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**Evaluating the Factors Associated with the
Choice of Cycling in Home-Based Trips with a
Distance of Less than Three Kilometers**

The car-oriented approach of cities in Iran has caused to decrease in the share of active travel modes in recent years. In contrast, cycling as an active travel mode can play a crucial role in intra-city movements and reduce motorized travel modes' disadvantages. On the other hand, active modes are more practical for short distances and are less desirable in long distances. In this regard, this study intends to investigate the factors affecting the choice of cycling in home-based trips shorter than three kilometers in Qom. For this study, a sample of 887 residents of Qom city was used. Results showed that four categories of variables, including socio-economic characteristics, travel characteristics, environmental and theoretical factors at the significance level of 10%, affect the choice of cycling on trips shorter than three kilometers. The marginal effect values indicated that having access to a suitable bicycle could increase the probability of choosing cycling by 23.4%. Also, trips for leisure, sports, and meeting acquaintances have tremendous potential for cycling. Results also showed that people living outside the city center were more likely to ride bicycles in trips with a distance of less than three kilometers. Also, higher densities of residents and parks within a radius of 800 meters around the residence and having a bicycle accident experience with positive and negative marks, respectively, affect the likelihood of choosing a bicycle.

Keywords: Sustainable transportation, Active travel modes, Cycling, Choice model.

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