

Interview Guide: STC Micromobility Operators

Consent "Before we proceed, may I confirm that you consent to this interview being recorded for research purposes and that the information provided may be used in our study, anonymized to protect your identity, unless you wish to be named in research reports?"

Talking Points

- **Adoption and Integration**
 - "What strategies could facilitate smoother adoption of micromobility services in urban areas?"
- **Impacts on Urban Mobility**
 - "From your experience, what have been the noticeable impacts of micromobility services on urban mobility?"
- **Sustainability Practices**
 - "What sustainable practices are incorporated into your micromobility operations?"
 - "How do micromobility services align with broader environmental goals, such as reducing carbon emissions or promoting renewable energy use?"
- **Smart City Alignment**
 - "In what ways do you think micromobility can contribute to the development of smart cities?"
 - IoT
 - Geo-fencing
 - Telematics
 - Integrated systems
 - Rider feedback systems
 - "Could you discuss any technologies or data-driven approaches used in your operations that align with smart city concepts?"
- **Public Perception and Engagement**
 - "How has public perception of micromobility evolved in your experience?"
 - "What engagement strategies have proven effective in increasing public adoption and acceptance of micromobility services?"
- **Safety and Regulations**
 - "How do regulations impact your operations, and what changes in policy would you advocate for?"
- **Economic Impact**
- **Challenges and Barriers**

- **Future Trends and Innovations**
- **Feedback and Improvements**
 - "Based on your experience, what improvements would you suggest to city planners or policymakers to better integrate micromobility into urban environments?"