BIKE SHARING IS A LIVING CREATURE

WHY PISA'S BIKE SHARING SYSTEM HAS NO THEFT AND NO VANDALISM

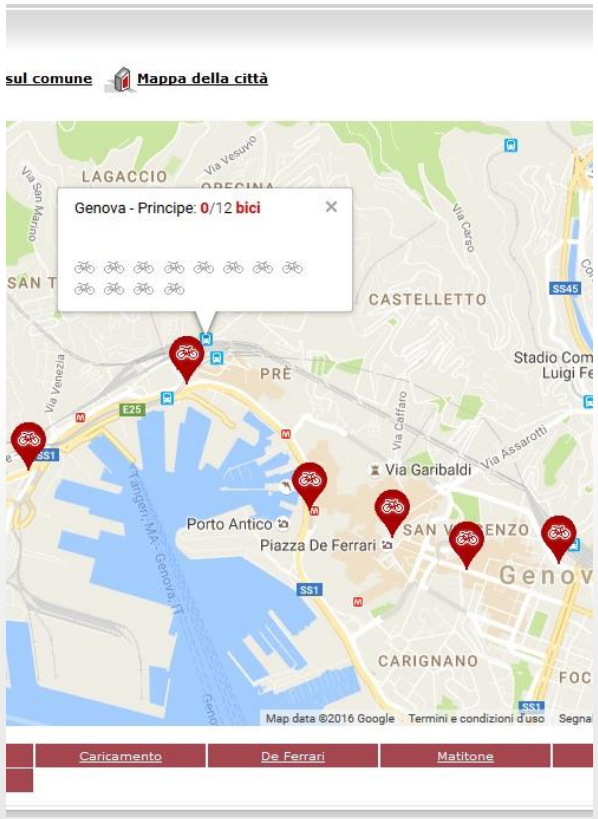
MARCO BERTINI - PISAMO - PISA BIKE OFFICE

PISAMO
AZIENDA PER LA MOBILITÀ SRL

CITY OF PISA BEGUN TO WORK ON BIKE-SHARING PROJECT IN 2008. IN THAT TIME WE HAD A LITTLE BUDGET TO WORK ON.

Thanks God we decided to wait for a better period when we could design the new service with a big-enough amount of money

In Italy we know a lot of cities that "started" the service with poor energy and budget (just for have the BS-medal?) and the few stations were vandalised very soon.



IN 2011 FINALLY THE CITY COUNCIL PUT IN **BUDGET** PLAN THE REQUESTED AMOUNT FOR A BIG-ENOUGH SYSTEM. SO **STRONG WAS THE FEELING THAT THE ROBBER WOULD WORK HARD ON OUR BIKES**, THAT WE REQUIRED 20 NEW BIKES EACH YEAR TO REPLACE THE VANISHED ONES.

In the meanwhile we started a collaboration with the best scientific labs to approach the problem with due knowledge. A **big survey** about bike sharing was made, obtaining **6'000 responses** and precious data.

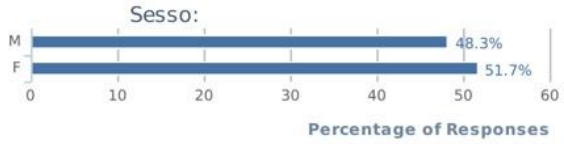
Analisi dei risultati

Andiamo ora ad analizzare nel dettaglio le domande del questionario e le relative risposte fornite.

Dati anagrafici degli intervistati:

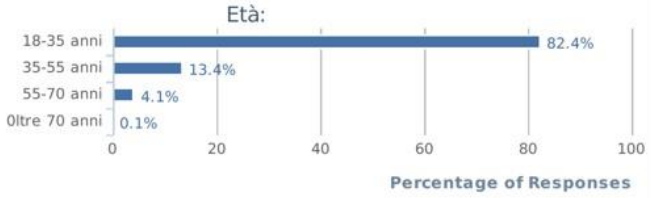
Sesso:

	Count
M	3065 (48.3%)
F	3276 (51.7%)
Responses to this question	**6341**



Età:

	Count
18-35 anni	5226 (82.4%)
35-55 anni	850 (13.4%)
55-70 anni	260 (4.1%)
Oltre 70 anni	5 (0.1%)
Responses to this question	**6341**



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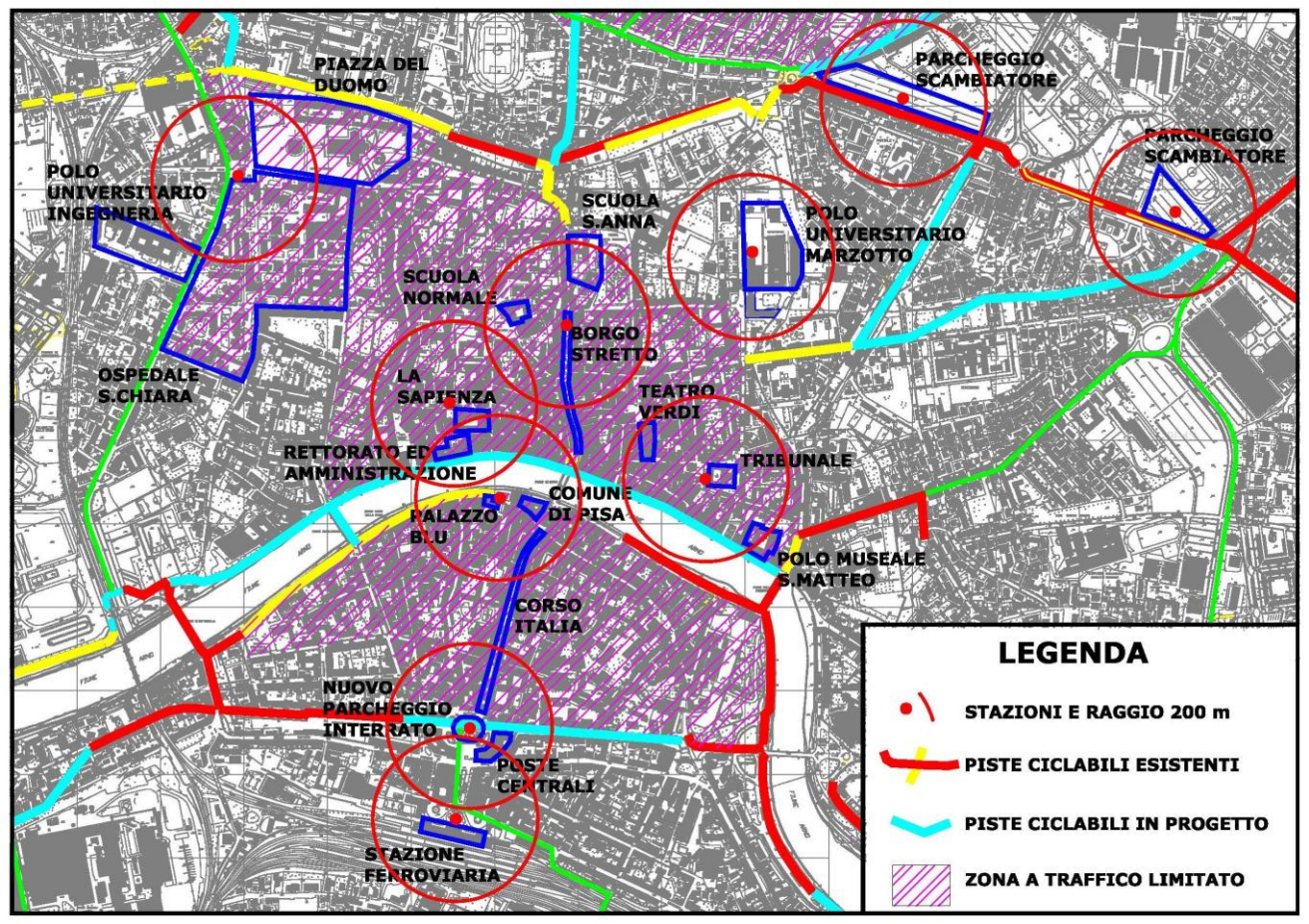
WE CHOOSE THE PLACES FOR OUR STATIONS THINKING AT THE VISIBILITY AND USAGE OF THE SITE.
POINTS OF INTEREST – MODAL EXCHANGE PARKINGS

The more are **the stakeholders working on the project**, the best will the service work. We had a strong cooperation **with Pisa University and CNR** (national research council).

H-24 opening hours for the service, is the best way to survey against the thiefs.

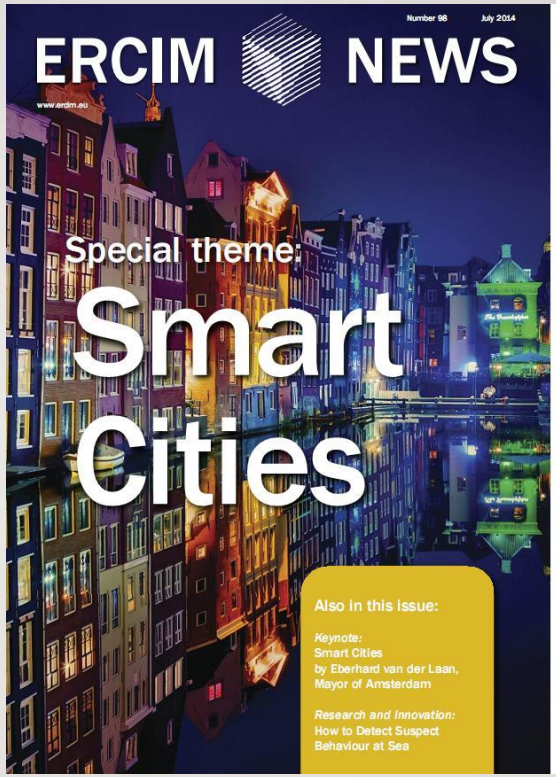
Students (as blood in BS's veins) are a big part of the energy bike-sharing requires.



EVERY LOCAL BUISNESS ASK FOR NEW STATIONS (I.E. **IKEA** IS BUYING IT'S OWN STATION).

CNR published a study on our BS system on an **international review** (ERCIM) based on an EU-funded project (QUANTICOL)

Tuscany government is giving us more funds to grow more.



REGIONE TOSCANA

IKEA

PISAMO
AZIENDA PER LA MOBILITÀ SRL

IF A CITY COUNCIL, AND TECHNICAL BOARD OPERATING FOR BIKE SHARING, BELIEVE IN IT, THE PUBLIC BIKE TRANSPORT LIVES, AND GROWS, AND THE CITY DOESN'T REJECT IT.

NOT A SERVICE FOR CITIZENS,
BUT A SERVICE FOR THE COMUNITY

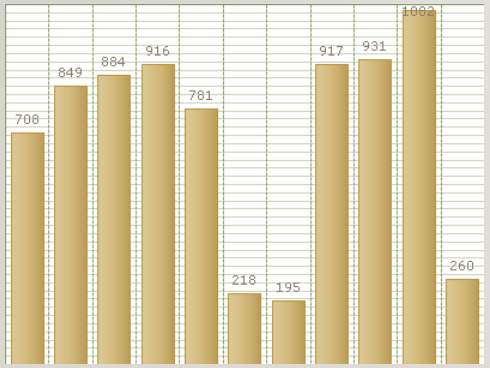
If people aknowledge, recognize, and use it, bike **sharing becomes as a part of the city**, like an organ for an animal body.

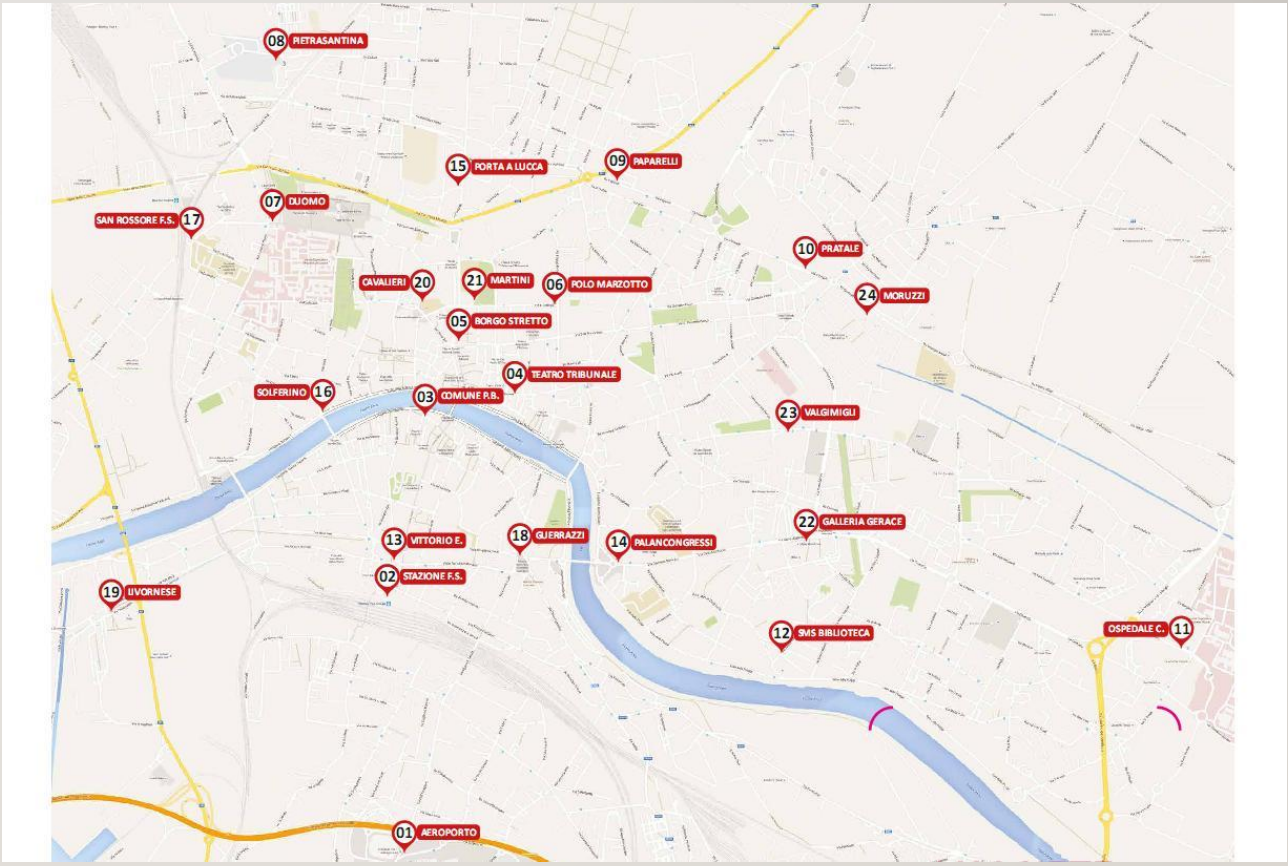
“CARABINIERI” use Ciclopi for plainclothes patrols…

LOCAL POLICE use Ciclopi to move in the city…

WE ARE NOW TO DOUBLE THE INITIAL PROJECT (12 TO 24)

EXPERIENCING A GREAT RATE OF USE (500 – 1000 T.P.D.)





THE FOLLOWING ARE 2014 DATA FROM SPANISH STUDY ON BS SCHEMES IN SPAIN:

(HTTP://WWW.ELTIS.ORG/DISCOVER/NEWS/NEW-STUDY-BIKE-SHARING-SPAIN-PUBLISHED-0)

In 57% of the BSSs, the number of rents per bicycle per day was not higher than 0.25, i.e. bicycles are rented at most once every 4 days. In contrast,

14% of BSSs operated more than 3 rents per bicycle per day and bicycles were rented at least once a day in 24% of schemes.

We have in Pisa from 5 to 8 trips per bike.

1130 TRIPS/1000 CIT./YEAR KNOWN (A MISTAKE!) AS THE BEST RATE IN ITALY (MILAN)

("LA REPUBBLICA", 2014)

WE HAVE IN PISA 1623 trips/1000 cit./year

30

Chilometri orari
È il limite di velocità urbana indicato in una proposta di legge che è appena stata incardinata nel ddl di riforma al Codice della Strada in discussione alla Camera

1,4

Milioni
Sono per l'esattezza 1.426.724 i prelievi delle biciclette con il bike-sharing a Milano, pari a più di 1.130 prelievi ogni mille abitanti. È il numero più alto in Italia

re in bici — attività g
evita il furto — vien
Nel dossier Sviste Cicla
sto, si spera, online —
mente una classifica d
cliste: prime Bolzano
Ferrara. C'è una prop

La classifica
In testa alla gradua
città dove ci si spos
bicicletta ci sono B
Pesaro, seguite da

parla da tempo, che all
lista italianissimo s
pressiva, ma è crucial
mettere il limite di ve
aree urbane a 30 chilo
(altrove è così; altrov
provenienti sia da des
sinistra, devono dare la
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cipare alla festa dei cicli
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mento alle 15 a piazza
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festeggiare a maggio? N
per l'anno prossimo si
tentare di ottenere qua
meno delle ciclabili a c
dipinte con una striscia
che poi son quelle che f
no meglio, nel mondo?
vero).

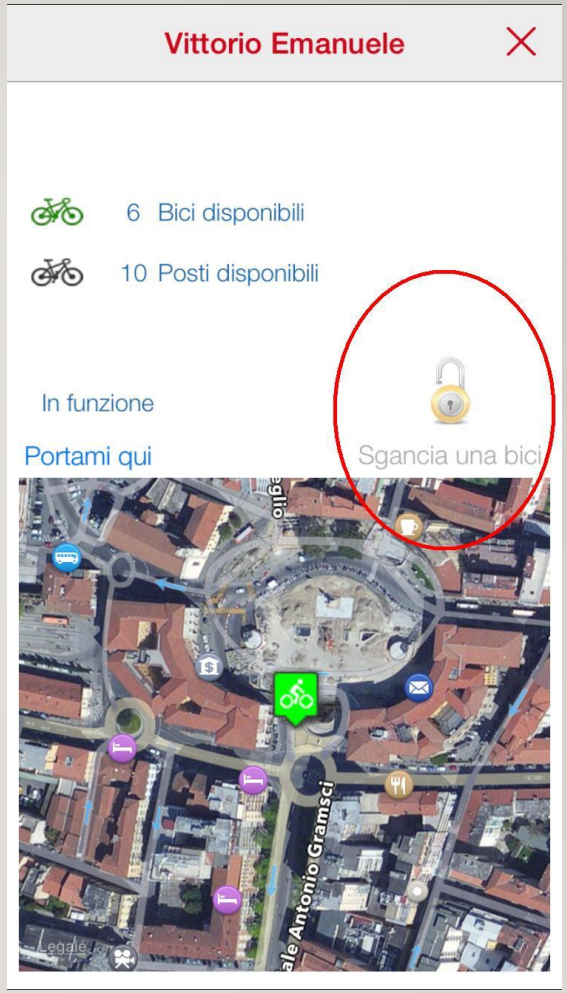
© RIPROD

VERY USEFUL APP FOR SMARTPHONES (NAMED *CICLOPI*)

TAKE YOUR BIKE FROM WHEREVER YOU ARE
(WITH CREDIT CARD)

GIVES INFORMATIONS ABOUT BIKES / SPACES AVAIBILITY

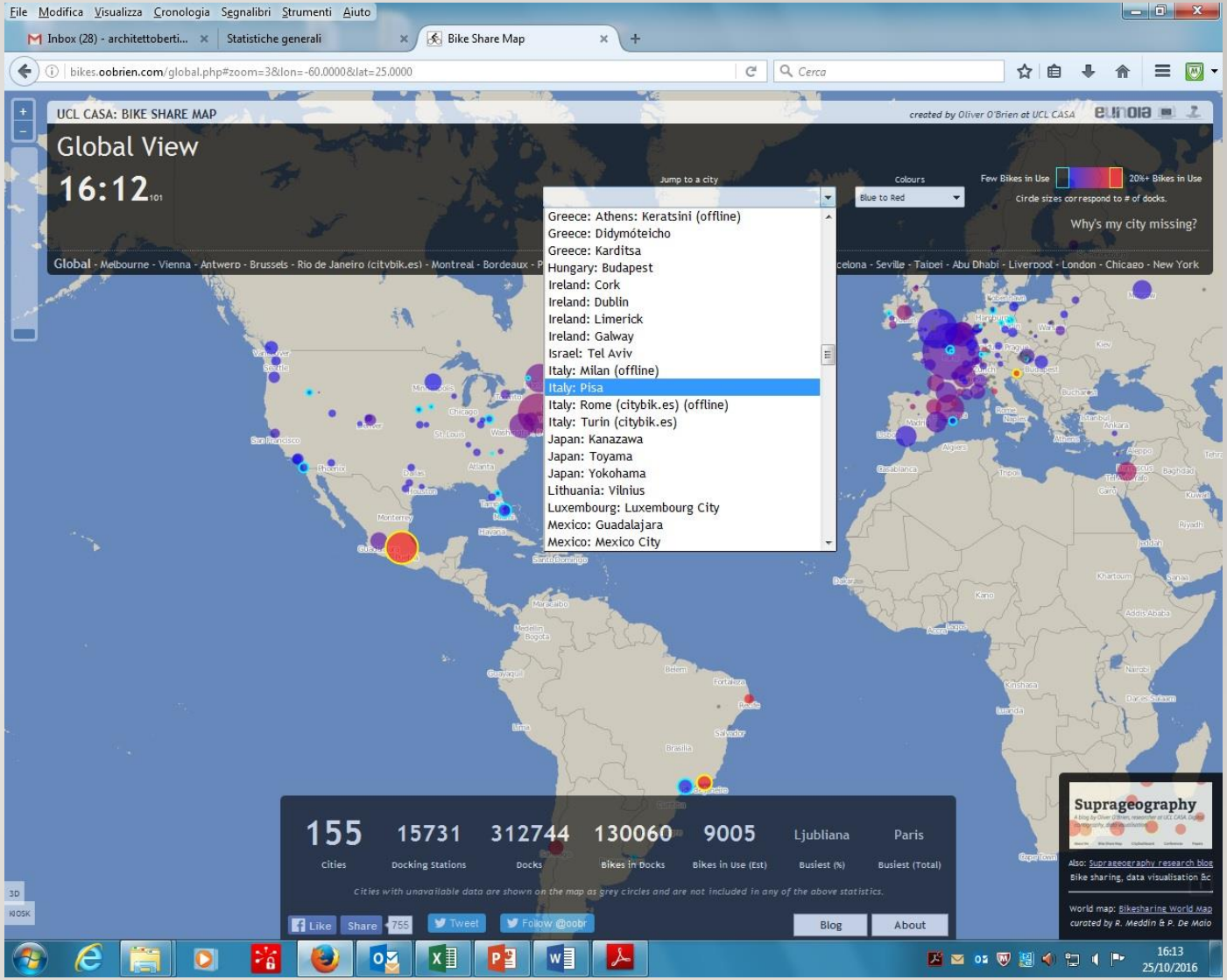
GIVES ALERT TO OPERATORS THAT TRANSPORT BIKES FROM FULL TO EMPTY ST.



LONDON RESEARCHER **O'BRIEN** PUT ON AN INTERACTIVE WORLD MAP SOME BIKE SHARING SYSTEMS

(videoclip of time variations in docks availability is very interesting)

FOR ITALY ARE THERE (only) ROMA (out of order), MILANO, TORINO, AND PISA.



COSTS: 1153 $/BIKE, WHEN WORLDWIDE COST IS AVERAGE 1500-2500 $/BIKE
(SOURCE: HTTP://WWW.EPOMM.EU/NEWSLETTER/ELECTRONIC/1012_EPOMM_ENEWS_IT.PHP)

WHERE DO WE TAKE MONEY FOR THIS?

LOCAL AGENCY FOR MOBILITY (where Bike Office lives) collects money **from private car parking** AND PAYS FOR BIKE SHARING average 150’000 euros/year

PISAMO
AZIENDA PER LA MOBILITÀ SRL

ZERO BIKES STOLEN IN FOUR YEARS

ZERO BIKES (SERIOUSLY) DAMAGED

EVERYBODY LOVES CICLOPI !

Arch. Marco Bertini bertinim@pisamo.it

PISAMO srl

(Pisa's Municipality mobility agency)

GREETINGS

FROM PISA