

Turin (IT) - Case Study

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1. City profile

Turin (Italy) is a town of 890.000 inhabitants, 130 kmq, capital of Piedmont region. With a metropolitan area of nearly 2.000.000 inhabitants, the City of Turin is the 4th largest Italian municipality and the 3rd economic district also Turin is one of the major cities concerning university and scientific life, tourism and culture in Italy.

modal	share
Car	43%
PT	23%
Feet	29%
Bicycle	2%
Others	2%

(Metropolitan Mobility Agency, 2013)

2. Description of Bicycle Share Scheme

- name bike share scheme and link to its website: TOBike, www.tobike.it
- in operation since: June 5, 2010
- operator: Comunicare/Bicincittà
- hardware supplier: Comunicare/Bicincittà
- contract duration: 12 years (until 12 october 2021)
- financing of the contract: € 3.000.000 public contribution + income of the service + economic exploitation of advertising spaces.



3. 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 also has 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 anti-slide 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, or yearly and can be renewed as many times as the user needs

subscription	Tariff
Yearly	€ 25
Weekly	€ 8
Daily	€ 5

Yearly tariffs

First 30 minutes	Second 30 minutes	Third 30 minutes	Fourth 30 minutes (and following)
Free of charge	€ 0.80	€ 1.50	€ 2

Weekly + daily tariffs

First 30 minutes	Second 30 minutes	Third 30 minutes	Fourth 30 minutes (and following)
Free of charge	€ 1	€ 2	€ 3

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 online subscription procedure includes accepting terms and conditions of the service. The card will be sent to the buyer by post, or with bike messengers in town or it can be collected at subscription office.

- Operational key figures

Year	Stations	Bikes	Users	Rentals
2013	106	800	21000	1.730.000
2014	117	9000	21500	1.740.000



2015	132	1000	21500	1.750.000
2016	133	1000	21000	1.500.000

4. User Profile

Age distribution		Gender		Education		Profession	
16-28	21%	Female	49%	High school	28%	Workers	47%
29-39	25%	Male	51%	University degree	67%	Students	15%
40-55	35%					Freelance	18%
>55	19%					Unemployed	8%
						Others	12%

5. 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:

