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Bike sharing, each bike costs more than €550 a year

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It is a quite appreciated service, they said from Palazzo Gilardoni, referring to the bike sharing in Busto Arsizio. Public bikes were introduced in 2012, when Busto Arsizio was a stage in the Giro d'Italia, and during last summer the service was strengthened with two new stations. Therefore, today in the city there are 9 stations with, on the whole, 50 bikes at disposal.

But, how much does it cost this service to the city? €27,999, only in 2014. This is the fact deduced from the documents that committed the management of the service until 31 January 2015 to Bicincittà srl., the same that built the network.

So, for the whole year, it will be this company, based in Torino and leader in Italy in the services of bike sharing, to take care of the ordinary maintenance and also of the electronics devices, as well as of the website and call centre. Everything for a sum that is equivalent to €560 for each bike in service in the city.

A considerable financial commitment, which from the last year has grown with the increase of bikes and stations. Unfortunately, the investment in the two new bike sharing stations was not followed by an enthusiastic confirmation from the users. The Beata Giuliana is an emblem of this cold welcome with his negative record, an average of 9 uses a month.

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