



INTERNATIONAL WORKSHOP ON BIKE SHARING
“A SINGLE SMART CARD FOR DIFFERENT SERVICES”



Bicincittà

(in Italian: bikes in the city) is the brand name of our bike sharing system, installed for the first time in 2004, in the city of Cuneo.

Bicincittà is a product of the Company, Comunicare S.r.l, with premises in Rivalta di Torino, specialised in designing, manufacturing and selling *urban street furniture and outdoor advertising*

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Bicincittà in the world



- 67 cities in Italy
- 2 cities in Spain
- 6 cities in Switzerland

having totally nowadays:

- more than 77.000 users
- about 4000 riding bikes

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Sharing activity: a single card to share services

two examples:

- Switzerland
- the Italian Region Emilia Romagna



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EPFL and UNIL : two student cards at Lausanne University

-the student card (in both Lausanne Universities EPFL and UNIL), with Legic technology , is completely managed by the central University database. It can be charged with money through the web and special automatic desks located at the university.

- The card has different functions: student identification, access to university rooms, university canteen and cafeteria, library, and car sharing.

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Adding the bike sharing function

- the bike sharing function has been added to the same card
- the subscription is made through the University portal
- the webservice developed by Bicincittà gives the necessary authorisation
- only 6 stations in 2009 (as first pilot project) involved more than 3500 users
- the same card is valid for the bike sharing also out of University area: subscription can be made for a single city or for the whole Swiss territory.



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Regione Emilia Romagna – the Project ‘Mimuevo in bici’

- TPL (Local Public Transportation) creates a single Consortium for the Public Transportation in the whole Region.
- a single card for transport by trains, buses and bikes
- centralized management of the card credit
- a centralized control by the Region RER

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The Administrations involved in 'Mimuevo in bici' project

- 10 cities: 8 cities with a new service (Cesena, Ferrara, Forlì, Imola, Modena, Piacenza, Ravenna, Rimini) and 2 cities where the existing Bicincittà bike sharing will be adapted (Parma, Reggio Emilia)
- possible subscriptions for both new users and already registered Mimuevo users.
- possible subscription directly on the informative panels (with SAM writing card system, giving the necessary authorisation)
- integrated tariff with bus fares

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Bicincittà Italia

- Regione Piemonte: following the example of Regione Emilia Romagna, also Regione Piemonte, within the end of 2010, will share the same transportation card (BIP)
- sharing the Bicincittà bike sharing card throughout all Italian Regions is the aim of year 2011, managing a centralized tariff platform



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thank you for your kind attention...

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