

Parma in Bike

Overview: The Municipality of Parma (in North of Italy) launched the bike sharing service in collaboration with Infomobility, a company that, through services and management consulting, manages in innovative way the urban mobility problems of the public administrations and the enterprises.

Target Audience			Actions		
	Children	Transport companies		Clean and Energy Efficient Vehicles	Traffic Management
	Teenagers	Car sales people	X	Cycling	Car Pooling
X	Students	Private companies		Transport Demand Management	Transport for People with reduced mobility
X	Adults	Other		Flexible mobility services	Eco Driving
	Old Age Pensioners			Travel Awareness Event(s)	Walking
	Decision makers			Mobility management	Other
	Local and regional authorities			Public Passenger Transport	

Background & Objectives

In the city of Parma the use of the bicycle has traditionally a special importance because it is the transport mean usually used by one-third of the citizens.

In order to increase the use of the bicycles and strengthen this tradition, the Municipality of Parma carried out the “Parma in Bike” project, a new service supported by the Mobility and Environmental Department and managed by Infomobility.

Implementation

The “Parma in bike” service is an automatic system for the bicycle rental. The distribution points are placed in 11 parking where, through an electronic card, it is possible to rent a bicycle. The giving back of the bicycle can take place at any bike sharing parking in order to establish a strong integration among the different public means of transport. “Parma in bike” is a service for the shopping, for the work and for the tourism but especially it is a service for a new mobility, a concrete alternative to the car. Thanks to “Parma in bike” it is possible to rent electric bicycles or traditional bicycles for adults and children and tandem; it is also possible to rent the new electric bike for the disabled person.

Since 15th December 2008, moreover, started a new step of “Parma in bike” promoted by the Municipality of Parma, the Mobility and Environmental Department and Infomobility, about the installation of 4 PV roofs financing by the Environmental Ministry. Through the PV panels on the roofs it is produced energy that will be used for the bike sharing service, for the lighting of the bicycle racks and for powered an energy pump that will recharge the electric bicycles.

Conclusion

Thanks to the positive result of the “Parma in Bike” service the Municipality of Parma is investing many resources in order to make better the general conditions of the bicycle network especially in order to fall down the barriers, to improve the connection among the bicycle paths and the global substitution of the signals. The total investment exceeds one million of Euro.

For more information, contact puntobici@infomobility.pr.it
http://www.parmapuntobici.pr.it/index.php?option=com_frontpage&Itemid=1

Aktionstag

Klimafreundlich Autofahren

Freitag, 21. September 2007
9.30 bis 13 Uhr

Haus der Region,
Parkplatz Hildesheimer Str. 18

- Große Kfz-Ausstellung
- Informationen und Beratung zu Erdgasautos, Hybridfahrzeugen, Elektroautos, Carsharing
- Verlosung eines VW Caddy Life EcoFuel für ein Wochenende mit Erdgasreibstoff bis 500 Kilometer
- Informationen zu Klimaschutz & umweltfreundlicher Mobilität
- Info-Stand zu Regl.E – Region spart Energie
- Kaffee, Kuchen & mehr



