

UTC Project Information	
Project Title	Taming and Tapping the Bike Share Explosion
University	Washington State University
Principal Investigator	Ron Pimentel
PI Contact Information	ron.pimentel@wsu.edu
Funding Source(s) and Amounts Provided (by each agency or organization)	University of Washington PacTrans \$45,000 Washington State University \$45,000
Total Project Cost	\$90,000
Agency ID or Contract Number	69A3551747110
Start and End Dates	September 1, 2018-August 31, 2020
Brief Description of Research Project	This project involves consumer perceptions of Bike Share Systems (BSS). The project is aided by the concurrent work of a civil engineering professor and a law professor at the University of Idaho. Our combined goal is to improve system-wide efficiency for residents and visitors to our region by studying the legal framework, infrastructure needs, and consumer perceptions of BSS. We will identify travel service gaps that BSS can alleviate. We will produce guidance and tools (legal, business, and engineering) that cities, states, and other organizations can use to leverage BSS mobility. The goal of this specific project is to examine consumer perceptions of BSS in order to make adjustments to BSS applications and/or influence consumer attitudes, such that effective usage is increased.
Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	

Impacts/Benefits of Implementation (actual, or anticipated)	
Web Links <ul style="list-style-type: none">• Reports• Project Website	