interviewer 2: No, it’s actually for particular shared vehicles. Even there, on the campus so maybe if you’ve ever walked there, you can see them

Interviewer 1: There’s actually one over there [points to Buurthub]

Interviewer 1: If you could design a Buurthub, how would you do it?

Interviewee: I would not leave it in the open, I would actually put a little wooden fence over it, but then not with a gate, just leave one side open as to protect from weather damage

Interviewer 2: That’s a good idea. And what do you think what would you think would make them more recognisable? Because for now it’s a sign.

Interviewee: Well, if you have like weather protection you can just use a sign on the top rim or something, that would make it more clear maybe that it’s a shared space

Interviewer 2: Probably, yeah. Okay Thank you very much

Interviewer 1: Thank you so much.

Interviewee: You’re welcome.

# icon 3 003\_Interview\_P\_A

Text Document

Content:

Summarized and cleaned-up version of interview.

(Left out umms and mumbles and tautologies)

“Can you tell me about your current transportation habits and preferences?”

I mostly rely on my trusty bike to get around Amsterdam. It's convenient and eco-friendly. Occasionally, I'll use public transportation for longer distances, like trams or buses.

“How long (km/min) do you travel daily (approx.)?

Around 40 mins by bike to university and back. Then, to go to the gym on certain days or adding in miscellaneous trips such as grocery runs or so I would add 20 minutes to it. So, like 1 hour (a day) approximately on average.

Are you familiar with Amsterdam's neighborhood hubs?

I do know what they are as I saw them on a tik tok once, but I’m not familiar with them in the sense that I’ve never used them. I understand that they have to do with shared mobility but am not aware exactly how they work, whether you use a third party or if they are owned by the government, the tiktok was kind of vague to be honest.

Explained neighborhood hubs and showed a picture to the interviewee

• Interviewee mentioned that they recognized picture kind of because of tiktok

“Now that you have an understanding of what the neighborhood hubs are and how they work, would you be inclined to start using the current hubs?”

I would still stick with my bike. It's a personal preference and a great way to stay active while commuting. However, I'd consider using them for specific longer trips, especially if they offer eco-friendly options.

If you could change certain aspects of the neighborhood hubs, which factors would make you more inclined to using them?

I'd be more inclined to use neighborhood hubs if they were cost-effective and strategically located. Lower prices or special student rates would be a significant incentive. Additionally, if these hubs were conveniently placed near my university or popular student areas, it would make them a more attractive option for my daily commute.

Moving on, we would like to know more about how accessible these hubs are to you. Are shared mobility hubs conveniently located near your home or workplace?

I mean there’s one like 10 mins away from my place I think. However, they could be more conveniently located near my university campus, which would make them even more accessible for daily use.

Do you know how to access the vehicles inside the mobility hubs?

I mean as you explained, you would use third-party apps, but I myself am not experienced with any sort of shared mobility renting apps so to answer your question I guess I'm not quite sure how to access the vehicles inside the mobility hubs, as I'm not familiar with their specific operations. It would be great to learn more about the process though, maybe someday I will download the app and give it a try.

Are there any personal preferences or barriers that affect your choice of shared mobility over other transportation options?

My personal preference for using my bike is mainly due to the flexibility and cost savings it offers. However, if shared mobility options were more affordable and offered user-friendly access, I'd be more willing to consider them for specific journeys or when my bike isn't available.

Are you already using other shared vehicle services? Which services and how do you use them?

I haven't used any shared vehicle services during my time in Amsterdam, as I've primarily relied on my bike. However, I've observed others using services like shared bikes, electric scooters, and car-sharing platforms. It's interesting to see how these options have become increasingly popular in the city.

On vacations to other cities, I've had the chance to use Lime scooters, and it was quite a fun experience. It's a convenient way to explore a new place, and I appreciated the flexibility it offered. If similar services were more prevalent and accessible in Amsterdam, I might consider using them for short trips or when I want to change things up from my bike.

Would you ever see yourself completely ridding yourself of your bike and fully relying on shared mobility? No, never

I can't see myself completely giving up my bike and fully relying on shared mobility. My bike is more than just a means of transportation; it's a part of my daily routine and lifestyle in Amsterdam. Shared mobility services might complement my transportation options, but they wouldn't replace the convenience and freedom my bike provides.

# icon 4 004\_ Interview\_P\_N

Text Document

Content:

Interviewer: Are you a student?

Interviewee: Yes I am

Interviewer: Are you a resident of Amsterdam

Interviewee: No I actually live in The Hague, but I lived in Amsterdam for almost 3 years before I moved to The Hague a couple months ago

Interviewer: Before we get into the more specific aspects of the interview, I would like to ask you some general questions about your travel habits. First off do you have your own personal vehicle?

Interviewee: Yes I do

Interviewer: What kind of vehicle?

Interviewee: I have a car, I used to have a bike but I bought a car a few months ago and that’s what I primarily use nowadays, especially since I go back and forth from The Hague to Amsterdam multiple times a week

Interviewer: So would you say your car is your main means of transport?

Interviewee: It’s probably like 50/50 with my car and the train. I share the car with my boyfriend so when he’s using the car or when I don’t feel like driving, I’ll just take the train

Interviewer: Between your car and the train, which one is your preferred means of transport?

Interviewee: I would probably say I prefer to use my car over the train I think.

Interviewer: Can I ask why you prefer it?

Interviewee: It’s just more comfortable and more convenient for me you know. I can just get into my car and go wherever I want at that moment. I don’t have to wait outside for the train and them when I’m done I just drive straight home and park and that’s it. Also, since I go between The Hague and Amsterdam a lot, I usually have to take a bunch of things to take with me and it’s easier to just throw it in my car than to take all the bags and stuff on the train with me

Interviewer: How long normally is you daily commute would you say?

Interviewee: Probably around 40 mins or maybe 50 sometimes with traffic.

Interviewer: Is that when you use your car or when you take the train?

Interviewee: That would be when I drive yeah

Interviewer: What about when you take the train?

Interviewee: By train, I would say usually around an hour, maybe an hour, ten [1h, 10m] sometimes

Interviewer: Ok great, moving forward I would like to ask you some questions about shared electronic vehicles in general. So have you ever used any shared electronic vehicles?

Interviewee: Yeah I’ve used some of them before

Interviewer: What made you decide to use them?

Interviewee: At the time I didn’t have a car of my own, or even a bike, so it was convenient for me to use those.

Interviewer: So did you encounter any difficulties or confusion when trying to rent the shared vehicles when you used them?

Interviewee: No, I don’t think so. It was fairly easy I think I just had to register it in the app if I remember correctly, it was a while ago though

Interviewer: Okay. So how did you decide where to pick up and drop off the vehicle before and after using it ?

Interviewee: To pick it up, I just took it from wherever I could find that was closest to my house

Interviewer: And a drop-off point? Was that easy to find?

Interviewee: Yeah it was actually a bit difficult sometimes like if they were full or something I had to find an empty one somewhere else which was kind of annoying

Interviewer: Was there any specific company or provider you preferred?

Interviewee: No not really, mostly just whatever was closest or more convenient

Interviewer: Okay. So what do you think about shared vehicles eventually becoming an alternative to bike and car ownership in the future?

Interviewee: You mean like completely change and everybody uses the shared ones?

Interviewer: Yeah so hypothetically, everyone gets rid of their own vehicles; bikes, cars, etc. and instead everyone would just use the shared vehicles?

Interviewer: I don’t know how easy that would be to achieve this but I think I would say I’m all for it. I guess having your own car or whatever may be a bit more comfortable but honestly I think it could be a good alternative and a green one as well which I like.

Interviewer: Yeah. Definitely. So moving on I will be talking about buurthubs [shows picture of buurthub]. Can you tell me what you see or what you think those are in the picture?

Interviewee: I guess like parking spaces for bikes or something. I’m not really too sure but it just looks like parking

Interviewer: So this is actually a Neighbourhoodhub which is developed by the Municipality to encourage the use of shared vehicles and shared mobility

Interviewee: Okay

Interviewer: So do you think you could imagine yourself using these hubs in the future?

Interviewer: Yes I think so, seems like it could be convenient especially if they have cars as well and generally a good idea for other people too maybe

Interviewer: Is there anything you can think of that would make the hubs more recognisable maybe?

Interviewee: Maybe a bigger sign because at first I didn’t really notice that sign. If I was just walking past it I don’t think I would take a lot of notice of it

Interviewer: If you were to design a hub yourself, where would you put it?

Interviewee: I think it makes sense to put it in the most populated areas in the city, like in Central or just wherever lots of people live and the places where people have to go the most

Interviewer: Okay that’ll be all. Thank you for your time today

# icon 5 005\_Interview\_P\_N\_2

Text Document

Content:

Interviewer: Are you a student?

Interviewee: Yes I study sociology at UvA

Interviewer: And may I ask how old you are?

Interview: Of course. I’m 21 years old

Interviewer: And you’re a resident of Amsterdam?

Interviewee: Yeah I am

Interviewer: So before we start with the specific aspects of the interview, I’d like to as you some general questions about your travel habits?

Interviewee: Okay

Interviewer: Do you have your own personal vehicle?

Interviewee: I have a car back home, but here in Amsterdam, no I don’t have one

Interviewer: So what means of transport do you usually use?

Interviewee: I normally just take the tram

Interviewer: And is this your preferred means of transport?

Interviewee: To be honest, no, not really, I would probably prefer having a car but that’s not really possible or realistic for me?

Interviewer: Could you expand on that maybe?

Interviewee: Yeah I just can’t afford a car and I guess I’m a student anyway so I probably don’t actually need a car, especially in Amsterdam. The public transport here is also quite good and reliable compared to where I’m from so even without like a bike I can still get around pretty easily you know.

Interviewer: Yeah, definitely. How long approximately is your daily commute?

Interviewee: To get to Uni, probably 10 minutes, even less maybe. I also work on weekends, so more like 30 ish minutes when I go to work.

Interviewer: Okay, moving on I’d like to know more about your views about shared electronic vehicles in general. Have you ever used any shared electronic vehicles before?

Interviewee: No

Interviewer: May I ask why?

Interviewee: I just never had the need for them before. Yeah

Interviewer: Might this be because you had any safety concerns or heard of any bad experiences or something like that?

Interviewee: No, not really. I’ve never even thought to use them before , I just haven’t had any need for them I guess.

Interviewer: If hypothetically you were to rent an electric vehicle, do you know what the process of that would entail?

Interviewee: No I don’t really know too much about that. I would assume like it’s some sort of app or like a website or something, but I wouldn’t know myself

Interviewer: What sort of things would potentially motivate you to start using a shared electric vehicle

Interviewee: I guess if the trams and stuff stopped working and I had to be somewhere or maybe like if I was going a bit further out of town than normal and I wanted to drive instead of taking the train. Also I don’t really know how much they cost but if it was cheaper than how much I spend now on the trams then yean I would consider it

Interviewer: okay. What do you think about shared vehicles eventually becoming an alternative to personal bike and car ownership in the future?

Interviewee: I think environment-wise it sounds like a good idea, but also I feel like it’d be a bit of a hassle sometimes to have to share, especially for people who already have their own cars, I would imagine it would be quite a difficult switch.

Interviewer: Can you maybe expand on why you think it would be difficult?

Interviewee: Yeah I mean I’m just imagining like if it was me and I had a car I don’t think I’d want to give up my own car that I’ve already bought and paid for to have to have to go share with other people. But since I’m not really in that position and I don’t own a car or anything I personally wouldn’t mind a system like that. I think maybe it would just take some time to get used to.

Interviewer: Yeah, I’m sure. Moving on I will be talking about buurthubs. Have you heard about them? Do you know what they are?

Interview: No I don’t think I’ve heard that before

Interviewer: [shows picture of buurthub] Based on this picture what can you see and what do you think this might be?

Interviewee: I don’t know looks like parking for some bikes or something.

Interviewer: That is a Buurthub from the Municipality to encourage shared vehicle usage and those are the spaces to park those shared vehicles. There are multiple throughout Amsterdam. So based on that do you think you could imagine yourself using one of these hubs in the future?

Interviewee: Yeah I could, maybe just to try it I guess or if I ever needed to use one of the vehicles

Interviewer: Do you think the buurthubs are a good idea in general?

Interviewee: Yeah I don’t see why not. I imagine it’s a good thing for the people who need or want to use it

Interviewer: What do you think would make the buurthubs more recognisable?

Interviewee: Definitely bigger sign. I can’t really see the one in that picture and maybe just something on the ground as well to make it more clear so people know what it’s for. Like maybe make the pavement a different colour or something. From afar it kind of just looks like a square of land with a sign, unless I was paying attention I’d have no clue what it was for other than maybe some random bike parking spaces

Interviewer: Ok that’s the end of the interview. Thank you.

Interviewee: Thanks

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Content:

"Can you tell me about your current transportation habits and preferences?"

I normally use my bike to go to university, as I study at the university of Amsterdam, that’s why I’m here at the Roeterseiland campus\*laughs\*. I do have my OV-chipkaart which I use for long range trips such as going to other cities in the Netherlands like Utrecht, The Hague, or Maastricht. Also, I have used the bus-tram-metro network quite a few times, back when I didn’t have my bike yet, or when I was visiting Amsterdam back when I was still in high school. Once the weather starts getting much rougher, I am thinking of making use of the bus and metro much more.

"How long (km/min) do you travel daily (approx.)?"

My daily commute consists of going to the university and back, and that's around forty minutes as I live in West. I am planning on starting to go to a gym that is like five minutes away from my apartment so it will be an additional 10-minutes round trip for that ride. Oh and going to the store is like another 10 minutes round trip, but that's only twice or three times a week max.

Are you familiar with Amsterdam's neighborhood hubs?

No, I’m sorry, I have no clue what those are \*laughs\*.

Explained neighborhood hubs and showed a picture

• It was completely new to the interviewee, took a minute to explain everything

"Now that you have an understanding of what the neighborhood hubs are and how they work, would you be inclined to start using the current hubs?"

I mean, I understand, as you have stated, that the ramifications of these neighborhood hubs, if they do end up picking up, are very positive. However, like with many green initiatives I feel like some are too far-fetched and rely too heavily on the theoretical and understate the realistic.

If you could change certain aspects of the neighborhood hubs, what factors could make you more inclined to use them?

Having my own bike already, I definitely don’t think that I would ever use it as it is right now. Although, I can come up with a few aspects that would make it more attractive to me specifically. I guess those cargo bikes that you mentioned that would be available would be something that I could be interested in, but at specific times, it would be like a one in every such week kinda things; it wouldn’t be regular at all. Because like I have my bike which serves me for everything that I need, except when it rains, but then again the mobility hubs don't help me with that either. The only thing that I can think of, that I’ve thought to myself, dang I wish there would be a way to do this, would be to use those cargo bikes you showed me. Sometimes I gotta carry big loads somewhere else and I obviously can’t take a car as I don’t have one and I am not going to pay for a taxi. So, those bikes would be ideal If I could just pick them up and go.

Throwing a wild idea out there, I believe the mobility hubs would be successful, if there was an extensive array of small stations offering the ‘bakfiets’, is that what they’re called? The cargo bikes. I think people aren’t willing to give up their bikes, nor is there a market for the car renting scheme as it is already occupied. So I think the way to go is for the city of Amsterdam to create these mobility hubs with only the bakfiets, oh and also the Felyx scooters. But leave the bikes to another thing, maybe like a ‘CitiBike’ scheme, as they have in New York City, tourists would also be familiar with an initiative like this, and when dealing only with bikes, it is much easier to operate.

So, imagine all that you said was a project under construction, what aspects of it would you include in it so that it would be a success? To you, and to more.

I would, as I stated, build an extensive network of these mobility hub locations. Importantly, I would keep them small though, to around three bakfiets and three Felyx scooters each. Also, I would try to brainstorm a reward system for keeping your whole operation in check, like leaving the bikes back in their hub, or maybe a discount for leaving them in another hub if the one you planned on leaving it at was full. Also, of course, I would keep the price low. This is a social welfare project, so I would think it to be pertinent for the local government to subsidize the operation, until it gains traction at least.

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Content:

Transcribed Interview #1 Interviewer: Hello, thank you for your time. Do I have your consent for this interview? Interviewee: Yes. Are you my full consent to be a part of this interview? Interviewer: Thank you. First of all, before asking you some specific questions I would like to ask you some general questions about your travel habits and also I want to ask you if you can describe a picture for us. First of all, do you have your own personal vehicle? Interviewee: No. Interviewer: Why not? Interviewee: I don't need to have my own vehicle myself. Interviewer: OK. So what means of transport do you usually use if you don't own a personal vehicle? Interviewee: I usually use Bolt, Uber, Tram, or Metro. Both public transport and apps of shared vehicles. Interviewer: And why would you prefer these means of transportation? Interviewee: I mean, public transportation is well-connected within the city. It's cheap, it's easily accessible from where I live, and Uber is always convenient. When public transportation closed at night. Interviewer: OK, thank you. And how long do you travel in a day approximately in terms of minutes? Interviewee: I would say on average 40 minutes, 40 minutes, yes. Interviewer: All right, thank you. And would you please describe this picture for me? What do you see? What do you think this is? Interviewee: A parking spot. Yes, a parking spot. Interviewer: And would you park in here? Would you leave your shared vehicle like you mentioned before? Interviewee: Would I park it here? I mean, I see a motorbike sign here, so I would probably park my motorbike there. Yes, I would. Interviewer: All right. Thank you. OK. I would like to ask more specific questions about the usage of shared electronic vehicles. We would like to know if you have used any shared vehicles. Have you? Interviewee: I have used it. I have used a scooter with a friend of mine. I don't know how to drive it, but I've used it previously and I used it because it’s easily accessible, it's sometimes around me where I am, and also it's faster than going by bike. And it's fun. Interviewer: And how do you decide where to put these vehicles when your commute is done?

Interviewee: I mean, there's a map and if there's a spot to park it, I leave it there. Interviewer: All right, thank you. Have you encountered any difficulties or confusion while renting these vehicles? Interviewee: Yes. Sometimes I cannot park it everywhere so I would have to drive a bit more, so I would appreciate it if there were more parking areas. Interviewer: And have you experienced any difficulties regarding the app? Interviewee: I mean sometimes but not necessarily. Interviewer: All right. And do you have any provider whose vehicles you use more often? Interviewee: I would say Felyx could be one. Yeah, Felyx is the main one. Interviewer: And why would you say this is? Interviewee: Why would I say? Because I see their shared vehicles a lot and I assume they have lots of vehicles. That’s why I check their app first to see if there are shared vehicles around me. If so, I'll go with that. If not, I'll look for other alternatives. Interviewer: All right, Thank you. Moving on, I would like to get back to the Buurt hubs we were talking about in the beginning. Could you imagine yourself using the Neighbourhood Mobility hubs and if so, why? Interviewee: Yes, that would be actually super convenient for me as I'm using those shared vehicles. If there could be a location where I could park them, pick them up, charge them, and a place that I know where they might have shared vehicles, that would be that would make my life much easier and would be super convenient for me. Interviewer: Alright, thank you. And would you say these Buurt hubs are a good idea? Would it be helpful for the city and would people use them, or employ them? Interviewee: I mean, it would definitely make people's life easier. So yeah, why not? Interviewee: Interviewer: All right, thank you. And lastly, what do you think would make the Buurt hubs more recognizable? Interviewee: Maybe a sign like a big sign stating that there are shared vehicles available to pick up or giving the feeling that indeed this is a parking area and also a pickup area for shared vehicles. Also for the locals, if there's constant options to commute there, such as bikes or shared like electric bikes, it would be good as the locals would see it often and they would after all understand that there is a hub in the neighborhood. Transcribed Interview #3 Lecturer SciencePark Provider Issues 1:... Process Issues Provider Issues 1:... 1. Personal Travel Habits 1:14... Use of Buurthubs 1:15 Moving on,... Use of Buurthubs 1:16 All right, th... 1:... 1:...

Interviewer: Thanks for taking the time for the interview. Can I know your name? Interviewee: Rebecca. Interviewer: Rebecca. OK. And you are living in Diemen, right? Also, you mentioned your a lecturer here. Interviewee: Yes. Interviewer: And how old are you? Interviewee: I'm 40. Interviewer: OK, nice. So we want to start with your transportation habits. How do you commute? Interviewee: I commute by bicycle. Interviewer: What kind of bicycle? Interviewee: A classical bicycle. Interviewer: OK. And do you use any other transport? Interviewee: I do not. Interviewer: OK. No public transport. Interviewee: Public transport is non-existent, only bicycles. Interviewer: OK, perfect. Uh-huh. And how long does it take for you to get here? Interviewee: Around eight or so minutes. Not much. Interviewer: All right. All right. That's super nice. So we want to ask you one question about these. Can you just tell us what you see or what you think this is? Interviewee: I mainly see the building behind it, but OK, that's apparently a parking space that is supposed to be a neighborhood hub. I'm not good at that, but I think that is what it means (the translation of the sign). And apparently, there's space for bicycles, scooters, and cargo bikes. Interviewer: OK. And would you park here? Interviewee: No. It feels like this is a reserved space for something other than the neighborhood residents. Interviewer: OK. And so you would not feel encouraged to put your bike there. Interviewee: I would feel like if I put my bike there, people are going to be encouraged to try and use it. Interviewer: So we talked about more or less shared mobility. You said you're not using it. Can you tell us a little bit more why? For what reason? Interviewee: Well, there is one thing I have to do. I have to commute here, right? And otherwise, I can walk to the supermarket. If I can't walk to the supermarket because it's farther away, I have my bicycle, so I take that. So there's essentially not any form of travel where public transport is 1. Personal Travel Habits 1:17... 1. Personal Travel Habits 1.1 Personal Vehicle 1:... Provider Issues 1. Personal Travel Habits 1:... Familarity with...ourhoodh 1:41 OK... Design Issues 1:24... 1. Personal Travel Habits 1:25 So w... Design Issues Use of Buurthubs 1:23... 1. Personal Travel Hab 1.2 Transport Habits 1:42... 1:18... 1:21... 1:44...

convenient. I do use planes because I go to conferences and stuff for my work. So that is a form of public transport. Interviewer: Okay thank you and especially in terms of shared mobility like shared electronic vehicles have you ever used any? Interviewee: Shared electronic vehicles, no. Interviewer: OK. Do you know any providers or do you have anything in your mind? Interviewee: Yeah, of course. Interviewer: OK. Do you know any by name? Interviewee: Some but I am not sure. Interviewer: Okay thank you. What we have right here is the neighborhood hub, which is an initiative by the Gemente to have more people use shared mobility. Interviewee: Are these like scooters and then electric bikes? Interviewer: Yes Interviewee: You see the serious downside to this, right? I mean, there's neither a backfeet nor a scooter, nor is there any bike, so. So yeah, so if there were. To be, would you ever consider no to use it? Why would you not consider to use it? Well, if I would go somewhere, it would probably not be formed in front of my house, right? If I were to also have to get back, which is usually the case, I would probably have to do that a little bit later than my colleagues. Which means at the point where I have to get back from work, it is not like there is here, right? So this is not a reliable mode of transportation in any fashion. Interviewer: OK. So in a theoretical situation, if there were to be much more locations, especially around Diemen or where you commute, would you be more encouraged to use it? Or are there other factors that you still think remain towards you being more encouraging? Interviewee: Again, if it was something far away from where I have to go, where just a normal bike is not enough, or even worse, I have to take my child and I need the backfeets and I have to leave it there and have to consider the possibility that when I have to get back it's gone and there's happening to be nothing, then I would be completely screwed. Which is no, no. I mean, that's just not realistic. Interviewer: OK, OK. And thinking of the neighborhood hub. What would you need to understand? Maybe a little bit more about how this works? Or is this enough for you to understand what this is about? Or the whole hub? The whole hub that you understand, oh, this is like I can take, I can rent some vehicles there and and forward them and bring them back there. 2.2 Reasons f...shared mo 3.2 Reasons f...ing & not u 1:... Design Issues Process Issues Provider Issues 1:... Provider Issues 1:29 So this is not a reliable mode of transportation in any fashion. Use of Buurthubs 1:30 Again... 1:25 So we talked about more or less shared mobility. You said you're not using it. Can you tell us a lit...1:43...1:42 Well, there is one thing I have to do. I have to commute here, right? And otherwise, I can walk to t...

Interviewee: it's exactly what it looks like, right? I mean at the point where you put a QR code or website on that side where you can look up the actual modality and you can sign up and get an account and you know how to actually obtain a bike. I believe it's accessible. It's just for me personally, especially since I have a child and I would have to use a mode of transportation or I want to go to work and I return a little later than other people. I would be pretty sure that I would just be screwed over by this because I cannot rely on a vehicle not being there when I need it. Interviewer: So it would be for you the uncertainty of the availability of the vehicles. Interviewee: Yes. So I've looked into this type of shared vehicle before, not here, but in other cities after living in Rome, right? And the thing is, it is so expensive that you really don't want to rent one for the whole day to make sure it's still there when you go back. It's just like after a few weeks, you can freaking buy your own bike. So this makes zero sense to me. It’s easier and cheaper to have your own bike. Interviewer: I understand thank you. Interviewee: Maybe I would consider the Neighborhood hubs if they offer car services for distances where I can’t bike because going on long trips costs a lot and we have our own car for that. I only see using this initiative if you are far away from where you live and don’t have a bicycle around. Interviewer: Thank you so much for your participation and time. Design Issues Process Issues Provider Issues 1. Personal Travel Habits Use of Buurthubs 1:31 it's exac... 1:...