



Padua Pecha Kucha presentation

European Bike Share Conference – Rotterdam – 30 November 2016

Loretta Marini – Padua municipality: marinil@comune.padova.it

Paola Bellocchio – Bicincittà: p.bellocchio@bicincitta.com

1. Padua is 30 km west of Venice and has a population of 214.000 people. The city center with restricted vehicle access provides an ideal location for cycling. Padua and the GoodBike provider Bicincittà are partners in the VeloCittà project.
2. The service was launched in July 2013: 27 stations, mainly in the historical centre, 265 bikes. The cost of the implementation and management for 10 years is 456.000 EUR.
3. When we Began the VeloCittà project, the system had 2000 users, achieved in 6 months of operation. As the challenge of the project was to increase the number of subscribers, this very positive start created belief that our desire to increase the number of memberships would be successful
4. In Padua we promote cycling to encourage sustainable mobility, to improve air quality and for health reasons. Bike sharing offers benefit without ownership. Cycling on a bike share bike lets you spread your wings to freedom.
5. Padua is an ideal city for cycling. The bicycle is the most efficient option to reduce car transport and help smart urban mobility, which is encouraged by 165 kms of cycle paths out of 900 kms of total road network.
6. Students were the fir target group because about 58,000 students attend the prestigious University of Padua. Most university departments are in the city centre and several students do not have a car.
7. The second target group were residents, because they could provide a large number of user to sustain a long-term bike sharing system. They could be attracted by the fact the share bike is less likely t be stolen, and for those who did not cycle, it could be a good introduction to cycling.
8. Padua's promotion campaign focusing on students included activities: promotional events and marketing trough the university radio, very popular among students, prizes including subscriptions and discounted annual membership for University students.
9. The campaign also used traditional advertising materials, including poster and leaflets. Face to face meeting at sporting events were also organised, to encourage cyclists and runners to extend their sports passion to a daily practice with the bs bicycle.
10. Bike sharing promotion was also carried out during other cycle and sustainability promotion events which took place in the city squares and included many attractions to involve as many people as possible.

11. Bike sharing promotion is included in Padua's general cycling promotion program. It is important not only to attract people's interest onto bike sharing and its characteristics, but also give the possibility to try the bicycle, so at cycle promotion events bs bikes are available for people to try.
12. Good support was important, Especially successful when officers spent time ensuring local politicians understood the importance of cycling and therefore supported the bike sharing service. We were also supported by cycling associations.
13. Although the number of members did not increase as we expected initially, we were able to create loyalty among members. It is normal for a new system to attract the favour also of those who will not use it in the future and consolidate a number of loyal users.
14. Bicincittà, based in Turin is the operator of GoodBike Padova. They also operate 25 other bike sharing systems of approximately 100 that they have installed. We consider this a successful partnership.
15. As part of the project, we monitored the system's operation, which was done through the cooperation of the Municipality and the operator. 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.
16. In Padua, bike sharing is part of an integrated and sustainable transport system started in the early 80s introducing pedestrian areas, Limited Traffic Zones, logistics, cycling infrastructures, with the aim of reinforcing sustainable mobility measures.
17. The Municipality of Padua had no fundings, so other sources were investigated: from the Ministry of Environment, Banking Foundation, the Chamber of Commerce and the EU. The system is maintained using the advertising revenues, thanks to the advertising structures at the stations.
18. The initial phase of bike sharing resulted in more users than predicted, which caused some management problems. Reducing the numbers of bike would have been an easy option, but it would have been counterproductive.
19. The BSS scheme started with an office in the central area of the city, a store, mechanics, 2 vans, staff for redistribution of the bicycles, appropriate marketing activities. This was a good starting point, but soon it became clear that more effort was needed.
20. VeloCittà provided an opportunity to improve the relationship between Padua and their operator, using information from the exchange of best practices from other cities.
21. We also looked for information on good bs practices by looking at other systems in Italy, Bigger cities with more resources, like Milan and Turin, were not considered because they are not comparable with a mid-sized city like Padua.



22. City and University relationship: the university Rector, mobility Manager and students were very positive. We discovered that the Rector is fond of cycling: “a nice ride is good to prepare an examination”, as he says.
23. Some stakeholders did not believe in bs: the public transport company felt that bike sharing was a competitor, the hotels and trouble in understanding the importance of the app, where a click on the mobile phone gives a bike to their customers.
24. To improve the service we carried out a survey on members and those who didn't renew the subscriptions: the results suggested that the solutions are only possible with the cooperation between City and operator.
25. 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.
26. The focus group provided valuable opportunities. We found out that high school students prefer public transport and university students love the bike. In order to make residents love cycling, nature trail cycling tours were suggested.
27. At the beginning of the VeloCittà project there was little 'political risk for the City of Padua. During the project 3 different politicians were involved and we are currently without a Mayor. New elections will be held next spring.
28. Padua's experience is that bike sharing needs the right resources and a realistic business plan are in place. The contract is crucial, both in terms of service provision and sustainable financial resources.
29. To maintain a good quality, the service requires several resources: financial resources, coming from fundings, advertising revenues, sponsorships and support by private companies. But the most important thing is that the city's politicians believe in it and support it.
30. From our experience we can say that:
 - good planning
 - future proofing
 - sufficient funding
 - good operator
 - quality promotion
 - and inclusive contract
 - quality monitoring
 - cooperation and creativity to overcome the challengesIs our recipe for success.