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D.4.3 Service and product networks for Florence

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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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Info web page

1. INTRODUCTION

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

The rationale at the base is the difficulty in making the people change its own habits, especially for the initial investment in purchasing or renting an electric vehicle: launching a new idea like the electro-mobility without providing for any sort of incentives, subsidies or exemptions would mean only facing resistance from the citizenship and the premature end of the whole project.

That's why the D.4.3 presents a list of national, regional and local facilitations focused to the consumers in order to diffuse the electric mobility as wide as possible in the city and to make the Municipality a springboard outward.

The administration of Florence, to promote the use of electric vehicles, has chosen to allow the circulation in restricted traffic zones and invest in a wide network of charging stations. At the national level there is a discount on the insurance in favor of those who purchase an electric vehicle and an exemption from property taxes. These measures apply to all types of electric vehicles and a few are specific to electric scooters.

The incentives and facilitations have been planned with the far-reaching goal of creating a greater virtuous circle, able to more easily get the widest diffusion of the electro-mobility.

An analytic detail of incentives and facilitations, named "service and product networks", is listed in the Annex, involving topics such as the rental, the purchasing of electric vehicles and a general activity of awareness-raising (with the implementation of an info web page).



2. USER FACILITATIONS

One of the main sources of unease and a common feature of most of the medium-big cities is the problem of mobility: over time, the citizenship feels as obliged to taking into account a wider period of time to cross the city when they have to satisfy their daily needs, due mainly to the coexistence of the necessity to maintain the decorum of the old town with the high traffic congestion.

In the last years, several actions have been addressed: the establishment of the Limited Traffic Zone in order to channel the traffic around the city to preserve the old town was the beginning; then the change in the scheduled route of the urban buses and, at the end, the building up of the first line of the “tramvia”.

The qualitative change occurred in 2009 when the City Administration established as a forthcoming goal to make Florence the European Capital of the Electric Mobility: the first step was made by increasing the network of free and public charging stations, project realised in the framework of the regional decree 5815/2011.

What practically makes possible the implementation of the Ele.C.Tra pilot in Florence is the possibility to join different level of incentives (national and local) for electric vehicles' owners or simply users (not only cars, but even e-scooters): from accessibility benefits, with unlimited access into the LTZ (Limited Traffic Zones) free of charge or reserved parking areas, fundamental in a city where congestion has always been one of the most urgent topic to be solved, passing to the economic relief in insurance and vehicle taxes.

The category of facilitations can be listed as following:

- National incentives with an economic value:
 - 1) 50% reduction on the cost of insurance, considered by the consumers the heaviest burden to sustain;
 - 2) Exemption from payment of vehicle taxes for five years from the date of the first registration;
- Presence of a capillary infrastructural network of free and public charging stations;
- Local facilitations, more focused on the topic of circulation:
 - 1) Freedom of movement of electric vehicles in restricted traffic zones;
 - 2) The building up of an info web page, with a dedicated page able to ease e-scooter users and linked to the Ele.C.Tra website.



Benefits and advantages of this service can be related to a larger framework in terms of environmental sustainability and way of life improvement.

The implementation of these facilitations and incentives is to be evaluated considering the impact of the short-term benefits, but especially taking into account the even bigger long-term and healthier benefits that the citizenship can enjoy:

- congestion reduction shifting vehicle travel to alternative means;
- consumer savings;
- environmental protection;
- energy saving;
- carbon footprint reduction.

Considering the facilitations as a whole, it's possible to define a framework whose aim is to counterbalance the initial investments that consumers are supposed to pay for the passage to a new electric vehicle.



ANNEX: Services and products network for EV in Florence



Summary			
Name of the tool	Interoperable network of public charging stations		
Category (select as applicable)	<input type="radio"/> Subsidy <input type="radio"/> Tax benefits <input checked="" type="radio"/> Energy benefits <input checked="" type="radio"/> Urban facilities <input type="radio"/> Other		
Geographical Coverage (select as applicable)	<input checked="" type="radio"/> Local <input type="radio"/> Regional <input type="radio"/> National		
Start date		End date	
Nature of Promoters (select as applicable)	<input checked="" type="radio"/> Public <input type="radio"/> Private <input type="radio"/> Public/Private partnership		
Name of Promoter(s)	Municipality of Florence		
Shared by (name of partner)	Tuscany Region		

Tool description
Short summary of the practice
The Municipality of Florence, with regional co-financing DR.5815, has decided to expand the existing infrastructure composed by n. 126 public charging stations with additional 147 stations with two sockets each one, for a total supply of 273 electric charging stalls.
Benefits and advantages related to a scooter sharing service
The users of the scooter sharing service may use the public network of charging stations
Limits and Drawbacks

Improvement suggestions
Sources of information
http://opendata.comune.fi.it/

Summary			
Name of the tool	50% reduction on the cost of insurance		
Category (select as applicable)	<input checked="" type="checkbox"/> Subsidy <input type="checkbox"/> Tax benefits <input type="checkbox"/> Energy benefits <input type="checkbox"/> Urban facilities <input type="checkbox"/> Other		
Geographical Coverage (select as applicable)	<input type="checkbox"/> Local <input type="checkbox"/> Regional <input checked="" type="checkbox"/> National		
Start date		End date	
Nature of Promoters (select as applicable)	<input type="checkbox"/> Public <input type="checkbox"/> Private <input checked="" type="checkbox"/> Public/Private partnership		
Name of Promoter(s)	Italian Government		
Shared by (name of partner)	Insurance Companies		

Tool description
Short summary of the practice
Electric scooters' owners has a 50% reduction on the cost of insurance and exemption from property tax for 5 years.
Benefits and advantages related to a scooter sharing service
This tool allows a lower cost concerning the management of a scooter sharing service and the renting of a scooter
Limits and Drawbacks

Improvement suggestions
Sources of information

Summary			
Name of the tool	Reserved parking areas		
Category (select as applicable)	<input type="radio"/> Subsidy <input type="radio"/> Tax benefits <input type="radio"/> Energy benefits <input checked="" type="radio"/> Urban facilities <input type="radio"/> Other		
Geographical Coverage (select as applicable)	<input checked="" type="radio"/> Local <input type="radio"/> Regional <input type="radio"/> National		
Start date		End date	
Nature of Promoters (select as applicable)	<input checked="" type="radio"/> Public <input type="radio"/> Private <input type="radio"/> Public/Private partnership		
Name of Promoter(s)	Municipality of Florence		
Shared by (name of partner)			

Tool description
Short summary of the practice
Users can enjoy reserved parking areas for their electric vehicles, in every part of the city.
Benefits and advantages related to a scooter sharing service
In a small-medium size city like Florence, a series of scooter sharing stations set in key locations such as the main railway stations allows citizens and tourists to easily move around the city. Reserved parking areas is functional to this goal: with scooter sharing service users can move, park and reach their place of interest in the simplest and fastest way.

Limits and Drawbacks
Improvement suggestions
Free e-vehicles park where now there is park pricing
Sources of information
http://opendata.comune.fi.it/

Summary			
Name of the tool	Freedom of movement of electric vehicles in restricted traffic zones		
Category (select as applicable)	<input type="radio"/> Subsidy <input type="radio"/> Tax benefits <input type="radio"/> Energy benefits <input checked="" type="radio"/> Urban facilities <input type="radio"/> Other		
Geographical Coverage (select as applicable)	<input checked="" type="radio"/> Local <input type="radio"/> Regional <input type="radio"/> National		
Start date	2011	End date	
Nature of Promoters (select as applicable)	<input checked="" type="radio"/> Public <input type="radio"/> Private <input type="radio"/> Public/Private partnership		
Name of Promoter(s)	Municipality of Florence		
Shared by (name of partner)			

Tool description
Short summary of the practice
In July 2011, the Municipality of Florence has decided for a new policy of access concerning the restricted traffic zones (ZTL), strongly in favour of the electric vehicles, whereby a non-resident can systematically access to the city centre only with an electric vehicle.
Benefits and advantages related to a scooter sharing service
Users of a scooter sharing service can access restricted traffic zones day and night.



Limits and Drawbacks
Improvement suggestions
Public transport reserved lanes use by e-vehicles, that allow e-vehicle users to decrease the day-trip time avoiding traffic jam issues and without to create constraints for buses.
Sources of information
www.comune.fi.it

Summary			
Name of the tool	Exemption from payment of vehicle taxes for five years from the date of first registration		
Category (select as applicable)	<input type="radio"/> Subsidy <input checked="" type="radio"/> Tax benefits <input type="radio"/> Energy benefits <input type="radio"/> Urban facilities <input type="radio"/> Other		
Geographical Coverage (select as applicable)	<input type="radio"/> Local <input checked="" type="radio"/> Regional <input type="radio"/> National		
Start date	2010	End date	
Nature of Promoters (select as applicable)	<input checked="" type="radio"/> Public <input type="radio"/> Private <input type="radio"/> Public/Private partnership		
Name of Promoter(s)	Italian Government		
Shared by (name of partner)			

Tool description
Short summary of the practice
Together with the 50% of reduction on the cost of insurance, the exemption from payment of vehicle property taxes for five years from the date of the first registration is a tax benefit that is a great incentive to buy an electric scooter.
Benefits and advantages related to a scooter sharing service
This tool allows a lower cost concerning the management of a scooter sharing service and the renting of a scooter

Limits and Drawbacks
Improvement suggestions
Extension of the tax benefit to the entire life of the e-vehicle
Sources of information
www.aci.it

Summary			
Name of the tool	Info web page		
Category (select as applicable)	<input type="radio"/> Subsidy <input type="radio"/> Tax benefits <input type="radio"/> Energy benefits <input type="radio"/> Urban facilities <input checked="" type="radio"/> Other		
Geographical Coverage (select as applicable)	<input checked="" type="radio"/> Local <input type="radio"/> Regional <input type="radio"/> National		
Start date	2014	End date	
Nature of Promoters (select as applicable)	<input checked="" type="radio"/> Public <input type="radio"/> Private <input type="radio"/> Public/Private partnership		
Name of Promoter(s)	Municipality of Florence		
Shared by (name of partner)	National and local stakeholders of the project		

Tool description
Short summary of the practice
A dedicate web page will be created in order to ease e-scooter users and linked to the Ele.C.Tra. website. The page will represent the main virtual info-point to show the special conditions related to the use of e-scooters and the main communication link between users and the Mobility Manager of the project and other stakeholders.
Benefits and advantages related to a scooter sharing service
The web page will serve to promote the service and will provide users all the necessary information and tools to actually use the e-scooter rental/sharing services.
Limits and Drawbacks



Improvement suggestions
Sources of information