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Promotion & Dissemination Projects

Electric **C**ity **Tra**nsport – Ele.C.Tra

D.4.3 Service and product networks for Barcelona

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Electric **C**ity **Tra**nsport – Ele.C.Tra.

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Work Package 4: SERVICE EXECUTIVE PLANNING REPORT

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Abstract:
D.4.3 includes the identification of the set of users' incentives it's possible to implement in each pilot city (Genoa, Florence and Barcelona). In other words, this deliverable is the identification of the elements suitable for every pilot, but not in terms of compulsory implementation, because later it will be necessary to verify actions with own public bodies (see D.4.4)

D.4.3 contents will be completed, integrated and updated in D.4.4 "Operative plan of sustainable mobility model application", that will include the final aspects about each implementation test

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1. INTRODUCTION

D.4.3 is finalized to define Ele.C.Tra service users' facilitations that may be implemented in each pilot city for the test period.

One of the main barriers for a wider implementation of the electromobility is the resistance to change of the population. Acquire an electric vehicle supposes an important initial investment and a change of habits, which are difficult to assume for most people. For this reason it's necessary to boost the electric vehicle by trying to make it more economically rentable (subsidies, tax discounts…) and by offering facilities to their users.

In Barcelona there are several services and products with the aim of promoting electric vehicle use. Some of them are local measures, incentivized by Barcelona council, and other are impulse at regional or national level. Most of the measures are focused in all types of electric vehicles and few are specific to electric sharing systems or electric scooters.

D.4.3 identifies the first set of incentives and facilitations for the Ele.C.Tra users from which it will be possible to choose and include that will be effectively offered (see D.4.4 "Operative plan of sustainable mobility model application").

Regarding what included in the project Annex I in terms of how to implement incentives and facilitations, named "service and product networks", the previous project phases results and more in-depth analysis highlighted the "sustainable mobility tickets" (see page 35 of Annex I) don't represent the most correct and fastest way to promote the Ele.C.Tra actions and so to raise citizens and tourists awareness of the e-scooters and vehicles benefits. Then, the project doesn't include mobility tickets but incentives and facilitations will directly offered by e-vehicle providers and other stakeholders involved in the project.

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2. LOCAL AND REGIONAL PLANS AND SERVICES

In Barcelona **LIVE project** centralizes all issues regarding electromobility in the city. This is a public-private platform, composed for the Barcelona council, Generalitat de Catalunya (regional government), Industry Ministry and private companies as Seat (automobile), Endesa (electricity) and Siemens, with the objective to boost the electric vehicle. Among other measures, as improving infrastructures or increasing knowledge and awareness to population, LIVE is also promoting discounts and facilitations for the electric vehicle users.

As a public private partnership the major issue that LIVE project wants to overcome is how to make public and private sectors collaborate between them. LIVE platform is a governance tool so it should provide a suitable democratic control of the expansion of this new technology in the city, and at the same time provide business opportunities to the private companies collaborating in it.

2.1. ECONOMIC MEASURES

Economic measures try to give economic advantages to EV users in some aspects, which may be useful to balance the higher cost of these vehicles regarding conventional ones.

One of the most relevant measures is the circulation **tax discount**. In Barcelona electric vehicles, as well other alternative vehicles (biofuel, hydrogen…) have a tax discount of 75% related to conventional vehicles. That discount can represent more than 100€ for vehicle and year. This measure is easy implementable and a cheap option for the public sector to boost the use of electric cars and motorcycles.

Moreover there are other economic measures which can suppose important savings to electric vehicle users. Currently the **battery charge of the vehicles is free in all charging points,** as the municipality assumes this cost in the framework of LIVE project. To have a free charge it is required to obtain an identification card for electric vehicle users (**LIVE card**).

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Electric vehicles, and other low emissions vehicles, also have a **30% discount in tolls of Catalonia region**. This measure is not effective to boost electric urban mobility, so Tolls are located in main highways, however it could have a major impact if Barcelona had access tolls or a low emission zone in the city center.

2.2. PREFERENTIAL USE FOR ELECTRIC VEHICLES

Other measures give a preferential treatment to EV when using public infrastructures or making agreements with public administrations.

The above mentioned LIVE card also allows to **park for free in the regulated zones** of the city (Green and Blue Zone), but with the same restrictions of common vehicles (parking periods, priority of residents…). Once the vehicle is parked, the user just has to go to the nearest parking meter and insert his LIVE card to get a free ticket for a determined time period, normally a maximum of 2 hours (depending on the zone).

Electric vehicles are **allowed to circulate in the HOV lane**. The HOV lane (High Occupation Vehicles) is used to benefit certain vehicles to enter and leave cities avoiding traffic jams. The HOV lane can only be used for some authorized vehicles, as public transports, motorcycles, high occupation vehicles or electric cars. The owners of ecologic cars, who want to use the VAO lane, must introduce their vehicle information in a website to ensure that their vehicle meets all the requirements. They receive an accreditation tag that allows them to use the HOV lane. There is only one HOV lane in Catalonia, located in Barcelona, that covers 6,8 km of the C-58 highway. This is not an economic measure but can suppose important time savings and avoid some of the main problems of Barcelona's drivers; the traffic jams.

Barcelona's Government has an agreement with Nissan to **promote the use of electric taxis** in the city. Nissan has designed the e-NV200 (electric taxi) and is developing an electric vehicle charging infrastructure in Barcelona and its metropolitan area. The stations are provided with fast charging points, in which any compatible electric vehicle can be charged. Barcelona's Government will offer specific places for taxi and for loading and unloading merchandise, where also will install charging points.

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3. NATIONAL PLANS

There also are some plans at national level to promote electric and other alternative vehicles. Due to the competences of the national government those plans offer only economic incentives by offering subventions to the acquisition of an electric vehicle, as competences above city infrastructures belong to the municipality.

The most important plan is **Plan Movele**, which is included in the national strategy to boost the electric vehicle in Spain (2010-2014). The plan is composed by four strategic lines: promote electric vehicle demand, support the industrialization and R&D of this technology, facilitate the adaptation of the electric infrastructure for the charging and management of demand and foment some transversal programs related to the communication and information of electric vehicle. The goal of Plan Movele is to reach 250.000 electric vehicles in Spain by the year 2014.

The maximum amount of the subsidy from Movele Plan varies according to the vehicle's electric category. **Grants can reach 25% of the sale price with a maximum of 6.000 Euros** for tourism vehicles, small vans, motorcycles and other four-wheel electric vehicles. There are also subsidies about 25% for purchasing other electric vehicles such as buses or large vans with a maximum amount of 15.000 to 30.000 Euros according category.

The subsidies include all kinds of beneficiaries because they support either private or public vehicles. The application for the grant is managed through the cars sales agents who voluntarily join the plan. From the above measures, this is the most effective to boost an electric scooter system, so the responsible of the system can get important discounts in the acquisition of the motorbikes.

There are also other plans focused on the old vehicles removal for more efficient and less polluting ones (PIVE Aire 3 and PIVE 5 Plan). These programs are not specific for electric vehicles, but the subvention they offer is higher for this technology.

PIVE Aire 3 Plan aim is to renovate old cars (vans, cars and commercial vehicles) and substitute them for more efficient vehicles. The Plan also aims to encourage the

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purchase of electric motorcycles, electric mopeds and bicycles. The amount of the subsidy will vary depending on the characteristics of the vehicle and if the grant is requested by the certificate of scrapping or by the permanent retire of the car from the DGT (National Department of Traffic).

The subsidy amount regarding kind of vehicle is:

- Electric motorcycles: 400€ from the ministry and 200€ from the sale point
- Electric mopeds: 250€ from the ministry and 100€ from the sale point
- Electric bicycles: 200€

This subsidy is not compatible with other ones like the Plan PIVE 5 or MOVELE. The main difference with MOVELE plan is that PIMA Aire 3 requires the official retirement of the old cars to obtain the subvention.

The **PIVE 5 Plan** objective is to remove all cars more than 10 years old and light commercial vehicles with more than 7 years by replacing them for new and more efficient vehicles, like electric vehicles. PIVE 5 plans to remove 175.000 vehicles with a 175 million Euros investment.

The subsidies given by PIVE5 are greater than PIME Aire 3 Plan (a minimum of 2.000€ and maximum of 3.000€ depending on the kind of vehicle to be purchased and the personal requirements of the applicant), but to join this plan it is required that the replaced vehicle has to be old. Hybrids, plug-in hybrids, electric vehicles and pure electric extended range vehicles, can receive the maximum amount of the subsidy, depending on the characteristics of the applicant.

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4. FINAL REMARKS

To sum up, there are several initiatives in Barcelona to promote electric vehicle use, depending on the municipal, regional or national government. Those measures represent high economic incentives or preferential use of some city services, but it is necessary to stress that even with these incentives, electric vehicles are still comparatively more expensive than conventional ones.

Many of these measures are not implementable as a long term strategy, but are highly convenient in the present scenario where the presence of electric vehicles in Barcelona is still very low and needs powerful measures to improve, as any new technology in a framework dominated by other technologies. Due to economic sustainability of the public finances, equity reasons or sustainable mobility measures, questions like the preferential use of the HOV lane, free parking on regulated areas or, more obviously, free charging in all charge points, can't be implemented in a desirable future scenario where the EV represents a high percentage of the vehicle fleet. Nevertheless they constitute a necessary tool to help promoting this new technology.

None of the initiatives currently applied in Barcelona is specific for sharing systems neither electric scooter, so the services and promotions are applicable to all types of electric vehicles. However the success of a scooter sharing system also implies a greater knowledge and acceptance of the population to electric mobility and this can be achieved by all the mentioned above services and products. Also a major implementation of electric vehicles means more infrastructures and charge points which is also a key issue for the success and the easy implementation of an electric scooter system.

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ANNEX: Services and products network for EV in Barcelona

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Summary			
Name of the tool	Road tax discount		
Category	Tax benefits: Road tax		
Geographical Coverage	Local: Barcelona Metropolitan Area		
Start date	January 2012	End date	-
Nature of Promoters	Public		
Name of Promoter(s)	Barcelona Government Institut Municipal d'Hisenda (Municipal Tax Office Institute)		
Shared by (name of partner)	-		

Tool description
Short summary of the practice
The road tax has to be paid by all kind of vehicles which can circulate on public roads (cars, vans, motorbikes, trucks, trailers...). Fares are calculated according each vehicle type. Electric vehicles can benefit from a discount of 75% on the road tax. This discount is also applicable to other vehicles that don't use fossil fuels (hydrogen, biofuels...). This measure has an easy implementation and is a cheap way to boost the use of electric cars and motorcycles.
Benefits and advantages related to a scooter sharing service
-
Limits and Drawbacks
Lack of information about the discount rate for the population.
Improvement suggestions
-
Sources of information
Official website from Barcelona's Government

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http://www.bcn.cat/hisenda/es/principals_impostos_ivtm_explicacio.html

http://w110.bcn.cat/portal/site/Mobilitat/menuitem.cbe15a34b5efad778a738a73a2ef8a0c/?vgnextoid=51fd83c506c2c210VgnVCM10000074fea8c0RCRD&vgnextchannel=96e867852a67b210VgnVCM10000074fea8c0RCRD&vgnextfmt=formatDetall&lang=ca_ES

Official website from Barcelona's Municipal Tax Office Institute

http://www.bcn.cat/hisenda/es/principals_impostos_ivtm_explicacio.html

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Summary			
Name of the tool	Free parking or parking discount		
Category	Urban facilities: Free parking or parking discounts		
Geographical Coverage	Local (Barcelona)		
Start date	2011	End date	-
Nature of Promoters	Public		
Name of Promoter(s)	Barcelona's Governement		
Shared by (name of partner)	-		

Tool description

Short summary of the practice

Besides free parking on the street (half of the total parking on street in Barcelona) in the city there are two types of parking in public spaces: green zone and blue zone.

1. The goal of the green zone is to prioritize parking for the residents of the area, duly identified, establishing a very low payment rate. Non resident vehicles can also park, but their fare is much more expensive and they are only allowed to park for a small period of time. All kind of vehicles can park there.
2. Blue zones allow parking to all type of vehicles/users during few hours a day (between 1 and 4 hours depending on the zone). The tax is the same for all vehicles and users.

Electric vehicles can park for free in green and blue zones (according to the scheduled time). To use these parking areas it's necessary to reside in Barcelona, pay ITVM in the city and obtain a specific card for electric vehicles, provided by the LIVE program. The same card allows free charging in the public charging points of the city.

Once the vehicle is parked in the desired blue or green zone, the user has to go to the nearest parking meter and insert his LIVE card to get a ticket for the maximum parking time free of charge, this will normally be 2 hours (can be checked on a traffic signal). Although electric vehicles can park free of charge, you must still display the ticket in a visible place inside the vehicle as any other vehicle.

Some green zones (duly identified with a traffic signal) are exclusively for residents.

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Benefits and advantages related to a scooter sharing service
-
Limits and Drawbacks
-
Improvement suggestions
Motorcycles should pay parking taxes as the rest of the vehicles. This could be a good way to promote the use of electric motorcycles, so they could park for free. Now they do not have to pay parking taxes, so this measure of facilitation does not affect them.
Sources of information
Official website of Barcelona's Government http://www.areaverda.cat/usuaris/vehicles-electrics/

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Summary			
Name of the tool	Toll discounts		
Category	Tax benefits: Toll discounts		
Geographical Coverage	Regional		
Start date	December 2011	End date	-
Nature of Promoters	Public		
Name of Promoter(s)	Government of Catalonia		
Shared by (name of partner)	-		

Tool description
Short summary of the practice
Ecological vehicles like electric vehicles (and also all vehicles that emit less than 108 g CO_2/km) have a discount of 30% in tolls.
Benefits and advantages related to a scooter sharing service
In cities with a LEZ (Low Emissions Zones) this measure could also be a discount for electric and ecological vehicles that come into the city center.
Limits and Drawbacks
Sharing motorbike system is mainly designed for interurban mobility, where there are no tolls.
Improvement suggestions
The discount could be higher, at least for small vehicles like motorcycles. A toll It could be applicable for vehicles entering in the city centre, with a discount for ecological or electric vehicles.
Sources of information
Official website of “La Generalitat de Catalunya; Climate Change Catalan Office” http://www20.gencat.cat/portal/site/canviclimatic/menuitem.19a41a24dc847ece9b85ea75b0c0e1a0/?vgnextoid=df80dcc12a098210VgnVCM1000008d0c1e0aRCRD&vgnextchannel=df80dcc12a098210VgnVCM1000008d0c1e0aRCRD&vgnextfmt=detall&contentid=2f93c5c4bcf54310VgnVCM1000008d0c1e0aRCRD Official website of “La Generalitat de Catalunya; Departament de Territori I

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http://www20.gencat.cat/portal/site/territori/menuitem.45917e5022fc50a45f13ae92b0c0e1a0/?vgnextoid=d530e834b9e96210VgnVCM1000000b0c1e0aRCRD&vgnextfmt=detall&cod_noticia=132833&vgnextchannel=d530e834b9e96210VgnVCM1000000b0c1e0aRCRD

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Summary			
Name of the tool	HOV lane preferential use		
Category	Infrastructure service		
Geographical Coverage	Local		
Start date	29th October 2012	End date	-
Nature of Promoters	Public		
Name of Promoter(s)	Catalan regional government (Generalitat de Catalunya) Public company TABASA		
Shared by (name of partner)	-		

Tool description
Short summary of the practice
The HOV lane (High Occupation Vehicles) is used to benefit certain vehicles to enter and leave cities avoiding traffic jams. The HOV lane can only be used for some authorized vehicles: public transports, motorcycles, high occupation vehicles and ecologic cars, so electric vehicles are one of their users. The owners of ecologic cars, who want to use the VAO lane, must introduce their vehicle information in a website to ensure that their vehicle meets all the requirements. They receive an accreditation tag that allows them to use the HOV lane. There is only one HOV lane in Catalonia, located in Barcelona, that covers 6,8 km of the C-58 highway. The investment of this infrastructure was about 80 million Euros.
Benefits and advantages related to a scooter sharing service
Electric motorcycles can use the HOV lane.
Limits and Drawbacks
The HOV lane covers only a short and concrete route, so their use can only benefit a small amount of vehicles.
Improvement suggestions

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Sources of information
Official website of Catalonia's Government: http://www.gencat.cat/especial/carrilbusvao/cat/quees.htm Website to register electric vehicles for HOV lane use and other benefits http://www.ecoviat.com/

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Summary			
Name of the tool	Special agreements for taxis		
Category	Subsidy		
Geographical Coverage	Local		
Start date	September 2013	End date	-
Nature of Promoters	Public/Private partnership		
Name of Promoter(s)	Barcelona's Government Nissan S.A		
Shared by (name of partner)	-		

Tool description
Short summary of the practice
Agreement between Nissan and Barcelona's Government with the aim to promote the use of electric taxis in the city. Nissan has designed the e-NV200 (electric taxi) and is developing an electric vehicle charging infrastructure in Barcelona and its metropolitan area. The stations are provided with fast charging points, in which any compatible electric vehicle can be charged. Barcelona's Government will offer specific places for taxi and for loading and unloading merchandise, where also will install charging points.   

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Benefits and advantages related to a scooter sharing service
Taxi service has some similarities with a motorbike sharing system, so a vehicle is shared for several users. To electrify a service as taxis and increase the charging point infrastructure in Barcelona can boost the scooter electric sharing system.
Limits and Drawbacks
The agreement has benn made with a single private company
Improvement suggestions
Barcelona's Government plans to reduce taxes to companies with electric vehicle fleets.
Sources of information
Official website of Barcelona's Government

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Summary			
Name of the tool	Plan MOVELE (Subsidies for the purchase of EV)		
Category	Subsidy		
Geographical Coverage	Local		
Start date	2011	End date	2014
Nature of Promoters	Public		
Name of Promoter(s)	Ministry of Industry, Tourism and Trade (Spanish Government)		
Shared by (name of partner)	Technologic Institute Foundation for the Automobile Security (FITSA)		

Tool description
Short summary of the practice
The Ministry of Industry, Tourism and Trade (Spanish Government) and the Technologic Institute Foundation for the Automobile Security (FITSA) offer subsidies to promote the purchase of electric vehicles. The platform SITVE is the institution which processes the requests for these subsidies. The maximum amount of the subsidy varies according to the electric vehicle category. Grants can reach 25% of the sale price with a maximum of 6.000 Euros for tourism vehicles, small vans, motorcycles and other four-wheel electric vehicles. There are also subsidies about 25% for purchasing other electric vehicles such as buses or large vans with a maximum amount of 15.000 to 30.000 Euros according category. The total budget of the program is about 72 million Euros. The subsidies include all kinds of beneficiaries because they support either private or public vehicles. The application for the grant is managed through the cars sales agents who voluntarily join the plan.
Benefits and advantages related to a scooter sharing service
The main objectives of these subsidies are to boost the use of the electric vehicles and also to increase its industrialization and trade. In the case of the purchase of several vehicles, the support increases as the beneficiary acquires more units. This can help to boost the purchase of electric vehicles by fleets, for example the motorcycles fleet for a Scooter sharing service.

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Limits and Drawbacks
Despite the economic subsidy, electric vehicles are still much more expensive than conventional ones.
Improvement suggestions
-
Sources of information
Official website of “Ministerio de Industria, energia y turismo, MOVELE PLAN”(Spain’s Government): http://www.movele.es/index.php/mod.noticias/mem.detalle/id.16

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Summary			
Name of the tool	PIMA Aire 3 Plan (Subsidies for the purchase of EV)		
Category	Subsidy		
Geographical Coverage	National		
Start date	March 2013	End date	Until the financial resources are exhausted
Nature of Promoters	Public		
Name of Promoter(s)	Spanish Government by the Ministry of Agriculture, Food and Environment		
Shared by (name of partner)			

Tool description
Short summary of the practice
The goal of Plan PIVE Aire 3 is to renovate old cars (vans, cars and commercial vehicles) and substitute them for more efficient vehicles. The Plan also aims to encourage the purchase of electric motorcycles, electric mopeds and bicycles. It's financed by the Ministry of Agriculture, Food and Environment and has a total budget of 5,5 million Euros. The amount of the subsidy will vary depending on the characteristics of the vehicle and if the grant is requested by the certificate of scrapping or by the permanent retire of the car from the DGT (National Department of Traffic). This subsidy is not compatible with other ones like the Plan PIVE 5 or MOVELE. The main difference with MOVELE plan is that this one gives subsidies to buy an electric vehicle, while PIMA Aire 3 requires the official retirement of the old cars to obtain the subvention. The subsidy amount regarding kind of vehicle is: Electric motorcycles → 400€ from the ministry and 200€ from the sale point Electric mopeds →250€ from the ministry and 100€ from the sale point Electric bicycles → 200€
Benefits and advantages related to a scooter sharing service
The subsidies can increase electric motorcycles demand.

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The electric scooters from the sharing service can be also subsidized, so it could be possible to offer a more competitive price for the service.
Limits and Drawbacks
Despite the economic subsidy, the electric vehicles are still more expensive than conventional ones.
Improvement suggestions
-
Sources of information
Official website of Barcelona's Government : http://www20.gencat.cat/portal/site/icaen/menuitem.71a2158dbba416fdc644968bb0c0e1a0/?vgnextoid=2ee62c208a6b4410VgnVCM2000009b0c1e0aRCRD&vgnextchannel=2ee62c208a6b4410VgnVCM2000009b0c1e0aRCRD&vgnextfmt=default&newLang=ca_ES Official website of "Plan PIMA Aire 3" http://www.planpimaaire.es/index.html

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Summary			
Name of the tool	PIVE 5 Plan (Subsidies for the purchase of EV)		
Category	Subsidy		
Geographical Coverage	National		
Start date	29th January 2014	End date	29th January 2015 or until financial resources are exhausted
Nature of Promoters	Public		
Name of Promoter(s)	Spain's Government		
Shared by (name of partner)			

Tool description
Short summary of the practice
The PIVE 5 Plan objective is to remove all cars more than 10 years old and light commercial vehicles with more than 7 years by replacing them for new and more efficient vehicles, like electric vehicles. PIVE 5 plans to remove 175.000 vehicles with a 175 million Euros investment. The subsidies given by this plan represent more money than the ones in PIME Aire 3 Plan (a minimum of 2.000€ and maximum of 3.000€ depending on the kind of vehicle to be purchased and the personal requirements of the applicant), but this plan requires that the replaced vehicles have to be old. Hybrids, plug-in hybrids, electric vehicles and pure electric extended range vehicles, can receive the maximum amount of the subsidy, depending only on the personal requirements of the applicant.
Benefits and advantages related to a scooter sharing service
Even when It does not affect a scooter sharing service, the Plan will contribute to a transition towards more sustainable and efficient vehicles.
Limits and Drawbacks
-
Improvement suggestions

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Sources of information
Official website of “Plan PIVE” http://www.planpive.net/plan-pive-5.html

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