

Project Information Form

Project Title:	Graduate Fellowship Project: Understanding the Characteristics of Non-Bike Users Having Positive Attitudes Toward Biking and how Bike Sharing Systems Nudge them Toward Biking
University:	University of California, Davis
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Total Project Cost:	\$46,000
Agency ID or Contract Number:	DOT 69A3551747114
Start and End Dates:	October 1, 2018 – September 30, 2019
Brief Description of Research Project:	<p>Up to now, a lot of efforts on the promotion of bicycles motivated by social issues, such as chronic diseases and global warming, have been implemented. While the mode share of bicycle in California has been recently increasing, more effective investment under the limiting funding for transportation will be needed. Among the tide of the modal shift from auto vehicle to sustainable transportation, one potential barrier in the shift to biking would be the perception of bicycling and a lack of bicycling experience (Rondinella et al., 2012). Having the experience of biking, some people might be nudged toward the use of biking. Bike sharing could be the catalyst for changing their travel behavior because of affordable access and the possibility of bicycling without having to own a bicycle. Through the biking experience, they might change their travel mode or consider the bicycle as an alternative mode in their daily lives.</p> <p>This research explores the difference of characteristics among bike users, non-user but having positive attitude toward biking and others. Also, it evaluates the change of potential user's adoption of biking by the introduction of bike sharing system. The primary dataset in this research is California Millennials Dataset 2015 for X and Y generation's travel behavior. With choice model and statistical techniques, respondents' mode choice and attitude toward biking in the area with or without bike sharing service will be modelled. California Millennials Dataset 2018, upcoming in 2019 Spring, will be also utilized to validate the models and to evaluate their adoption. The result will give businesses and policy</p>



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	makes a basis for development strategies for promoting the bike sharing and the modal shift.
Describe Implementation of Research Outcomes (or why not implemented): Place any photos here	
Impacts/Benefits of Implementation (actual, not anticipated):	
Web Links <ul style="list-style-type: none">• Reports• Project website	https://ncst.ucdavis.edu/graduate-student-research/