

WHEN BIKE OFFICE IS NOT ALONE

CREATING A CHAIN REACTION

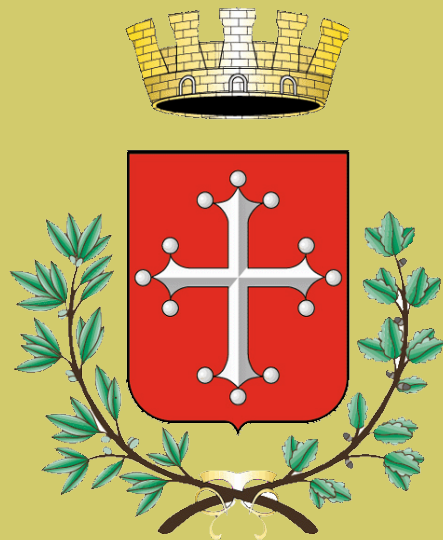
City of PISA as a bike-friendly community

Arch. Marco Bertini – BIKE OFFICE person in charge, PISAMO s.r.l.

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CITIES AND REGIONS FOR TRANSPORT INNOVATION

22-23 November 2018, Manchester
Innovation in Transport for Sustainable Cities and Regions





MUNICIPALITY of
PISA

Set up ROAD PRICING to
Invest incoming in Road
maintenance and BETTER
MOBILITY

2005

InHouse agency



2007



BIKE OFFICE
To Develop Cycling
Mobility



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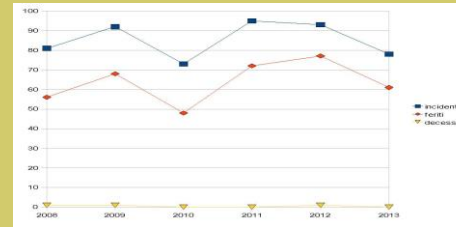


Build new Cycle Paths (20 — 40km)

Put on streets
anti-theft
Bike-racks
7—74 %
In 10 yrs



BIKE – SHARING
(ciclopi.eu)
700 trips/day
average



- Thefts Annual report
- Accidents data report

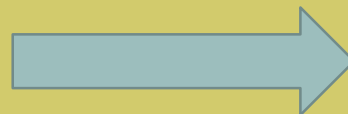


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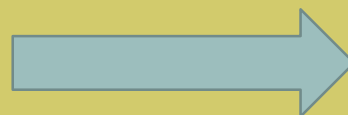




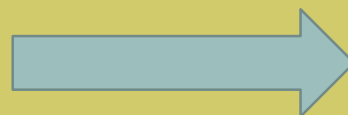
AVERAGE
ANNUAL
BUDGET



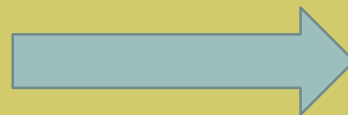
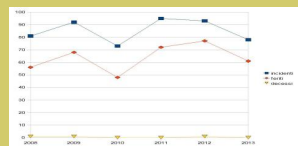
Cycle Paths: 800'000 €



New bike parking spots: 80'000 €



Bike Sharing: 200'000 €



Data analysis: 0

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BIKE OFFICES IN ITALY



Coordinamento Nazionale Uffici Biciclette



**Biella-Bolzano-Carugate (Mi)-Cuneo-Ferrara-Firenze-Lodi-Padova-Parma-Pesaro-Pordenone
Ravenna-Reggio Emilia-Rho (MI)-Roma-Torino-Trento-Sarzana (SP)-Venezia Mestre-Verona
Vicenza**

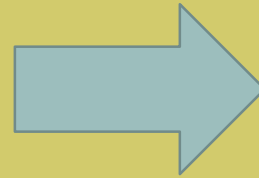
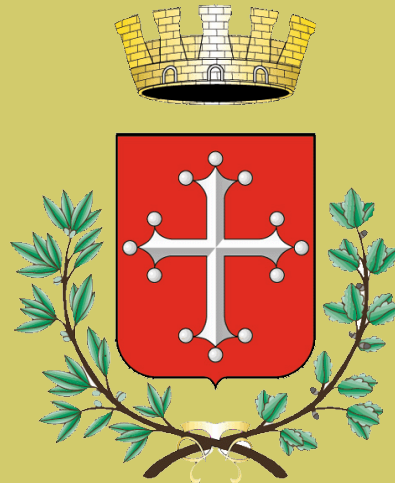


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2008

Bicycle
Mobility Board

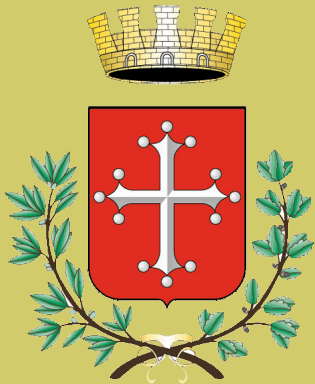
Pisa was the **first Italian city** to have a Bicycle Mobility Board. It was back in 2008 and just the previous year the Bicycle Office was founded, as part of the Agency for Mobility of the Municipality of Pisa, Pisamo s.r.l.

the **board** was created with a statute enacted by the Municipal Council



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President of the Board,
filled by the Councilor for Mobility



Secretary represented by
the Bicycle Office

Bicycle Mobility Board



technical departments
from Mobility and City Planning offices



Local Police



Public Transport

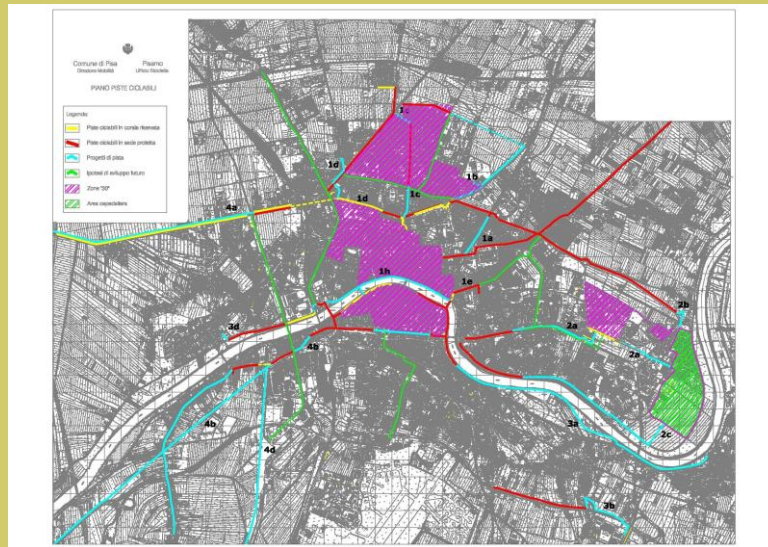


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One of the most complex and yet **successful acts** of the Board, was the positioning of **bike sharing** stations, **Ciclopi**, across Pisa, which is the only bike sharing service in Europe that remains theft and vandalism free. (cfr. *Polis Conference 2016, Bike Sharing is a living creature*).

The board is also analyzing the guidelines for a **Bike-Plan** in Pisa, and the priorities about its accomplishment.



The board meetings take place in the premises of Pisamo s.r.l. **twice a year**. The main advantage of having this Bicycle Mobility Board is to compare opinions from different points of view and come up with shared decisions about the management of public spaces. A year after the foundation, it was taken the decision to submit to the Board's examination every change of the road and mobility system, to verify, and possibly improve, every project to meet the requirements for a sustainable mobility.





One of main achievements is a broader and supported view, shared by everyone involved, about the management of public areas, to the point that many members of various institutions took interest and promoted the bicycle mobility model, a growing support for a healthier, city on a human scale.



GOOD RESULTS

4/5 bike smiles

3° part audit (FIAB)

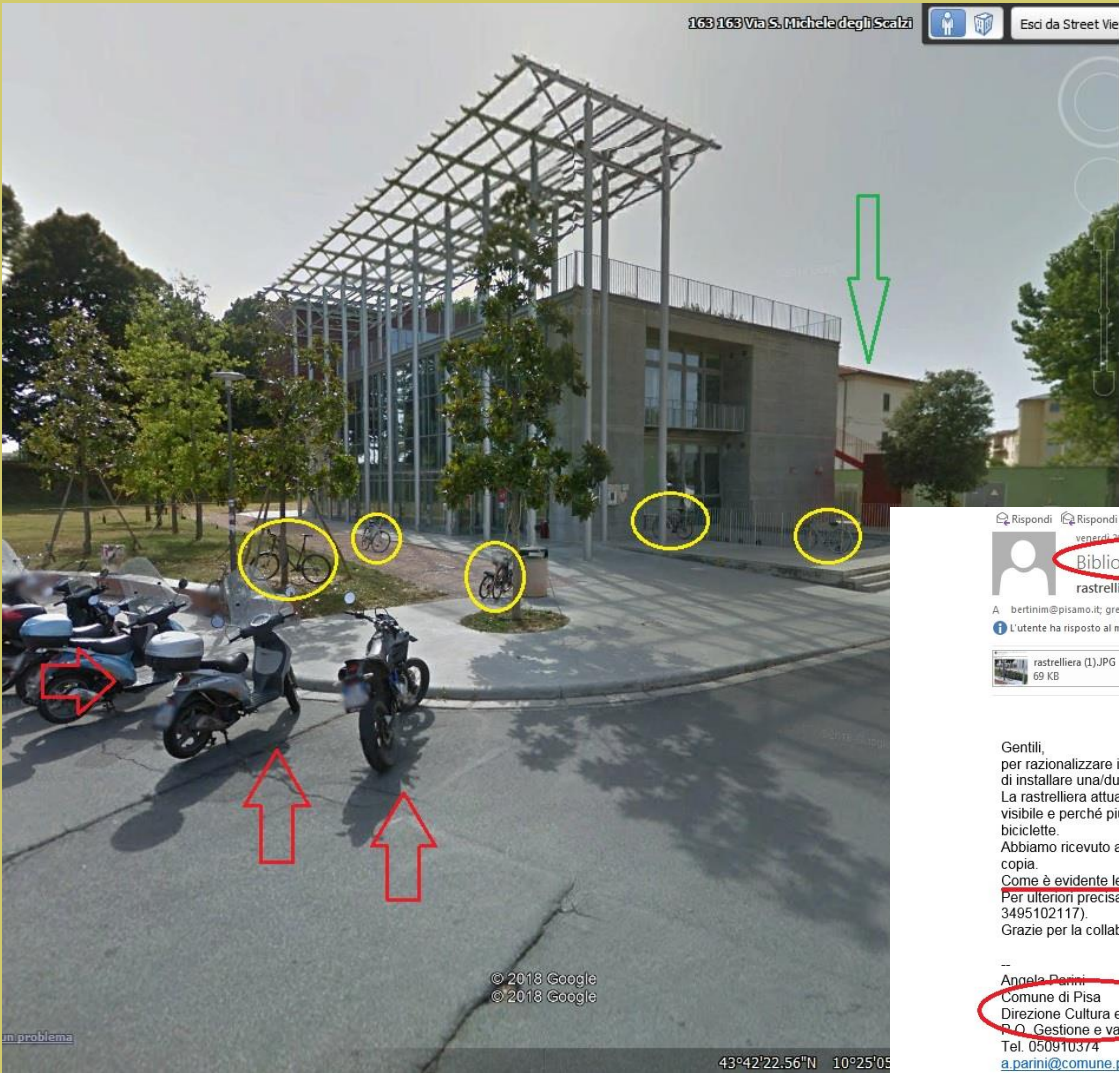


GOOD RESULTS

Bicycle is now
Attractive
Glamour
Chic

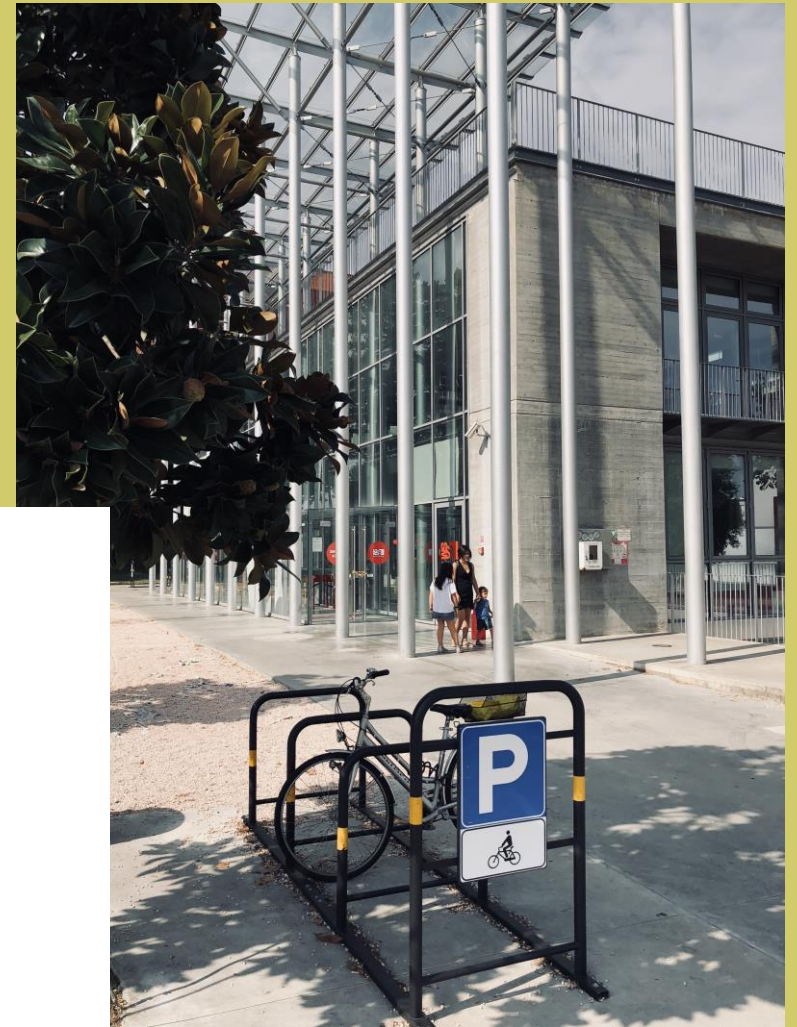
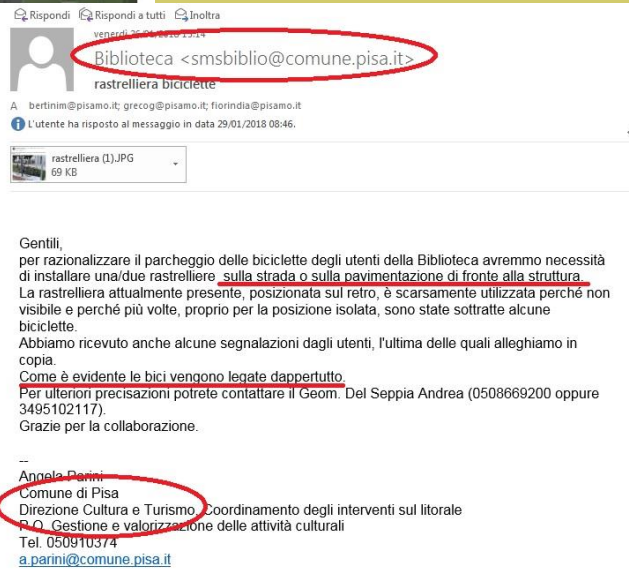
...in Pisa too





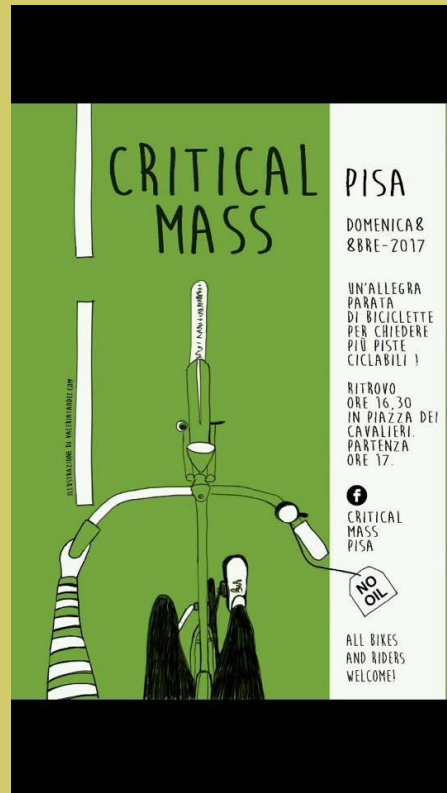
GOOD RESULTS

EVERYBODY
(institutions...)
Feels the
problem!



GOOD RESULTS

People ask ever more.



THANK YOU !

