



Bike Sharing as a Key Item in Mobility Arena

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Agenda

1. **Target**
2. **Mobility: passengers and goods**
3. **Passengers: Demand/Offering, network and info**
4. **Demand: single users and companies**
Offering: all inclusive from flights to bikes!
5. **Integration: Network, Fares, Modes**
Synthesis: La Centrale di Mobilità
6. **Bike Sharing as key item in mobility**
7. **The must and the pleasure**
8. **Closing**



1. Target

**Bike Sharing integrated
key mode
to develop
sustainable mobility**



2. Mobility: passengers and goods

- **Passengers:** can decide, can choose alternatives;
- **Goods:** have to be planned, no alternatives (only water can! Via tap)
- **Link:** home delivery, mobility management, city logistics



3. Passengers: Demand/Offering, network and info

- Fragmented Demand to be planned
- High Volume Directions Offering Only
- Updated Information Availability and User Awareness: Must
- Present Weakness due to lack of know-how about multimode links



4.1 Demand: single users and companies

- We must involve ALL the INTERESTED parties in the mobility system
- Not Direct Users only, importance of companies, trade, retail, P.A. involvement
- Mobility Management



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4.2 Offering: all inclusive from flights to bikes!

- **Info** easy to reach, useful, complete
 - **Updates** selected and reliable
...up to home
 - Street, Transit, Rail, Metro, car & bike sharing, car pooling, park, taxi **LINKED**
- "Poem" *easy to save and keep in mind*



5.1 Integration: Network, Fares, Modes

- Shared Know-how
- **All the trip** – no single route
- **Syncro**: easy switch
- **Names** easy and “one voice”^(2x15inX)
- Available **Alternatives**
- **No Discrepancies**



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5.2 The synthesis: La Centrale di Mobilità

- Single point of mobility management
- Friendly and Reliable Focal Point for everybody (users, authorities, business, retail, travel & transp)
- Crisis and Expediting Management



6. Bike Sharing as key item in mobility

- Bike before and after other linked modes
- Bike for the last mile
- Bike for long connections
- Bike to reach carsharing parks and carpooling pick-up points



7. The must and the pleasure

- **Must:** daily operations
- **PLEASURE:** free time, shopping, events (coffee on trolleybus line 90/91 in Milan 60 years old)
- **Reliability:** padlocks, insurance, retail micro parking, bikelines



8. Closing: Bike Mobility smiling and sparkling

... New business initiatives (jobs, finance, trade, retail, pleasure) come where the mobility level is excellent ...

... I'm interesting in moving only if I know through which mode, I'm sure to go and be back, I plan where I can stop ... (tell warehouse story).



Thank You Very Much !

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