

URL <http://www.bicincitta.com/default.aspx>

Quick facts

 Company:	BicinCittà
 Sector:	Transport
 Product / service:	Website & Application
 Type of data:	Geodata
 Origin:	Italy



Description

BicinCittà is a self-service bicycle hire in Italy with a website and an application. The bikes have a distinctive yellow color and are therefore easy to find. It is possible to use the bikes one time/per ride or to pay for a subscription.

Benefits

- The use of bicycles reduces the pollution in cities.
- Biking is good for people's health.
- Bikes reduce the traffic congestion from cars and can be used on existing infrastructure in the cities.
- Bikes are relatively affordable for young people.



How open data is used

Geo and transportation open data are used to connect people with available bikes through the application. Geo open data offers maps of the surrounding and widely used transportation routes in the city. In this manner, Bicincittà can make sure their bikes are available in all highly used transportation routes.

