

Bikeability Strategy for a Creative City—Chupei case.

張馨文, 解鴻年, Lin-yu SU

Leisure and Recreation Management

Tourism

hwchang@chu.edu.tw

Abstract

Hsinchu technopolis originated from the successful development of Hsinchu Science-based Industrial Park (HSIP). The regional development policy of HSIP is to compose Hsinchu city and Hsinchu county in one region. Chupei City is the political and economic center of Hsinchu county, integrating tradition and technology, it became a new creative city of technology with increased population of 120 000. With the Hsinchu county culture center, stadium, coastal area and food court, and 300km/hr High-Speed Railway Station, Chupei city has its new opportunity to be a living place for high-tech workers.

Cycling is frequently cited by high-tech workers as a preferred method to achieve relaxation, as well as a mode to interact with nature. High-tech workers typically regard cycling as a social activity. The county government has invested a dedicated bike lane along Chupei's coastline and riverside to attract recreational cycling.

Chupei city is an ideal location for promoting utility cycling, therefore, the Rasch model was applied to investigate the difficulty of cycling in the city, and the Geographic Information System (GIS) plus Global Positioning System (GPS) were applied to plan a city cycle way.

This study examined in depth the cyclists' ability in a technopolis based on different personal characteristics, cycling experience and cycling resources. By using Rasch Model, the difficulty that cyclists placed on cycling environment was examined. The research results provided a set of valuable information for evaluating the efficiency of government resource allocation and an appropriate cycling policy for constructing cycling facilities and bikeability strategy. (238)

Keyword : Bikeability, Cycling Difficulty, Creative city, Rasch Model