

Ele.C.Tra. project results

The Electra project has got good results in Florence:

- 173 new public recharging columns
- 53 e-vehicles sharing system for the PA with 91 new recharging stations
- 2 charging points in Telecom parking for employees
- 27 scooters sold from January to October 2015 by stakeholders that signed agreements
- 829 (>1%) e-light vehicles circulating
- 1 neighbouring municipality officially involved (Scandicci)

In October, with the start of

the Sharen'go service, Florence becomes one of the few cities in Europe which offers an electric car sharing service based on the use of 200 e-light quadricycles.

TOTAL SAVINGS: the annual average value during the project is 200 t CO₂/y and 95.000 l/y



The "network" was built with hard work and determination and it is, in the end, the strength of the project, as well as its novelty (especially the 22 protocols of intent signed with public and private entities to ensure, through the cooperation of all, the spread of an awareness and of a culture of sustainable mobility).

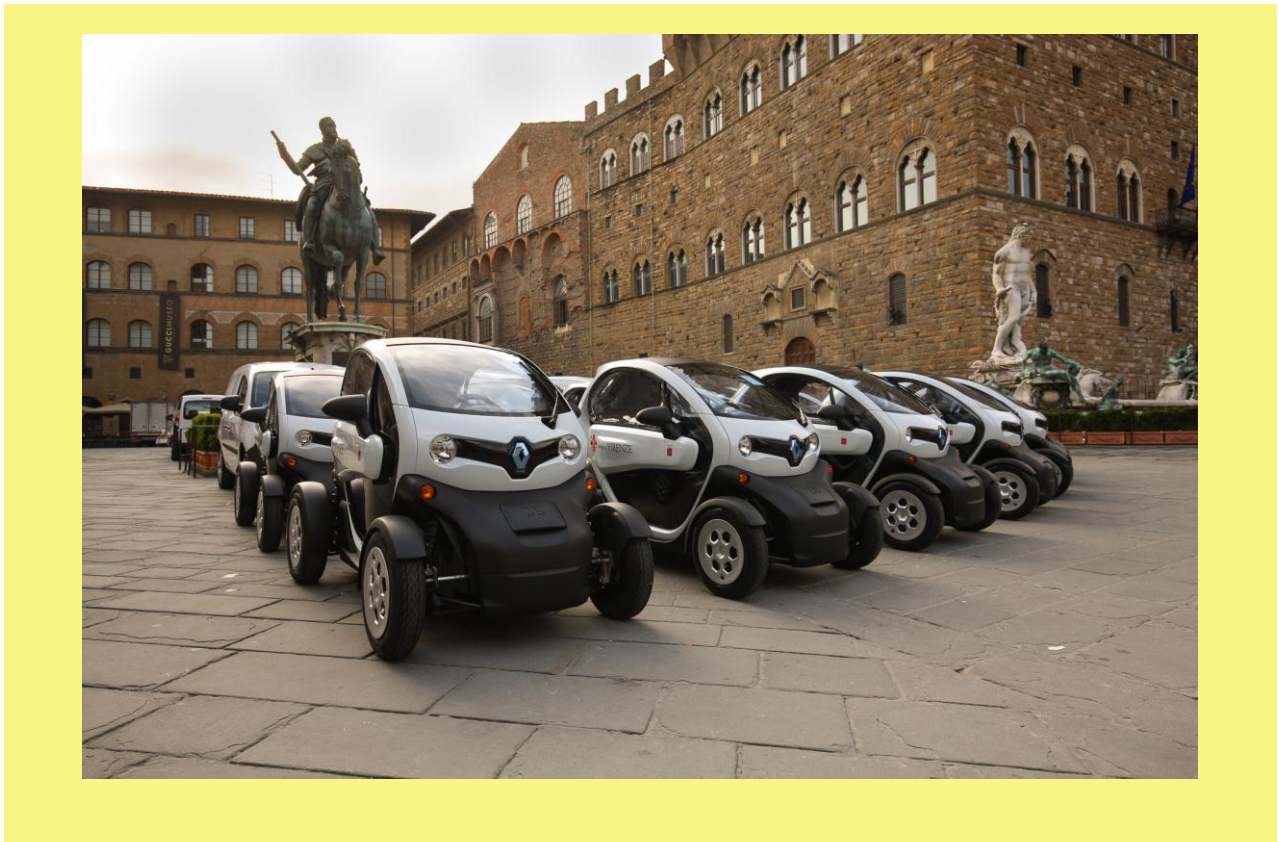
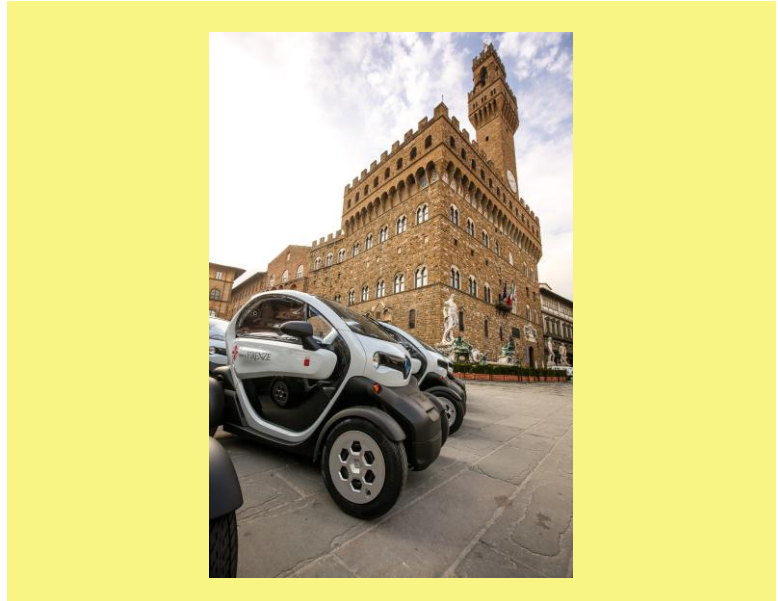
The Administration's *commitment* was very important for the success of the project:

Florence City Council believed since the late '90s in electric mobility by providing citizenship one of the largest electric vehicle charging networks (110 columns) and furthermore for free use. The network in the last two years of the project has been implemented (today there are 173 columns in the city) and "modernized" adapting it to EU standards and making it interoperable; it means that with the same card people can recharge their e-vehicle in Florence and in other cities.



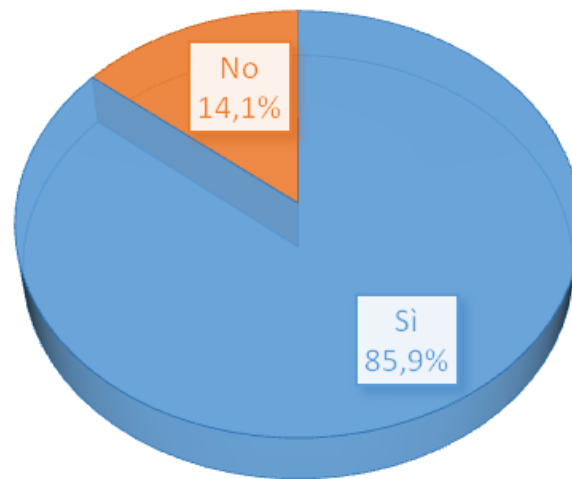
The decision to move towards sustainable mobility (that means less pollution and less impact on the city) has also led to the replacement in 2015 of part of the Municipality fleet with electric vehicles (about 60% of the fleet is now electric).

Looking at municipality employees driving the agile and ecological electric Twizy for their displacement instead of the old Fiat Panda Euro0 is the best advertising to promote the new mobility.



Florence citizens were asked if they had tried/purchased an electric vehicle (data from Electra post-operam survey held from October 20 to October 30, 2015), and if they were satisfied or dissatisfied about the experience. Almost all sample answered (85.9 % of the sample of interviewees) to be satisfied of the experience.

8. E' STATO SODDISFATTO DELL'ESPERIENZA?

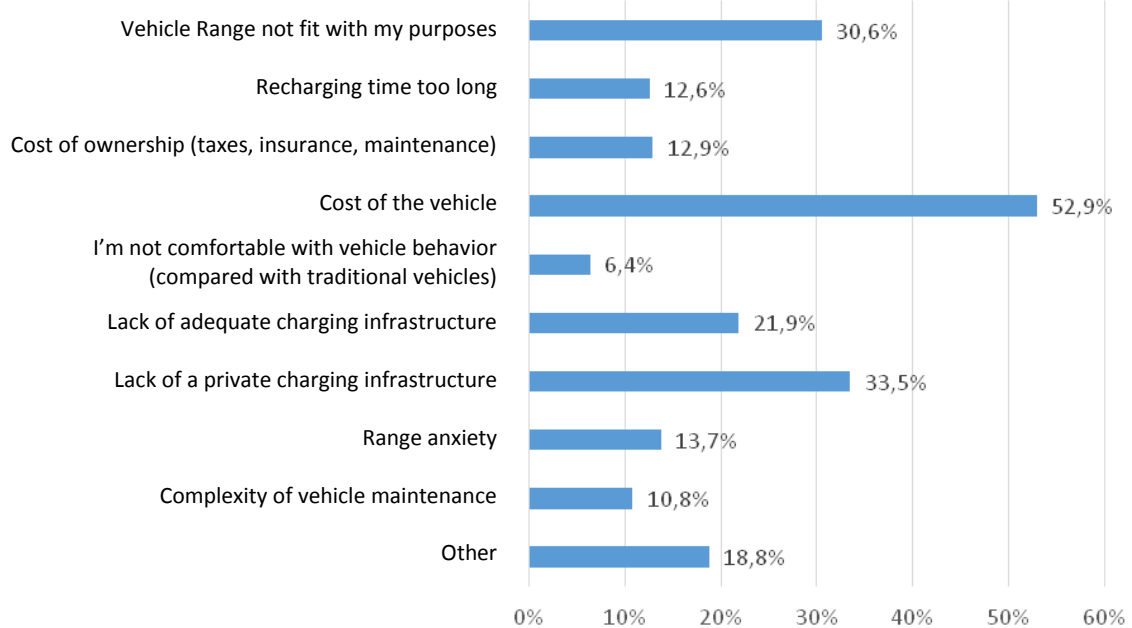


The reasons for dissatisfaction registered by those who have not tried/purchased an electric vehicle in the last two years (71.2%) are largely attributable to the costs (52.9% - companies must commit to lower prices. Maybe the Nation can still help out with incentives for purchase,

but at the same time research institutions and companies should develop models of vehicles for all budgets) and secondly to difficulties related to recharging (33,5% - lack of a charging point in the garage/car parking at home) and to the autonomy of the vehicle

(30.6% - vehicle's autonomy not suited the needs of the interviewees: electric vehicles have evolved in recent years, but about autonomy companies must still work. The lower the range anxiety of the possible electric vehicle user is, the more the use will be spread).

9. Se no, può dire perchè?



These three reasons for dissatisfaction are the aspects on which cities should work/invest in the next years.

The challenge of sustainable mobility that we are facing in our cities is also a cultural challenge: the use of an electric vehicle rather than a gasoline or the sharing rather than the property require a change

of mentality from all users of public space.

Therefore dedicated communication campaigns will be necessary as well as electric vehicles test drive: e-vehicles are efficient and sustainable from an energy point of view, but also *friendly and cool* for people who drive them.

It is on these aspects that Municipality of Florence intends contribute during the coming years, including its participation in European calls, such as those of Horizon2020, specifically dedicated to "Smart, green and integrated transport."