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.....  
Solutions for sustainable mobility











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# The bicycle as a sustainable form of transport



The transportation problem in our urban centers is the focus of many municipal planning projects which consider the effects of automobile traffic, city smog and noise pollution over the short and long term. Pedestrian areas, limited traffic zones and annually changing urban automobile flow are already attempts at discouraging citizens in using their own private transport, while encouraging sustainable alternatives.

With this aim in mind, one transportation method that offers itself as a serious alternative is undoubtedly the bicycle: perfect for short trips to the town center while being fun and healthy at the same time.

The City Biking Plan (Carta della Ciclabilità Urbana) stated by the FIAB (Federazione Italiana degli Amici della Bici) mentions a number of advantages through bicycle usage that we'd like to list. The FIAB has been striving to promote sustainable transport activities for years:

“...bicycle transport arguments:

- Bikes should be considered an alternative form of transportation that we can include along the same level as other transport in the public system.
  - Bicycles cost much less than arguments favoring automobile transport and in general have an advantageous cost/benefit relationship which is greater than any other transport's proposal.
  - They restore tranquility to urban areas through a more fluid traffic flow benefiting the community.
  - Bikes reduce the critical traffic crises by reducing the overcrowding of urban terrain. Considering a person on a bicycle activates a non-polluting means of limited area (the space occupied by a bicycle is approximately 1/10 of an automobile) and weighing only a few dozen kilograms, a person operating a car drives a polluting form of transport that occupies a significant amount of space, weighing a number of tons.
  - They also contribute in bettering the level of public health. According to the World Health Organization, whoever uses a bicycle for daily trips decreases the risk of certain diseases such as heart attack, hypertension and diabetes by half. Bicycle use is considered advantageous and quick along distances up to 5 kms. Longer distances could be complemented by automobile, train or subway transport assisting in intermodality.
- Thus car parks, as well as train and subway stations need to be places of intermodality exchange, where it is possible to safely park bicycles or rent them. Hence they need to be given proper protection from the elements and repair wherever their final destination (such as homes, factories, and offices).





# The idea behind Bicincittà



Bicincittà is a bike sharing network where the bicycle becomes a shared means of transport. This system offers a number of public bicycles to citizens in a simple and easy to use fashion. It also gives the administration of Bicincittà the opportunity to monitor the service in real time. Bicincittà hopes to become a serious travel alternative along with the other traditional means of public transport with the added advantage of being convenient, healthy and fun.

Bicincittà also aims to play a role in city planning. The statistical data gathered create a precious bank of information that management uses to repair materials and make strategic decisions regarding bicycle mobility and sustainable transport within the city.

However, Bicincittà also represents intermodality – the interchange of different types of public transportation. Offering this service in exchange-points such as railway station parking lots and bus terminals allows citizens to move into the city center without automobiles, finding a bicycle positioned exactly where one is needed.

*A bike station in Cuneo*



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### **What is the difference between 'bike sharing' and 'bike rental'?**

The strength of a bike sharing system rests in the cyclist's autonomous use of his vehicle. A traditional bike rental implies the need to present oneself at a 'front office' during their opening hours each time the citizen wished to use a bike. An employee would sign-out a bicycle that would be returned to the 'front-office' within a determined amount of time. Instead, Bicincittà equips the user with a personal electric id card which can always be kept handy. The card allows the cyclist to use a bicycle whenever he wants and return it to any cycle-parking station in the city that has a free space.

Again, the single greatest advantage of this system is its autonomy: citizen is automatically in possession of a bicycle at any moment after registering even during holidays, within a time period established by the administration. Another advantage is the concept of linear usage – the possibility of having different points of origin and destination – so that the cyclist can return his bike to any free cycle-park in the city, without necessarily having to return to his point of departure.

### **How Bicincittà works**

The electric id card allows the Bicincittà member to take a bicycle from any cycle-park station in the city and return it to any free parking space. The cyclist can operate his bike only for the amount of time he sees fit, using the bicycle as he would an automobile, permitting a rapid and fluid transport use in congested urban centers. At the same time he isn't polluting the air and is, instead, contributing to the diffusion of an alternative means of transport that – especially in short distances – has proven to be quicker and more efficient. The bicycle which has been returned to the station becomes immediately available for another user, moving around the city and returning it to any bike-parking area, giving the citizens the potential for interaction among different areas of the city and a good constant availability of individual transport.







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Bicincittà is consists of the following components:

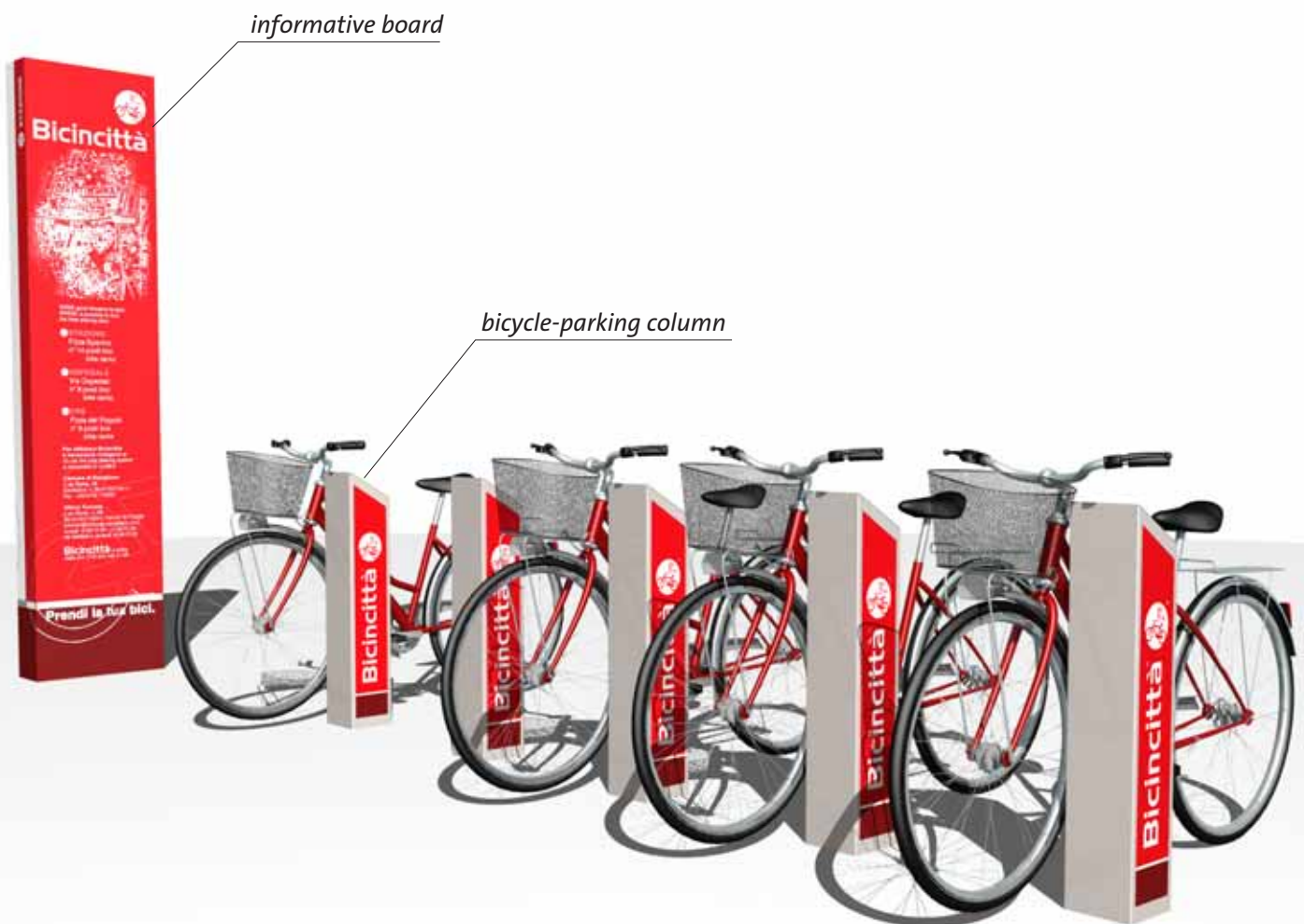
- The bicycle and the bike-rack parking system
- A monitoring and inventory system
- A system of tele-diagnostics

The bicycle and the bicycle rack parking system:

The bicycle is obviously the fundamental element of this uniquely open-hire system. Each bicycle is anchored solidly to a bicycle-parking column that prevents its theft. It is also equipped with an electric locking device activated by the user who inserts their id card to obtain a bike and to return it. These parking areas make up the distribution stations and the number of parking columns is determined by demand, without any necessary minimum number. Each station has an information sign giving you a map of the area with bicycle availability at the various city distribution stations, the rules of their use and useful contact information

The distribution stations primary components: bike parking and information board.

*Stazione di distribuzione,  
elements*





The bicycles are easy to ride and maintenance is easy: it's thus important that these public bikes are equipped with all the equipment necessary for their proper function and that they are kept in good working condition. For example some of the more fundamental parts are pedals made of aluminum alloy, moderate gear ratios and all bikes are equipped with treaded all-weather tires.

The bicycle has a hook-shaft solidly anchored to the frame, which in turn allows the bike to be fastened to the bike-rack. This hook not only securely locks the bicycle in place, but deters theft by being an obvious marker.

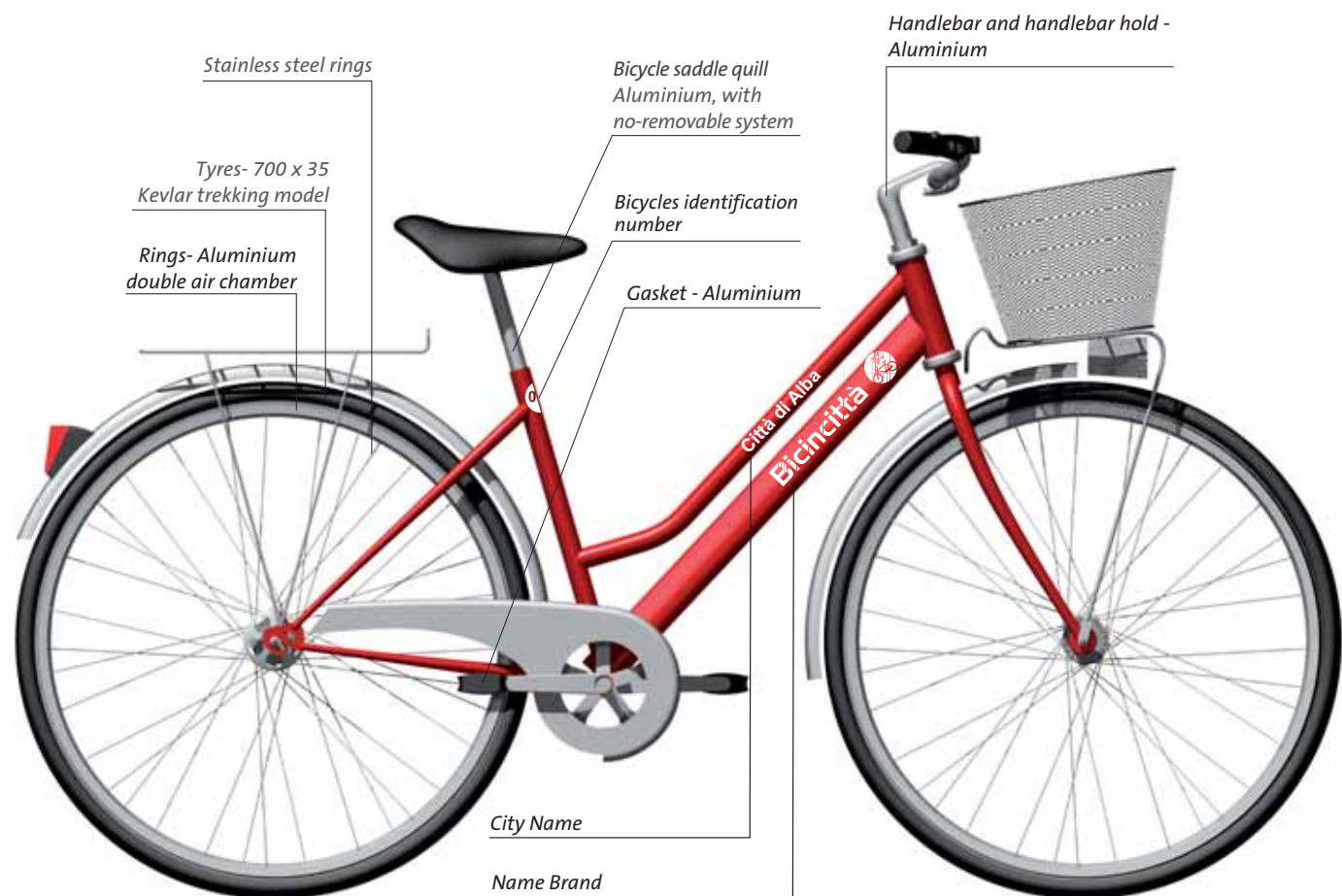
Another interesting feature of these bikes is the anti-releasing seat system. Although equipped with the classic quick-release locking ring to allow seat height adjustment, the seat stem itself has a locking device that does not allow it to be removed from the seat tube.

The bicycle is also decorated graphically with colors and designs studied to create a coordinated system including the column of the bike park and the informative panels.

*Alba, P.zza Medford*



Technical characteristics	
Frame	Women, steel
Fork	Steel
Paint work	Luxury, colour as communication system identity
Rings	Aluminuim double air chamber
Radius	Inox
Tyres	700 x 35 Kevlar trekking model
Handlebar hold	Aluminium
Handlebars	Aluminium
Knob	Rubber
Bicycle saddle quill	Aluminium, with no-removable system
Bicycle saddle	Bassano Comfort
Block-system bicycle saddle	Aluminium
Rear speed gear	Shimano Touney nero 7v
Steering wheel series	Aluminium
Pedals	Nonslip Aluminium
Rear and front hub	Aluminium with reinforced nut
Commands	Shimano Revo-Shift 7v
Gasket	Aluminium
Central movement	On bearing
Pinions	Shimano
Brakes	Alluminio V-Brake
Chain	KMC
Rear and front lighting	Yes
Dynamo	Yes
Carrier	Aluminium
Rear basket	Yes
Mudguards	ABS Carbon





### **Monitoring and organizational systems**

Every bicycle's movement is transmitted to a server and updates in real time the availability in any given area. Upon receiving an id card, each cyclist is then registered in the server, having inserted his/her personal information and telephone number. This card is distributed for an indeterminate amount of time and can be deactivated remotely at any time at the director's discretion. The system's interface supplies us with the user's personal information at the moment of registration, giving us a general overview of who is partaking in the system. As a result we can analyze bike movements and study statistics in order to increase or decrease the number of bicycles available according to demand.

### **Tele-diagnostic system**

Bicincittà is equipped with a remotely enhanced diagnostic system that allows us to know the conditions of the parking stations at any moment. Wherever there may be a damaged or malfunctioning unit, a remote mechanism allows us to reset the device, be it a single parking space or the entire parking station. The practicality of the tele-diagnostic system allows us to solve problems from a distance, thus guaranteeing a completely efficient organization and availability behind quality alternative public transportation.

### **The statistics**

Bicincittà is not only a bike-sharing network but also an instrument for the public official gaining knowledge from the data received regarding the bicycles' use and fluidity as well as the habits of our cycle-friendly citizens.

The demand from municipal executives gave us the possibility to analyze data and access statistics relative to a "typical" user of this system. It also provides us with statistics relative to the use of the system regarding the total number of "hand-outs" and "drop-offs" in any given moment, and of the more popular itineraries based on differences in origins and destinations.

The city planner will be able to consult the data given from the web site or even download necessary information, in order to better organize the fluidity of his urban center.

"Through the statistics that tells us how much the bikes are used, it will be possible to plan more bicycle mobility in the city."



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# Bicincittà

Soluzioni per la mobilità sostenibile

→ IL PROGETTO

→ I COMUNI ADERENTI

→ GALLERY



**BICINCITTA' NEWS**

7/10 Settembre 2006 - Pistoia - 28 maggio 2006 - pedalata enogastronomi



**LOGIN UTENTE**

Login

Password





How can you find out if there are bicycles available? Easy! Just go to the website and you can view (according to the cities that have incorporated Bicincittà) in real time the available bikes at any given moment. The members of Bicincittà who have an id card can check their account and their movements whenever they wish through their login and password obtained at registration. However, the server is also the heart of the system. Without needing specific software, certain members can access the website [www.bicincitta.com](http://www.bicincitta.com) with their login and password in order to modify and monitor the system remotely. This facility of access allows remote intervention from any internet point. More electronic card centers in the center of town could also be used as internet points to access the server.



*[www.bicincitta.com](http://www.bicincitta.com):  
view of available bikes*

# Bicincittà award winner from environmental groups





In November of 2007 Bicincittà won the **Innovation Award for being Environmentally Friendly** (Premio all'Innovazione Amica dell'Ambiente), supported by environmental groups such as Legambiente and by the Lombardy Italian Regional Government. The award is an annual recognition of innovative technology, systems, products, services and managerial processes that significantly enhance the quality of the environment. The 2007 awards were dedicated to “Climate Efficiency”, with emphasis on cheap and clean alternatives. The Innovation Award was given to organizations whose impact on the environment was immediate and original. Above all, awards were given for their longevity. Thus, Bicincittà was awarded this honor within the Efficiency sector of the Transportation Department: mention Public Transport.



# The accessories





## The Bicincittà portico

Although the Bicincittà bike sharing system works perfectly in open spaces, it is possible to equip any single distribution station with an elegant portico. This cover is bolted into the foundation and helps create a visual to locate the position of the distribution center within the urban setting.

The covering stems from the necessity to give the public bicycles a shelter, while keeping an eye on the design in the city location. The cover can also be equipped with solar panels – as has already been done in Parma – focusing on renewable energies, demonstrating a respect for an alternative power philosophy in all aspects of this project.

Our Development Office is always available for ideas and open to suggestions regarding changes to be made to each distribution center while continuing to respect the environment.

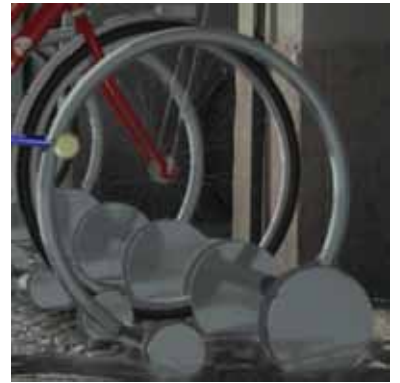
*Parma, photovoltaic roofs*



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## The bike racks

Where to park bicycles – and avoiding locking them to private gates, lampposts, or bridges – is one of the problems concerning their placement. Bikes are commonly left around the city with very little regard for pedestrians or personal property. The center of the Bicincittà project wishes to address this issue by proposing new-age designs for bike racks, which will be able to lock-up the bike frame. At the same time they respect the city management's economic needs through their easy installation and urban quality appearance. For example the Genius model marries simplicity and design while remaining a sturdy, resistant bike rack. Its also possible to lock the bike directly to the model guaranteeing a good level of theft security. The Buendia model, in use in the city of Cuneo, is a versatile solution reuniting an easy environmental installation with a low price.



*Bicincittà, bike racks*





**"Genius" model Bike rack**

*Design Comunicare S.r.l.*

*Apart from being robust, this new bike rack allows the frame of the bike to be secured to the central metal post. Available in stainless steel or painted in various color schemes. Base model has 2 bike spaces.*



**"Buendia" model Bike rack**

*Design Comunicare S.r.l.*

*This model unites strength, design and economy. Great for urban centers but also for local parks. Available in painted steel. Base model has 11 facing bike spaces.*



**"Impronta" model Bike rack**

*Design Comunicare S.r.l.*

*Intended for historic centers, this model allows the frame to be secured to the rack by leaning it against the support rod. Available in painted steel. Tubular circle in stainless steel.*



**Arco model Bike rack**

*Design Comunicare S.r.l.*

*Bike rack in light Teflon alloy dedicated to delicate urban areas in particular historic centers which can't afford much construction. Painted in base colors or natural iron tone. Single model, expandable bike rack to various spaces depending on the necessity.*

## The itinerary panel

If the itineraries are well marked with the proper tools making them clearly legible, then riding around town discovering architectural wonders and historic buildings becomes a simple task. In order to communicate the proper use of the system, we offer a series of informative panels: either free-standing signs or imbedded directional signals with the aim of leading the cyclist easily through the historic center, surrounding neighborhoods, parks and bike paths.







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# Promotion of Bike-Sharing





## The associated image

The philosophy behind bike sharing in our country is gaining a lot of attention since it offers a convenient fun non-polluting alternative transport. To spread the word about Bicincittà to all potential bike riders, in our opinion it is necessary to focus attention on our service's public image and public relations. Firstly, the equipment and structures are personalized according to a precise design study to reflect the style and tones of the agency. It should properly display the name of the product in every minute detail. These details include the bicycle itself, the parking column, the information panels, and the electronic id cards which are all marked by coordinated designs and some three-dimensional trademarks. Proposals for designs are presented to the Administration for evaluation of their public display.

As soon as the public logo is agreed upon, the next step is personalizing the advertising campaign using the following methods:

- Flyers/pamphlets
- Posters
- Upright displays
- Temporary promotional towers
- Promotional freebies and souvenirs

Illustrated flyers explaining the system, 100 x 140 posters, tri-faced towers.





Pistoia inBici  
Folder



Pistoia inBici  
outdoor poster cm 100 x 140  
totem





The *flyers* are an informative guide explaining how the Bicincittà system works. They should also provide the cyclist with a small map of the territory with each distribution center clearly marked complete with appropriate phone numbers. The flyers should be left in municipal offices and public places of interest such as post offices, tourist offices and hospitals. They are 4-fold pamphlets with printing quantities from 10,000 to 30,000 pieces. The *poster* is Bicincittà's primary publicity tool, placed in strategic locations around the city with its mission statement clearly visible. A brief summary of how the system works and office addresses where memberships can be acquired are also printed on the poster which is to be displayed for no less than 15 days. The number of copies printed varies depending on the population of the urban center but cannot be fewer than 100/150 copies of 100x140 cm or 140x200 cm.

The *upright display* is placed in the ground floor of stores and offices in order to target a greater pedestrian audience which is often found in city centers. Requesting an upright display implies that it should contain more detailed information than the poster but doesn't necessarily serve as a replacement for the flyer. Thus it needs to have the name of the sponsoring agency and its mission statement and all of the registration information should be visible on it as well. The printing quantities, again dependant on the size of the community it would be serving, should be no fewer than 150 copies.

A complement to the whole system of public relations is the *promotional tower*: a publicity structure geared primarily for institutional promotion which is placed in specific locations around the community. The tower is a unique tool, spreading the Bicincittà message to a large number of the population. It is mobile and can be placed and removed to another location during the whole promotional campaign which should last anywhere from 15 to 30 days.

The *freebies* are simple Bicincittà mementos distributed during the presentation of the service at local public events, fairs, etc. The most popular gifts are also practical on the bicycle such as ponchos, cell phone covers, and electric id card sleeves. However even the more classic souvenirs are extremely popular such as baseball caps, keychains, badges or even simple t-shirts.

We are available to plan the publicity campaign of your Bicincittà system with you as well as any campaigns that involve the public bike sharing system. Our offices are more than eager to help you choose the right marketing strategy for your city as well as suggest product vendors and other necessary services.



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