



UNIVERSITY TRANSPORTATION CENTER RESEARCH BRIEF

PROJECT TITLE: Taming and Tapping the Bike Share Explosion

PRINCIPAL INVESTIGATOR: Ron Pimentel (WSU)

INSTITUTION: SINGLE-INSTITUTION PROJECT

ESTIMATED COMPLETION DATE: AUGUST 2020

SPONSORS: THE PACIFIC NORTHWEST TRANSPORTATION CONSORTIUM, WSU



Background

The Pacific Northwest is experiencing an explosion of bike share systems (BSS). Every major city in the region has at least one BSS company operating and many cities are exploring how to effectively introduce or expand this new form of mobility.

While there is considerable promise for our region, we still lag far behind Europe. Serious barriers persist, which in some cities has included legal problems, negative public reaction, stress on the transportation system, and reluctance to using the system. Bike share systems are in the growth stage of the product life cycle, meaning that different formats are still being tried and an optimal solution has not been determined. There are options of docked systems or dockless systems. There are systems that are subsidized by municipalities and others that pay the municipalities to be allowed to run a BSS.

Reasons why people avoid commuting by bicycle are well documented. Bike share systems may alleviate some of those concerns, but introduce others. Also, electric scooters are being tried in some areas and may also both alleviate and introduce concerns.



Research Project

The goal of this project is to identify the variables that affect consumer acceptance of BSS and their relative importance.

The model of four types of cyclists serves as a basis for market segmentation. The largest of these segments, "Interested but Concerned," is key for increasing bicycle usage and will be the focus of this study, with the objective of increasing bike share usage.

This study will collect and analyze quantitative data regarding motivations and deterrents for people to use BSS. Recommendations will be developed from the findings to help cities promote bike share usage.

This study is a part of an interdisciplinary, intercollegiate study being conducted with faculty members from the University of Idaho that also have a PacTrans grant. They are studying the legal and infrastructure aspects for improving the success of BSS in the Pacific Northwest. Our efforts will ultimately be combined to present BSS recommendations from the perspectives of infrastructure, legal aspects, and consumer beliefs, attitudes, and behaviors.



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