



VELOCITÀ

Better use of Bicycle Share Systems

Fact Sheet on the Bicycle Share System in

PADUA



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Mobility Councillor Paolo Botton

In our city the request for use of bicycles is very significant. It is a service that must be implemented because it is a sustainable mobility service, innovative for the future. The Bike Share System is one of the elements that can provide more sustainable mobility in the city, but economic stability, lack of additional investment to spend in a time of scarce public resources can be barriers to progress. The main reasons for success is that the service is widespread, the affordable cost of the service, the density in the most community centers. It 's important to be able to share public spaces with great respect among users (bicycles, cars, pedestrians, bike, bus)

Padua: the story of GoodBike Padova

'GoodBike Padova' is the Padua public bike sharing system and it consists of 200 traditional bikes and 65 e-bikes in 28 stations in the urban area of Padua; 6 of them equipped with photovoltaic panels. Bicycles are available 24 h/day.

The system was projected and implemented by Bicincittà, a private company that won the tender in 2013. The full project cost is € 456,000, including the 10 years management, and it was co-financed by the European Project Neutalp Co2Alpine Space, the National Environmental Ministry, some private funds and Municipality resources.

All the elements of the BS Padua System (bikes and stations infrastructure) are of municipal property. The company's incoming resources are from the subscriptions and the advertisement spaces placed on the BS stations. Registration is possible both by internet and front-office; after the payment the user obtains a contact-less card that allows using the service.

A front office and a call centre are available from 9 a.m. to 7 p.m., on weekdays and give information as well as support, telephone subscriptions, reports to the maintenance service. The web workspace and the app provide real time public info about the stations, availability of bicycles, bikeway maps, news about the service.

When the VeloCittà project started, the system had about 2000 users, achieved in the first 6 months of operation. As the challenge of the project was to increase the number of subscribers, this very positive start created belief that the city's desire to increase the number of memberships would be successful. In order to improve the sale of the BS subscriptions a partnership with the public transport operator and local hotels was made.

The rapid increase of registered users and rentals put a strain to the capacity limit of the system. Soon the redistribution and maintenance of the bicycles started to struggle, with decreasing levels of quality and service perceived by the municipality and confirmed by declining user satisfaction.

In all fairness it should be noted that many Bicycle Share Systems show a physiological decline the second or third year of operation; the launch of Bicycle Share Systems is normally met with curiosity, and the novelty of public bicycles tends to appeal to curious users. After one or two years the effect tends to wear off and registrations accordingly decline.

Also, it is important to point out that despite the mentioned decrease in users, the number of hires in Padua stayed strong with 219,527 in 2015. This means that a substantial part of the users have been won over and that the fidelity level is satisfactory. All in all, the combined effect of the above caused the Bike Share System to register only 1.990 users at the end of 2015.

In 2016, thanks to the promotional campaigns part of VeloCittà, the municipality, with the operator's support, held a series of communication events that concentrated during the spring and the summer. The campaigns allowed the Bike Share System to target new groups, mainly residents and commuters, not aware of the previous communication actions.

Padua's promotion campaign focused on students including activities such as promotional events and marketing through the university radio, prizes with subscriptions and discounted annual membership for University students. The campaign also used traditional advertising materials, including poster and leaflets. Face to face meetings at sporting events were also organised, to encourage cyclists and runners to extend their sports passion to a daily practice with the bike sharing system.

Bike sharing promotion was also carried out during other cycle and sustainability promotional events that took place in the city squares and included many attractions to involve as many people as possible. The aim of these events was not only to attract people's interest onto bike sharing, but also give the possibility to try the bicycle. Although the number of members did not increase as the city expected initially, they were able to create loyalty among members.

As part of the project, the city, in cooperation with the operator, monitored the system's operation. One of the measures taken was a trial test, to increase the number of bicycles at the stations and test the ability of the system under stressed conditions. To improve the service, the city also carried out a survey on members and those who didn't renew the subscriptions: the results suggested that the solutions are only possible with improved cooperation between City and operator.

To increase the number of subscribers the survey identified 3 key issues that need to be improved: 1) the age of the bicycles, 2) the efficiency of the redistribution service and 3) the expansion of the bike sharing system to other areas of the city.

Padua framework	
Demography	<ul style="list-style-type: none"> • 209,679 inhab. • 2,258 inhab./km2 • 48,000 commuters/day • 93,000 employees • 58,000 students • 607,000 visitors/year
Modal share	<ul style="list-style-type: none"> • Private cars: 48% • PT: 22% • Cycling: 16% • Walking: 9% • Others (motorbike): 9%
Target groups	<ul style="list-style-type: none"> • Students • Residents
Marketing measures	<ul style="list-style-type: none"> • Give incentives for university students' subscriptions. • Organise dedicated promotional activities during students and schools events. • Organise a festival dedicated to bikes. • Organise guided cycling tours.

Identifying the challenges

Padua's Bike Share System, while fully supported by the municipality and privately owned, needed a more coordinated approach by the two partners.

The main challenges identified included:

- Lack of knowledge about the Bike Share System
- Redistribution of the bicycles on the stations

Main stakeholders

Padua has engaged the following networks in developing the campaign and operational improvements:

- City Council departments
- Bike Share System operator
- Mobility Councillor
- Friends of Bikes Association
- Padua University
- Public Transport Operator

The industrial area of Padua is one of the biggest industrial zones in Europe, having an area of 11 million sq. m. 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. Padua is an important tourist destination in northern Italy, profiting from the massive numbers of tourists visiting its neighboring city Venice. Padua hosts around 607.000 tourists per year. Many visitors arrive in Padua by train.

The historical city centre is a car-free zone and most of the bike sharing docking stations are situated in that area.

Both stakeholders, the operator of the GoodBike scheme Bicincittà and the city administration are partners of VeloCittà. During the project, they worked jointly on the improvement of the system.

The main focus was put on residents. New marketing materials, e.g. brochures and posters were developed. The campaign was accompanied with social media activities and radio spots. In spring 2016 a total number of 360 radio spots was aired by local radio stations to promote the scheme. At the same time a new GoodBike App was introduced to facilitate the registration and usage processes.

The city administration incorporated GoodBike for the promotion of cycling in general and carried out several events, mainly targeting residents and students. Politicians like the Mobility Councillor participated and helped getting media coverage for cycling as a vital topic for the city. GoodBike and the city administration were present at events for the Sustainable Mobility Week, the Expobici, the city fair M'illumino di meno and many more.

Besides that, discounts were provided for students and commuters that registered during the campaign period. Also, 30 mobility managers of local companies received information about the service and support in informing their employees about the offer.

Financing of the contract:

- The contract amount includes the cost of the infrastructure, of the bicycles and the management for 10 years (€456.000,00).
- Funding from UE, Municipality of Padua, Environmental Ministry, Private Associations.

Key messages:

- Be happy! By smart! Be healthy!

Main target groups:

- Students
- Residents/Employees

Key offers:

Key offers included:

- Annual student 5€ subscriptions discount to students -Students can upload the membership directly on their University badge
- New App (improve registrations process, real time information, unlock the bikes)
- Student competition - helmet, free subscriptions
- Training tourist information staff about Bike Share System

Key figures:

Year	Stations	Bikes	Users	Rentals
11/07/2013 - 11/07/2014	28	265*	3.130	214.049
11/07/2014 - 11/07/2015	27	265*	2.566	203.403
31/12/2015	27	265*	1.990	
11/07/2015 - 11/07/2016	27	265*	2.413	191.199



BICICLETTATA SUGLI ARGINI...

DOMENICA 29 MAGGIO 2016



Raduno alle 14.30 in Prato della Valle (Lato Foro Boario) e partenza ore 15.00. Ritorno previsto per le ore 17.30.
Percorso piacevole e facile, con un tratto in città per poi raggiungere i nostri fantastici argini, lunghi tratti immersi nella natura e uno splendido panorama fluviale delle acque di Padova, una sosta al Parco La Fenice.
Il giro si concluderà in Prato della Valle, dove chi vorrà, potrà partecipare a uno degli eventi gastronomici presenti in Prato.



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