



**VELOCITÀ**

PADUA



## Framework/location

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## Description of Bicycle Share System

Name: Good bike Padova ([www.goodbikepadova.it](http://www.goodbikepadova.it))

In operation since: 11 July 2013

Operator: Bicincittà (partner in Velocittà). There are no subcontractors.

Hardware supplier: Bicincittà (same as operator)

Contract duration: 10 years

Financing of the contract: The contract provided by the municipality of Padua includes the cost of the infrastructures, of the bicycles and the management for 10 years. It amounts to € 456000). There is no distinction between the various costs.

## Operational aspects

### **Technology:**

- By means of an electronic card, users can take a bicycle at any Bicincittà bike rack in the territory and return it at any other free rack. Each docking station contains a totem with all the information about the

service: a map of the territory, showing where the docking stations are, the rules of usage, useful information and phone numbers. The totem has also the function of making the system visible and recognisable: with graphics and colours coordinated with those of the scheme, this urban furniture element will help citizens to recognize the docking station, making it visible from a distance and helping to spread the sustainable mobility message. The other elements of the docking station are the automated racks where the bikes are parked, equipped with reading systems for the cards and docking devices for the bikes. Totems and racks are assembled onto a self-supporting platform, with antislid surface, allowing to lay the station on the surface of ground without diggings or other works, except normal electric connection.

- **Registration:** The subscription can be daily, weekly, monthly or yearly and can be renewed as many times as the user needs.

Bicincittà's operating system allows subscribing to the service directly through the web portal. To access the service, users must register in the site, by entering their personal data, and they will then be able to buy subscriptions with their credit card. Similarly, it is also possible to buy subscriptions as presents, by typing directly the data of the addressee. In the same section users can top up their card's credit. The on-line subscription procedure includes accepting terms and conditions of the service. The card will be sent to the buyer by post, or it can be collected at subscription offices.

- **Tariffs: the cost range is from € 8 to € 25:**

When subscribing, the contracting party can chose one of the following kind of subscriptions: daily, weekend, monthly and annual, plus any other additional and/or promotional subscription the Manager might add.

- Day (4FORYOU): 8 € (including 4 hours of usage without pricing) – Only purchasable in the licensed store.
- Week: 10 € (including 2 € of credit) – Purchasable on-Line and in the authorized store
- Month: 10 € (including 2 € of credit) – Purchasable on-Line and in the authorized store
- Year: 25 € (including 5 € of credit) – Purchasable on-Line and in the licensed store.
- For the subscribers, the service is always free for all rides lasting less than 30 minutes, several times a day. If the usage exceeds 30 consecutive minutes, the pricing will be applied in this way: 0.50 € for the 2nd half hour; 1.50 € for the 2nd hour; 2 € for the 3rd and the next hours.
- If the bicycle is left outside the bike rack column at the end of use, in case the bicycle is found by the Operator the User will have to pay 50€ as penalty, without prejudice to compensation for greater damages. In case the bicycle is not found, the user must pay the Operator for the entire value of the bicycle, 350€ for normal bicycles and 2000€ for e-bikes, without prejudice to compensation for greater damages.

- **operational key figures:**

Year	Stations	Bikes	Users	rentals
2013 (July-December)	28	250	2,014	87,998
2014	28	250	2,475 (+461)	89,575

## City profile

Padua has around 210.000 inhabitants, of which a bit more than 40.000 between the ages of 15 and 34. The University of Padova educates about 62,000 students. Almost all faculties of the university are located in the city centre. The industrial area of Padova is one of the biggest industrial zones in Europe, having an area of 11 million sqm. The main offices of 1,300 industries are based here, employing over 50,000 people. In the industrial zone, there are two railway stations, one [fluvial port](#) and three truck terminals. Of the city's inhabitants, 93.000 can be called employees. Padua is an important tourist destination in northern Italy, profiting from the massive numbers of tourists visiting its neighbouring city Venice. Padua hosts around 607.00 tourists per year. Many visitors arrive in Padua by train. The historical city centre is a car-free zone and most of the bicycle docking stations are situated in that area. The number of commuters in and out of Padua per day is estimated at 48.000.

### Modal share

Mode	Share
Car	48%
Public Transport	22%
Cycling	16%
Motorbike	9%
Walking	5%

*Source: from the planning documents (2003, 2008 and 2009) followed by Municipality elaborations)*

## Marketing & Communication

### User Profile

Age distribution		Gender		Education		Profession	
18-30	46.3%	Male	63.1%	Lower secondary	6%	Education	21%
31-45	31.8%	Female	36.9%	Upper secondary	10%	Employed	66%
46-65	19.8%			Post-secondary	30%	Unemployed	9%
65	2.1%			Bachelor or equivalent	27%	Retired	4%
				Master or equivalent	16%		
				Doctoral or equivalent	11%		

### Marketing plan

- main target groups: students and residents

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[www.velo-citta.eu](http://www.velo-citta.eu)

*The VeloCittà project runs from March 2014 – February 2017. It brings together the urban Bike Sharing Schemes (BSS) from London (UK), Krakow (PL), Burgos (SP), Szeged (HU) and Padua (IT). They will increase the levels of use by implementing campaigns for specific target groups and by executing operational improvements. The project also aims to support other BS schemes across Europe to increase their user numbers and efficiency by providing a knowledge and experience base on communications and operational approaches, in the form of a permanent online Bike Sharing workspace.*