

新竹科學城民眾使用公共自行車意願分析

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摘要

Public Bike Schemes (PBS) have grown significantly in popularity over the last several years, there are more than 30 countries, 135 cities, over 200,000 public bikes worldwide. Many major European cities and Asian cities have launched extensive schemes that are helping to redefine the perception of cycling and create a new form of mainstream public transport for short distance in urban journeys.

Through the largest schemes in Hangzhou with 50,000 public bikes and Shanghai with 28,000 public bikes in China, the Mainland China has become the largest PBS country in the world. Until 2010, there were more than 60% of public bikes implemented in Asian cities. However, researches and cases studies have been focused on European and American cities, public sectors and research academies have been ignored and neglected the importance of the fast growing phenomena of public bike schemes in Asia.

Since the green-transportation operating systems and business models of PBS are various and are depended on the diverse continental geography and culture case by case, this research will be focused on the cross-cultural comparison at country' s and city' s bases to differ the key factors between different regions.

By using RASCH model, this comprehensive comparative research results will be detected and will be provided a set of valuable information for evaluating the performance of Public Bike Schemes (PBS) in Asian cities. The overall goal of this research is to provide suggestions of reasonable public cycling policies and market segmentation to Taiwan.

關鍵字 : Public bike scheme, Rasch model, green mode, bikesharing