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D.4.3 Service and product networks for Genoa

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Electric City Transport – 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).

Deliverable is composed by two parts: a more detailed description of the action and then the Annex with the table to recap the contents of the deliverable (given by the Municipality of Genoa).

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.

In this light, it 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.



2. USER FACILITATIONS

The problem of the mobility in the centre of Genoa has always been important for the Municipality. In this light, in the last years, many actions have been addressed to reduce this problem.

In 1989 the Municipality established the historical center Limited Traffic Zone and, due to peculiar characteristics of each sector of the target area, over the years many different rules and regulations have been set up.

To improve this measures in 2008, within the Civitas CARAVEL project, the Municipality of Genoa decided to apply a uniform and homogeneous policy to the entire LTZ, installing additional APNR (Automatic Plate Number Recognition) gates and adopting an innovative mixed pricing / fining scheme.

Within this EleCTra pilot in Genoa, the possibility for electric vehicles (such as e-scooters) to enter LTZ (Limited Traffic Zones) free of charge could be introduced with the aim of defining and testing a new sustainable urban mobility model to give concrete solutions to citizens' accessibility needs.

Currently three categories of users can be identified:

- residents: they are allowed to enter with some restrictions after payment of a yearly fee;
- goods delivery vehicles: allowed to enter in defined hours but being subjected to a road charge scheme;
- other users: not allowed to enter and, if so, consequently fined.

Benefits and advantages of scooter sharing service can be related to a larger framework in terms of environmental sustainability and way of life improvement. Indeed the measure "Limited Traffic Zones free of charge for e-vehicles" (such as e-scooters) is a "smart" action in a Smart city that encourages the use of eco-mobility. It can be evaluated in terms of the following benefits:

- congestion reduction shifting vehicle travel to alternative modes (i.e. scooter sharing);
- consumer savings;
- environmental protection;
- efficient land use of parking spaces;
- energy saving;



- carbon footprint reduction.

This action has results in terms of environmental impact on urban mobility and it has a local geographical coverage.

The action has a public promoter which is identify in the Municipality of Genoa, and it is shared by Genova Parcheggi S.p.A. (a 100% company of the Municipality of Genoa).

The pilot action in Genoa will start in summer 2014 (after approval with an official municipal deed) and will end in summer 2015.



ANNEX: SERVICES AND PRODUCTS NETWORK IN GENOA



Summary			
Name of the tool	Limited Traffic Zones free of charge for e-vehicles		
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 checked="" type="radio"/> Local <input type="radio"/> Regional <input type="radio"/> National		
Start date	Summer 2014	End date	Summer 2015 (end of pilot experiment)
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 Genoa - Italy		
Shared by (name of partner)	Genova Parcheggi S.p.A. (a 100% shared company of the Municipality of Genoa)		

Tool description
Short summary of the practice
<p>In Genoa the historical center Limited Traffic Zone was originally established in 1989 and, due to peculiar characteristics of each sector of the target area, over the years many different rules and regulations have been set up.</p> <p>In 2008, within the Civitas CARAVEL project, the Municipality of Genoa decided to apply a uniform and homogeneous policy to the entire LTZ, installing additional APNR (Automatic Plate Number Recognition) gates in order to cover the whole boundary and adopting an innovative mixed pricing / enforcement scheme depending on users. In fact actually three categories of users can be clustered:</p> <ul style="list-style-type: none"> ● Residents: they are allowed to enter with some restrictions after the payment of a yearly subscription. ● Goods delivery vehicles: allowed to enter in defined hours but being subjected to a road charging scheme. ● Other users: not allowed to enter and, if so, consequently enforced. <p>The scheme, as it has been designed, allows to define strict rules for non-authorized vehicles while, on the other hand, permits to handle with a certain degree of flexibility some categories.</p> <p>Within this scheme it could be introduced the possibility for electric vehicles (as e-scooters) to enter LTZ free of charge with the aim to define and test a new urban sustainable mobility model to give consistent solutions to accessibility needs of citizens.</p> <p>The Municipality of Genoa could start the pilot action about this measure (pilot period: 1 year) on summer 2014 through the approval of the municipal official act.</p>
Benefits and advantages related to a scooter sharing service
<p>The measure “Limited Traffic Zones free of charge for e-vehicles” (as e-scooters) is a “smart” action in a Smart city that encourages the use of eco-mobility. It can be evaluated in terms of following benefits:</p> <ul style="list-style-type: none"> ● Congestion reduction shifting vehicle travel to alternatives modes (i.e. scooter sharing) ● Consumer savings ● Environmental protection ● Efficient land use

<ul style="list-style-type: none"> • Energy savings • Carbon Footprint reduction.
Limits and Drawbacks
The described measure could find oppositions by residents of LTZ; but It could be a low risk.
Improvement suggestions
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Sources of information
http://www.civitas-initiative.org/content/genova