

Case study Bergamo

1. City profile
2. Description of Bicycle Share Scheme
3. Operational aspects
 - a. Bicycle withdrawals
 - b. Subscription trends
 - c. Bike use duration in 2016
4. User Profile
5. Marketing
6. Contact details

1. City profile

Bergamo has approximately 120,000 inhabitants and, in Lombardy Region, it is the fourth most populated city. It is the capital of the namesake province, which is very wide and densely populated.

Bergamo's bike sharing service has been working since spring 2009, since then La BiGi has experienced a stunning growth both in memberships and in usages all thanks to several expansions, making it now consist of 22 stations (about 286 docking points), about 150 bicycles and 2 maintenance operators. The support for users is active 24h.

One important feature of Bergamo's bike sharing system is that the operation is completely carried out by ATB Mobilità, from management to maintenance.



Stefano Zenoni, *Mobility councillor of the Municipality of Bergamo*



Gian Battista Scarfone, *general manager ATB Mobilità*

2. Description of Bicycle Share Scheme



Name: La BiGi

Website: <https://www.atb.bergamo.it/it/mobilita/bike-sharing>

Commenced operation: spring 2009

Operator: ATB Mobilità S.p.A. (owned by the Municipality of Bergamo)

Hardware supplier: Bicincittà

Financials: Expansions: *Municipality of Bergamo*, management and maintenance: *ATB Mobilità*

3. Operational aspects

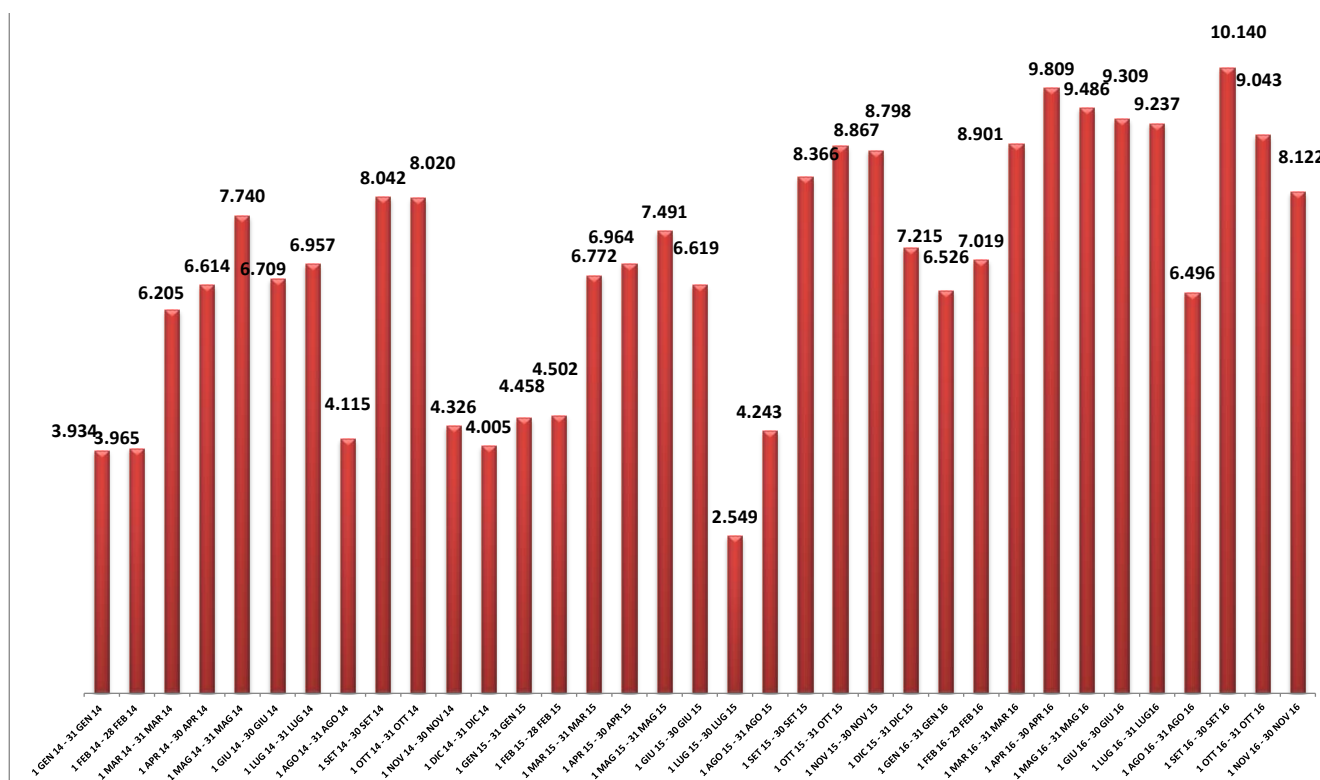
The system uses a multiservice card, with Mifare technology. Memberships can be bought in ATB's Information Point (in the centre of Bergamo) and through Bicincitta's website (www.bicincitta.com) using credit card. The service can be used also with an app (Android and iOS).

Fares

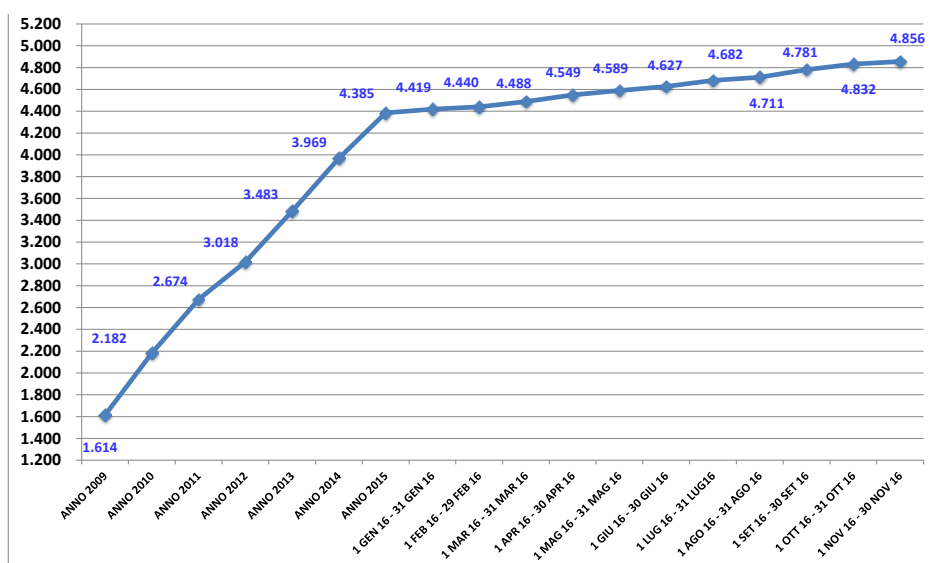
Annual subscription	Euro: 25,00 (with a 5 euros credit to be used during the year)
Up to 60 minutes	FREE
From 60 min to 120min	Euro: 1,00
From 120 min to 180 min	Euro: 2,00
Beyond 3 hours	Euro: 5,00
With the APP, membership costs a flat fee of:	
○ 4 euros for 4 hours of use	
○ 2 euros for 1 hour of use	

For La BiGi, 2 maintenance operators are in charge both of redistribution and maintenance, assembly and any other activity. There is one coordinator (one for technical aspects), but there are many other employees who are directly or indirectly involved: office workers (accountancy and management), electricians, control room operators, selling operators, who cooperate for this and other services operated by ATB Mobilità.

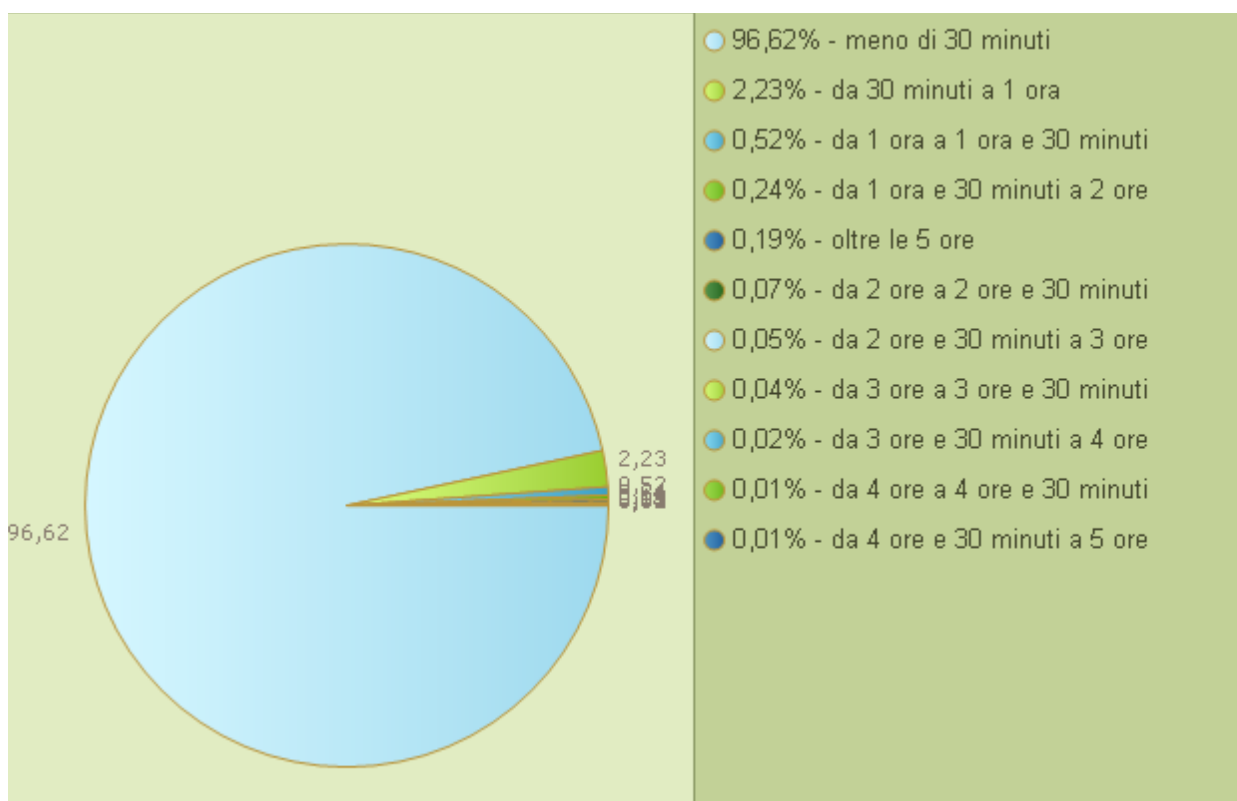
Bicycle withdrawals



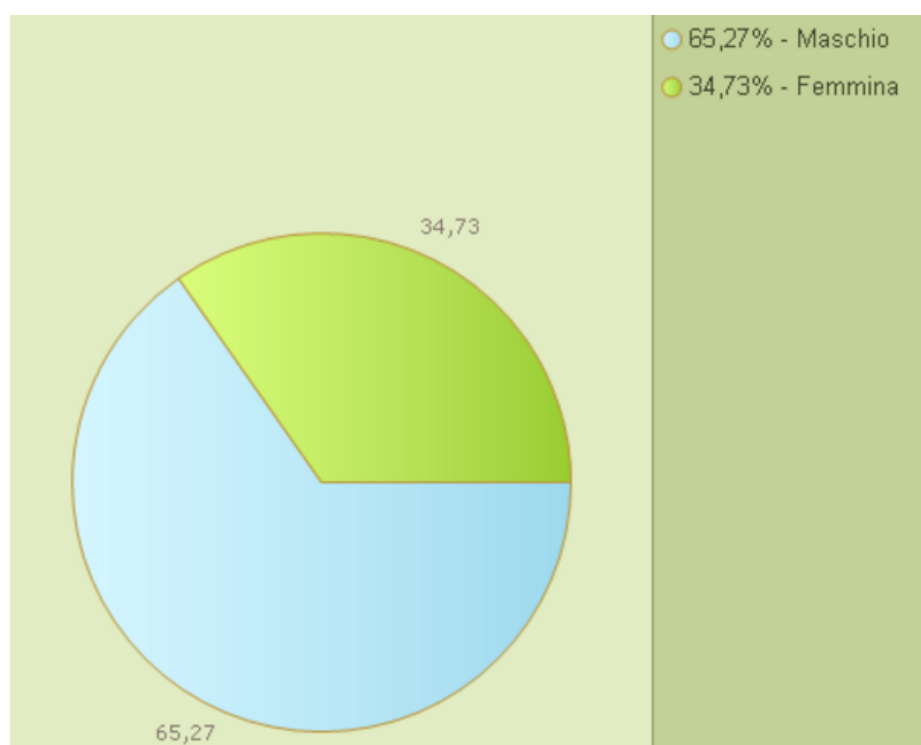
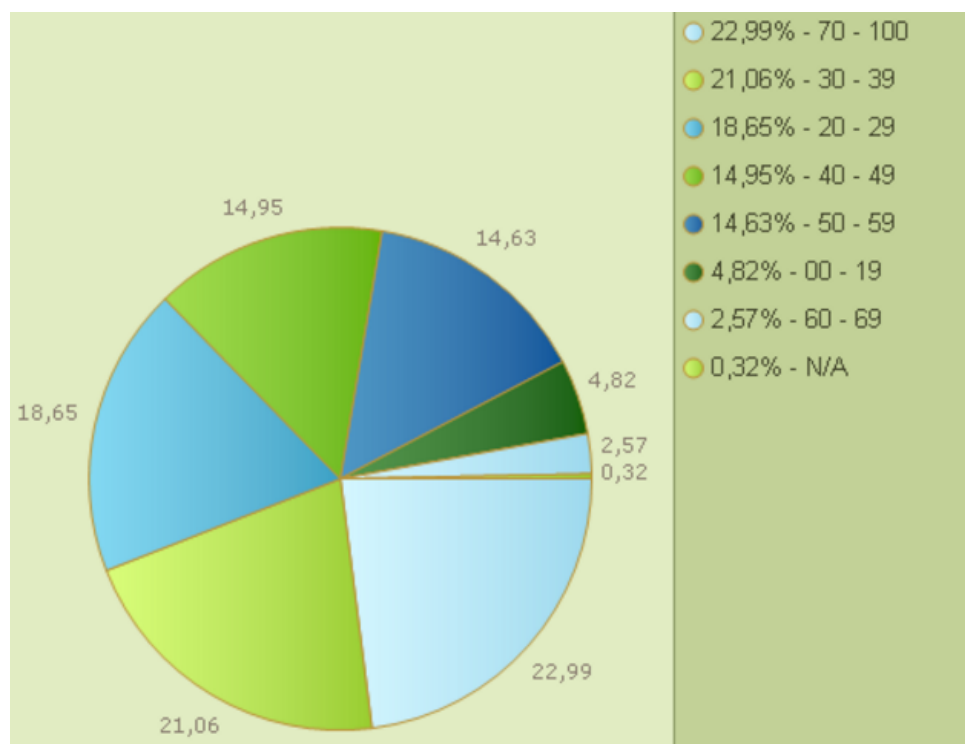
Subscription trends



Bike use duration in 2016



4. User Profile



5. Marketing



6. Contact details

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About VeloCittà:

The European VeloCittà project brought together five cities that seek to improve their existing bike sharing schemes. In London (UK), Krakow (PL), Burgos (SP), Padua (IT) and Szeged (HU) the performance of the bike sharing system was enhanced through two complementary approaches. On the one hand marketing campaigns tailored to certain target groups, like students or commuters. And on the other hand adoption of the most effective available operational solutions with regard to organisational and financial aspects as well as political involvement. The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity and knowledge in local authorities and bike sharing stakeholders to boost the uptake of bike sharing.

VeloCittà is a demonstration project co-funded by the Intelligent Energy Europe Programme of the European Commission. It had 11 project partners. It ran from March 2014 – February 2017.

For more information, questions, project outputs and reports, please visit www.velo-citta.eu or send an email to info@dtvconsultants.nl

Partners:

