



Electri-City – Electri-Cité – Elettri-Città®

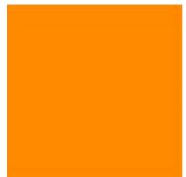
The challenge of deploying electromobility in European cities and regions

Sylvain Haon
Executive Director
Valencia, 14th April 2010



Network of cities and regions supporting innovation for a sustainable local mobility

- Founded in 1989, 70 members from across Europe
- President: Dresden, Secretariat of 8 persons in Brussels
- *Encourage the **exchange of experiences** and the **transfer of knowledge***
- *Actively support the participation of Polis members in **European initiatives** to make research and innovation in transport accessible to cities and regions*
- *Act as **an interface between** with to the European institutions for cities and regions on urban and regional transport issues*



**mobility
& traffic efficiency**



**safety
& security**



**environment
& health**

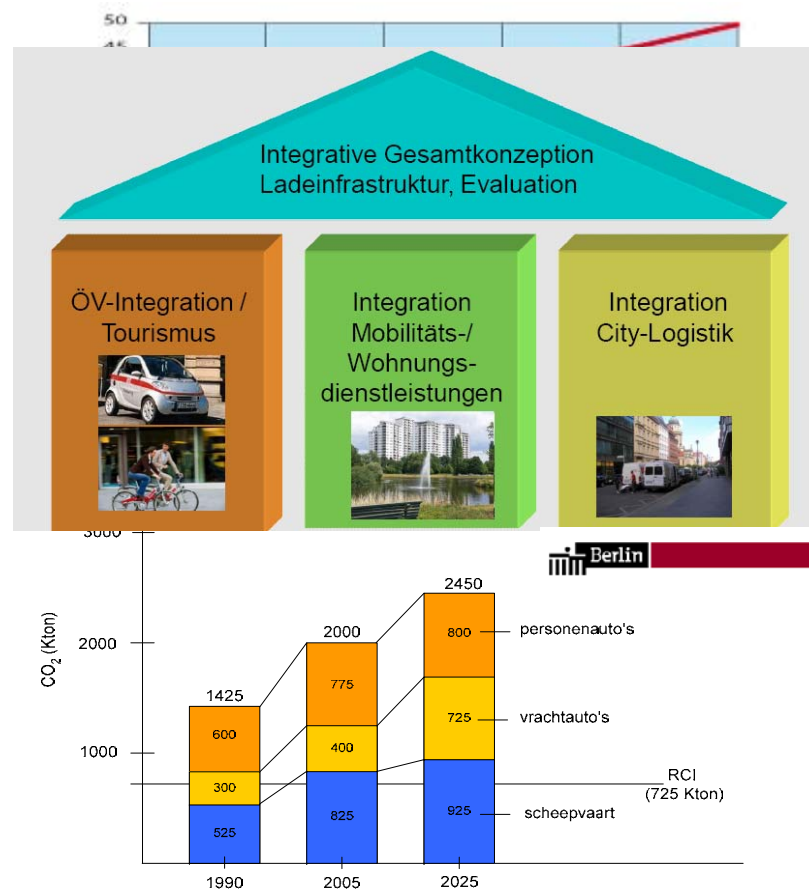


**economic
& social aspects**



Electromobility in cities to address urban challenges

- Electromobility to move towards a new urban mobility culture: technological transition to evolve towards new behaviours and patterns;
- Electromobility and electric vehicles to contribute to the strategy to reduce carbon emission in the urban environment;
- Reducing local emissions, in particular air pollution, but also transport related noise emissions;



Sustainable E-mobility



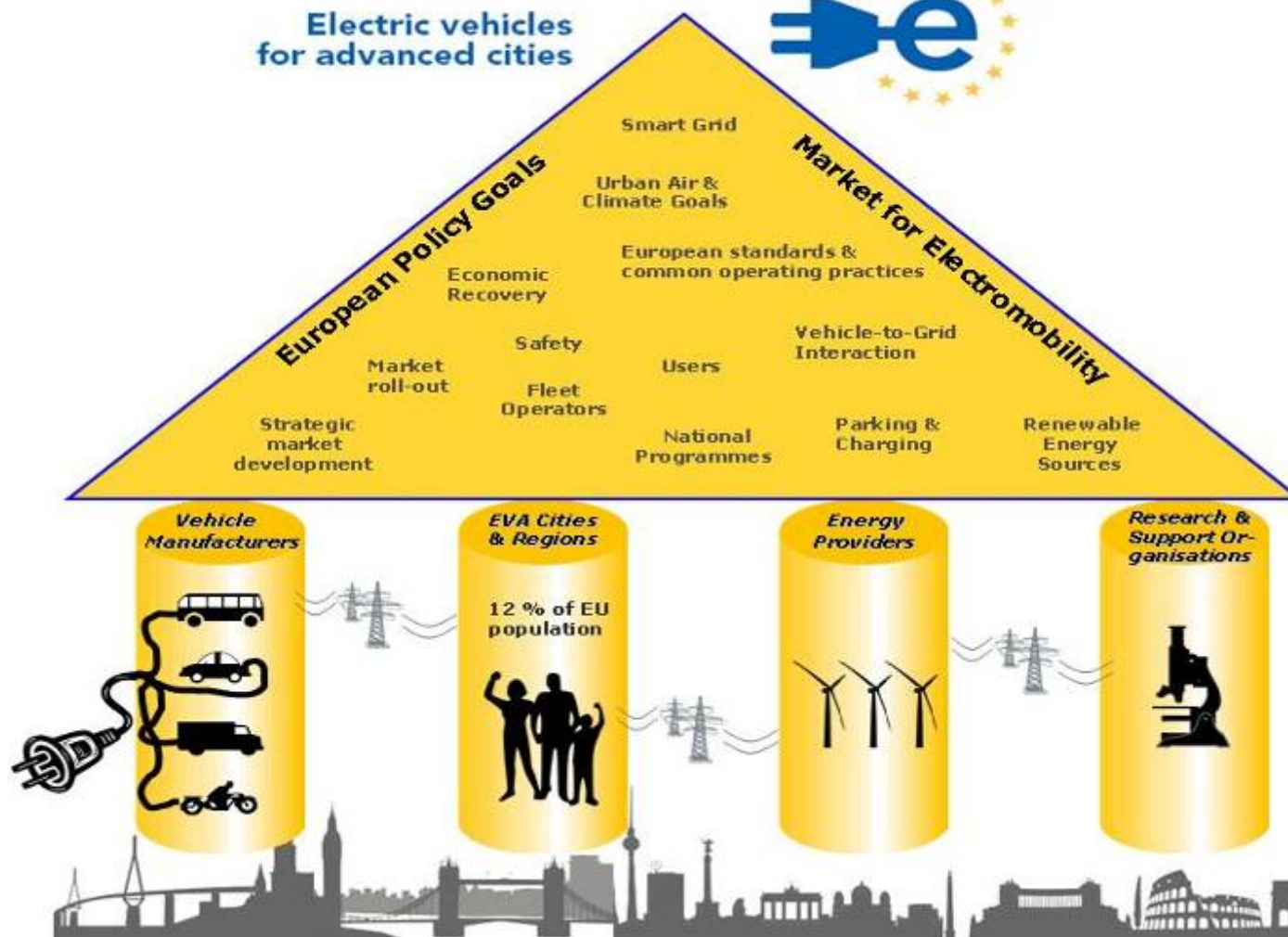


Cities and regions have a key role to play for the deployment of a market for electric vehicles

Investing and stimulating the market

- Φ Investment in the infrastructure (electricity and road), allocation of space
- Φ Captive fleets can trigger the implementation of the adequate infrastructure and initiate the transition towards a larger deployment of electric vehicles
- Φ Public authorities are interested in being pioneers with electric vehicles in their fleet
- Φ Joint procurement
- Φ The progressive large scale deployment of electric vehicles in captive fleets will contribute to better know and understand mobility behaviours with EVs
- Φ Incentives and integration within the sustainable urban mobility system
- Φ Part of the smart city of the future

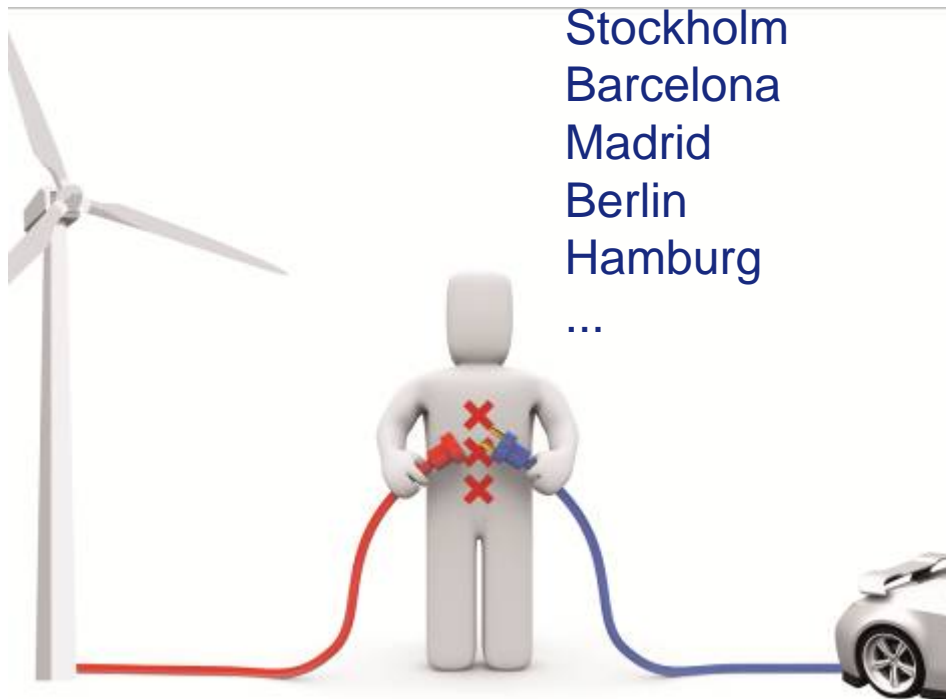
Electric vehicles for advanced cities





European cities & regions taking the lead

Barcelona
Madrid
Amsterdam
Rotterdam
Noord-Brabant
London
Paris
Stockholm
Barcelona
Madrid
Berlin
Hamburg
...

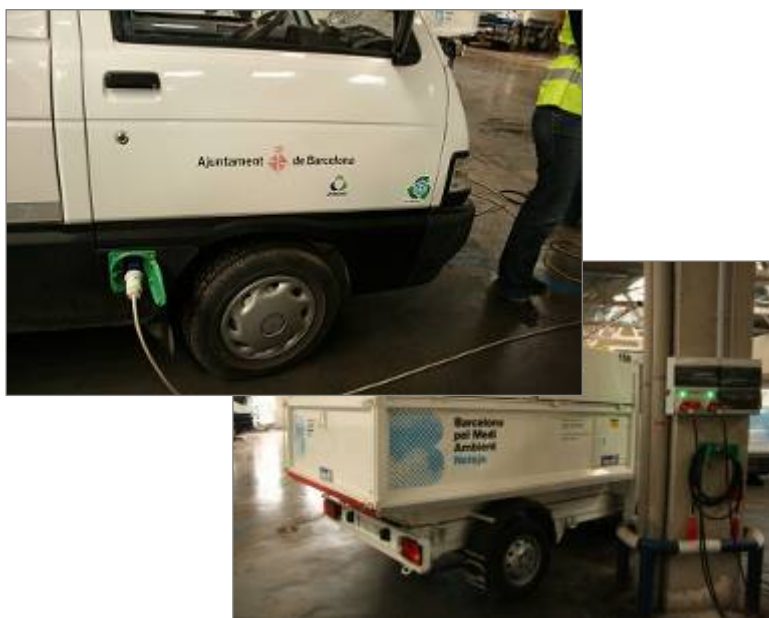




Barcelona

LIVE Office (Local Electro-mobility project implementation of Barcelona Municipality*)

* 3 municipal departments participate in the LIVE Steering Committee, together with GENERALITAT & ENDESA



Thanks to a pro-active public procurement policy the proportion of electric vehicles in Barcelona's street cleaning fleet has increased from 3% to 30% over the last two years.



During a recent visit by AVERE, EVA proposal partner, Urbaser's monitoring recharge systems were presented.

Photos courtesy of Robert Stussi

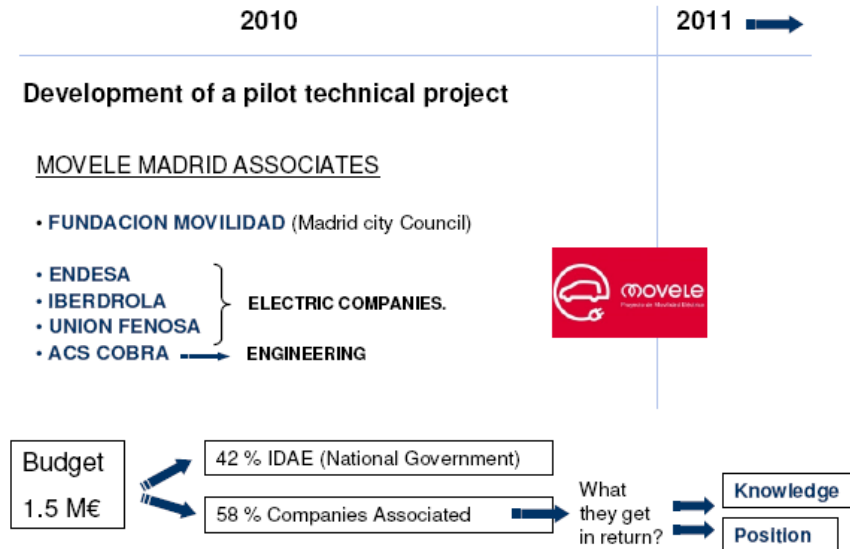


Madrid

Madrid Metodology Approach

Movele in Spain Movele in Madrid

- 41 public charging points (in 2 different parking facilities) + some private ones (NH hotels)
- Two 100% electric minibus lines
- 46 electric vehicles (both minibuses and city services providers, 2008 data)
- 68 electric motorbikes (2009 data)
- “Cero emisiones” card for free surface parking at the city centre
- Traffic tax discount for hybrid and electric vehicles (the maximum authorised by national law)
- Targets: 280 public charging points under Spanish National MOVELE project by end 2010





Amsterdam Electric



Ambition

2015: 10.000 vehicles electric

2020: 40.000 vehicles electric

2040: 200.000 vehicles electric





Amsterdam Electric



Rabobank



- Φ Phased approach: technology is changing rapidly
- Φ Charging points near stations, in garages, P&R areas, on the water
- Φ Alliance with a selection of companies and organisation that generates traffic within the city and will act as ambassadors to create visibility
 - Φ Subsidies from city for buying the vehicles
 - Φ Policy incentives such as free parking, free electricity, free use of bus and tram lanes



ABN-AMRO





London - Today

- Φ Electric vehicles are exempt from the congestion charge
- Φ £700k from 2007-10 to fund feasibility studies and 126 charging points
- Φ Working with the boroughs to increase the visibility of charging points and to increase the number of charging points in residential areas
- Φ Funded www.newride.org.uk – a website providing information about electric vehicles to Londoners
- Φ Encouraging contractors to use electric vehicles

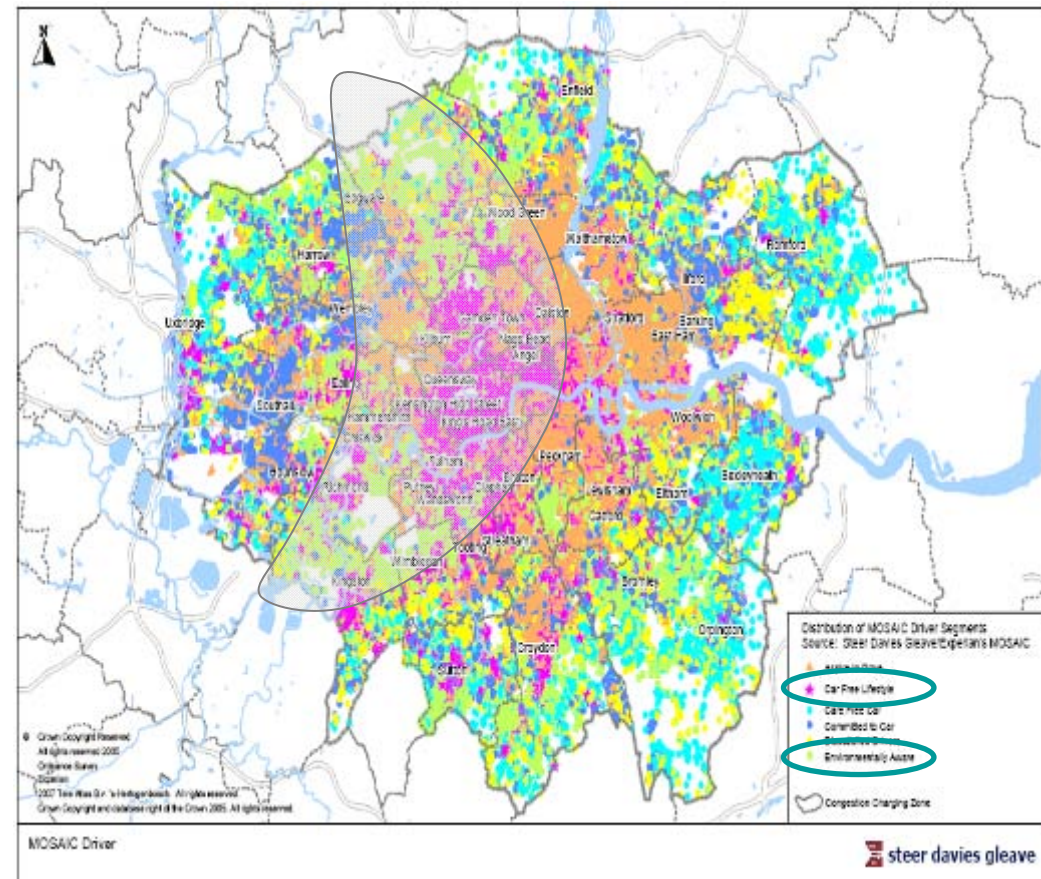




London - Tomorrow



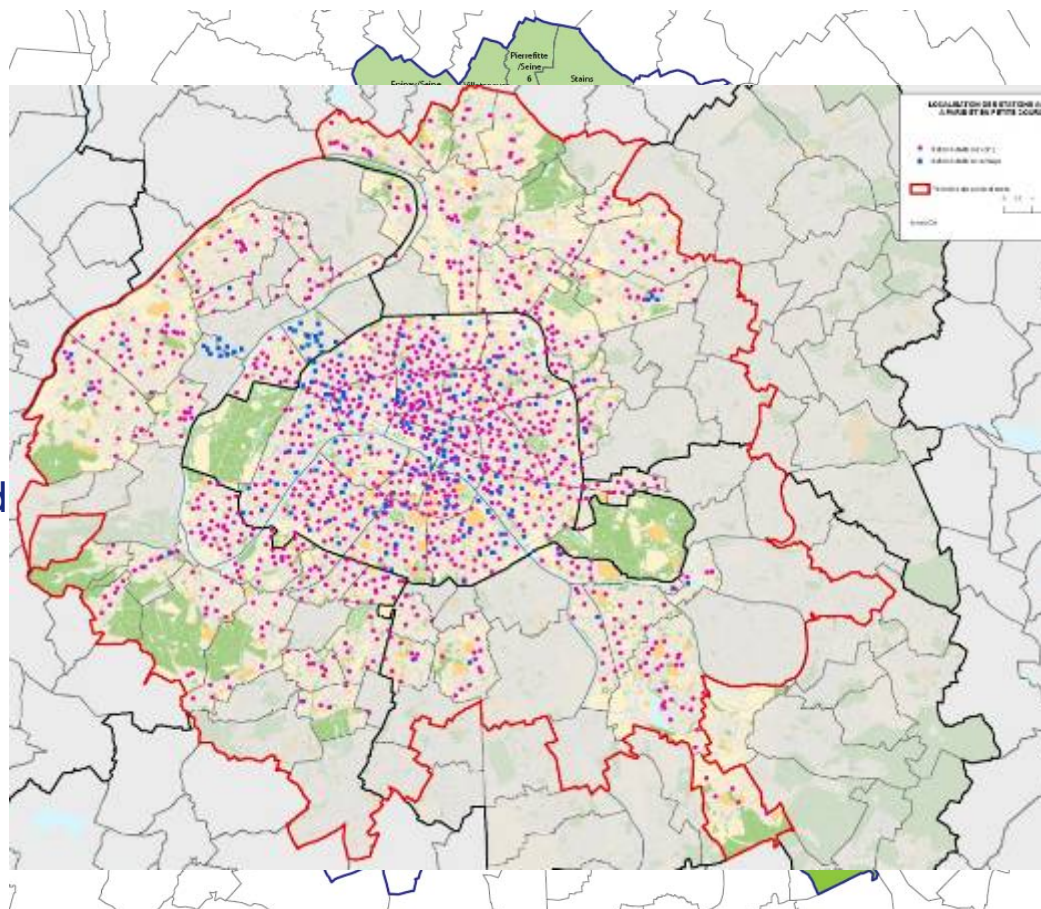
- Φ Target: 100,000 vehicles (5%) by 2020
- Φ Amend London Plan to require charging points in all major new developments (20% of all new parking spaces)
- Φ Guaranteed congestion charge exemption
- Φ Fast charging
- Φ EVs car sharing scheme





Paris – Autolib’

- Φ Autolib’ = fleet of public cars
- Φ Electric cars
- Φ Self-service cars : no reservation + easy to use
- Φ One-way : pick-up and drop-off anywhere in the city
- Φ Reserved parking spaces
- Φ 30 towns in the Paris area have joined the initiative
- Φ 1000 stations (700 in Paris), 3000 electric cars
- Φ Public tender for the management of the servicenow closed
- Φ Launch: Autumn 2011





Stockholm



- Φ 35% of cars sold in Stockholm today are running on alternative fuels
- Φ Target: fossil fuel free by 2050
- Φ Vision 'Electric Vehicle City 2030'
 - Φ City traffic almost emission free
 - Φ Access to recharging where needed
 - Φ Renewable or CO2 free electricity
 - Φ Stockholm sets an example in terms of electric vehicles and recharging infrastructure
- Φ Long experience with electric vehicles



CLEAN VEHICLES IN STOCKHOLM
ENVIRONMENT & HEALTH ADM
www.miljobilar.stockholm.se



Stockholm

Strategy for EV & PHEV

- Buying/leasing and demo of EV & PHEV
- Charging units at the cities own parking grounds (in- & outdoor)
- Test of charging on street parking
- Guidelines for establishing charging units (practical use and looks)
- Group of administrations working together
- Co-ordinated procurement of EV & PHEV
- European cooperation





Electromobility and the deployment of electric vehicles in cities

Cities and Local Authorities

support the immediate start for the deployment of electric vehicles and the stimulation of the market.

Cooperation of all actors is required !



Thank You !

Sylvain Haon

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