

Case study – Brescia (IT)

Content

- Description of the system
- Operational aspects
- City profile
- Marketing & Communication
- Contact details



1. Description of Bicycle Share System

Name: Bicimia. Websites: (www.bresciamobilita.it <https://bicimia.bresciamobilita.it>)

In operation since: 2008

Operator: Brescia Mobilità S.p.A (partly owned by the Municipality of Brescia). For Bicimia, 5 maintenance operators are in charge of redistribution / maintenance, assembly and any other activity. There are two coordinators (one for technical aspects, the other for service issues), 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 Brescia Mobilità.

Financing of the contract: Most expansions were funded by the Municipality of Brescia, while Brescia Mobilitia took care of the management and maintenance.

2. Operational aspects

Technology: Bicincittà: The stations are connected to the city's IT network and are equipped with lights, intercoms and CCTVs. The system uses the city's multiservice card, with Mifare technology.

Tariffs: Memberships can be bought in 6 different selling outlets, 2 Tourism / Mobility Information points and in other 4 places. The service can also be used with an app (Android e iOS).

Fares:

Up to 45 minutes	FREE
From 45 min to 2 hours	€ 1,00
From 2 hours to 3 hours	€ 2,00
Beyond 3 hours	€ 5,00

Membership is lifelong and has no actual costs: users pay €20 as bike deposit, €5 as card deposit and €5 as initial credit. Some user groups, such as students, pay only the credit and are exempted from paying the deposits. With the app, membership costs a flat fee of €2 for 8 hours of use, with a €150 block as bike deposit until the end of the 8th hour.

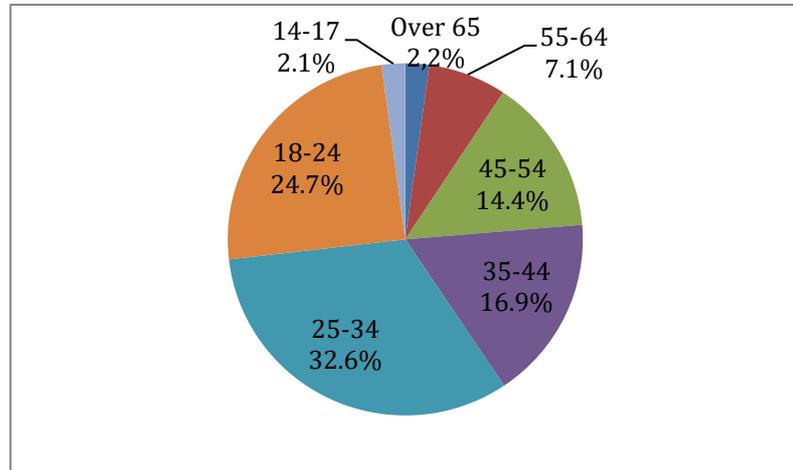
Operational key figures:

Year	Registered users	Bike takings	Nr. of stations
2008	1040	22384	24
2009	1753	91292	25
2010	3149	127437	25
2011	5279	231403	39
2012	8277	404570	44
2013	11209	517809	62
2014	13914	634083	66
2015	16920	709377	70
2016	19106	67303	72
2017	-	-	73

Advances operation figures: Average bike use duration in 2011: 18.50 minutes, Average bike use duration in 2017: 13.15 minutes

User profile:

Sex	% Users
F	38,26%
M	61,74%



3. City profile

Brescia’s bike sharing scheme is operated by Brescia Mobilità S.p.A (partly owned by the Municipality of Brescia) and the name of the service is Bicimia. The mobility councilor of the Municipality of Brescia is Federico Manzoni, Brescia Mobilità’s general manager is Ing. Marco Medeghini. Brescia has approximately 200,000 inhabitants and is Lombardia’s (regio in north of Italy) second most populated city after Milan. It’s the capital city of the Mamesake province, which is very wide and densely populated.

Brescia’s bike sharing scheme has been working since 2008; since then Bicimia has known a stunning growth both in memberships and in usages, thanks to its several expansions. Nowadays it consists of 73 stations (about 741 docking points,) about 500 bicycles and 5 maintenance operators. The support for users is active 24h thanks to a control room. The service is integrated with all other mobility services of the city (underground, parkings, bicycle parkings, selling outlets etc): same smartcard, strategic positions of stations, same operational staff. One important feature

of Brescia's bike sharing scheme is that the operation is carried out totally by Brescia Mobilità, from management to maintenance.

Modal share:

Modal	Share
Private transport	68%
Non-motorized	18%
Public Transport	14%

(Source: Global BRT Data, 2006)

4. Marketing & Communication

Pictures, video links or graphs:

Video: <https://www.youtube.com/watch?v=7FZ6CMZlmoQ&feature=youtu.be>



[https://cms.bresciamobilita.it/public/resources/brescia%20mobilita/campagna-bicimiapp-a5-low\(1\).pdf?t=20150930150948](https://cms.bresciamobilita.it/public/resources/brescia%20mobilita/campagna-bicimiapp-a5-low(1).pdf?t=20150930150948) , flyer

5. Contact details

mchiari@bresciamobilita.it

mverita@bresciamobilita.it

tel. 0303061000

February 2017

www.velo-citta.eu



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:

