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Electric City Transport – Ele.C.Tra

**D.4.4 Operative plan of sustainable
mobility model application
for Barcelona**

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Abstract:

The “Operative Plan of sustainable mobility model application” (D.4.4) is the main tool to define for the pilot test year of every city:

- activities to do (WHAT?);
- operative actions to do (HOW?);
- target group who actions are addressed to (FOR WHOM?);
- deadlines (WHEN?);
- PPs in charge (WHO?).



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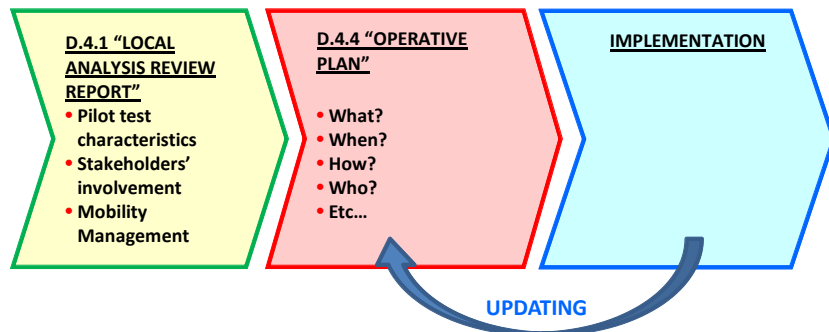
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1. OVERVIEW OF THE OPERATIVE PLAN

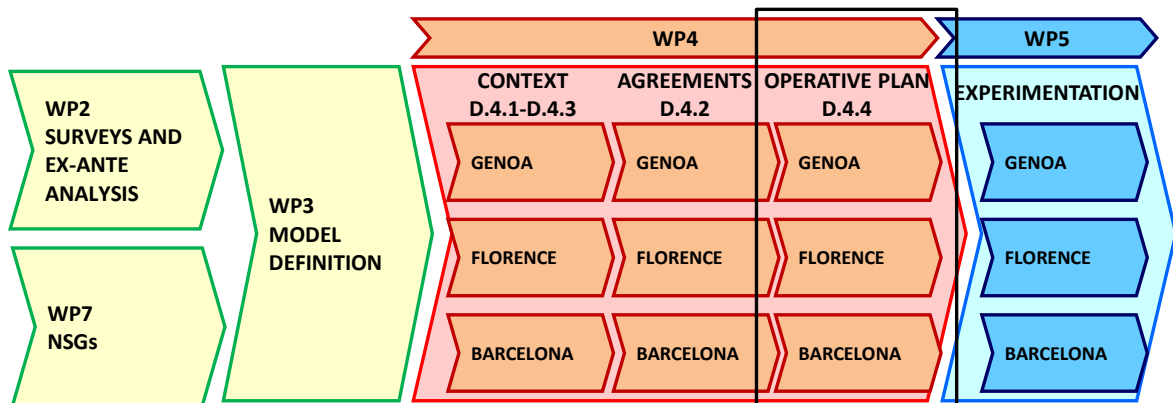
The “Operative Plan of sustainable mobility model application” (D.4.4) represents the last step of the WP4 (Service Executive Planning) tasks, having a role of:

- Technical document where the D.4.1 aspects, in terms of contextualization in every pilot city, are translated into operative actions;
- Point of reference for the entire duration of the implementation, identifying what and when to do. In this light, D.4.4 is a Report which will be updated and integrated every time changes and new issues come to light, on the basis of the structure of the first final version of this deliverable and for each city involved.



Considering the overall project structure, as summarized in the scheme below, the Operative Plan:

- Is the final output of the results of:
 - the previous WPs about ex-ante analysis and model definition;
 - WP4 activities, in terms of context (D.4.1) and model and structure agreements for pilot cities (focused on D.4.2 fulfilment);
- Represents the set of detailed actions and requirements to be done and followed to start, promote and monitor the test year in each pilot city.



1.1. WHAT'S THE OPERATIVE PLAN?

In accordance with what is included in Annex I of the Ele.C.Tra project (task 4.5) and what came to light from the previous project actions (mainly D.1.3 “Report on revised/updated performance indicators” and D.4.1 “Local analysis review Report”), the Operative Plan (D.4.4) is the document that defines:

- Activities to do in order to prepare (before the start of the pilot test), promote and monitor (during the pilot test year) the experimentation (WHAT?);
- Operative actions to do regarding activities identified (HOW?);
- Target group actions are addressed to (FOR WHOM?), for example citizens, tourists, stakeholders;
- Deadlines for each action (WHEN?);
- PPs in charge of each action (WHO?).

The Operative Plan is a work-in-progress document. In other words, it will be updated and integrated in a continuous way and during the entire duration of the project experimentation, in order to fine-tune actions and deadlines, if useful. However, the first version of the deliverable already includes all the elements necessary to start the pilot tests and the structure contents about what, how, when to do and what already done.

Regarding the contents of the paragraph about task 4.5 in Annex I (page 34):

“Task 4.5 allows the realization of the Operative Plan that defines, according to the WP4 results and analysis:

- *HOW to contextualize the model for every pilot city, identifying needs, issues and solutions;*
- *WHEN to do every implementation activity;*
- *WHO should be involved for every pilot city (e.g. energy and e-scooter suppliers, transport operators, public bodies, companies) to reach the project targets;*
- *WHAT are the implementation costs, estimating the main types of service costs for the sharing system operator;*
- *WHAT are the Ele.C.Tra benefits for every pilot city, according to the WP4 results and the project indicator (e.g. how many scooters are available? How many charging points have been installed?)”*



it's useful to point out:

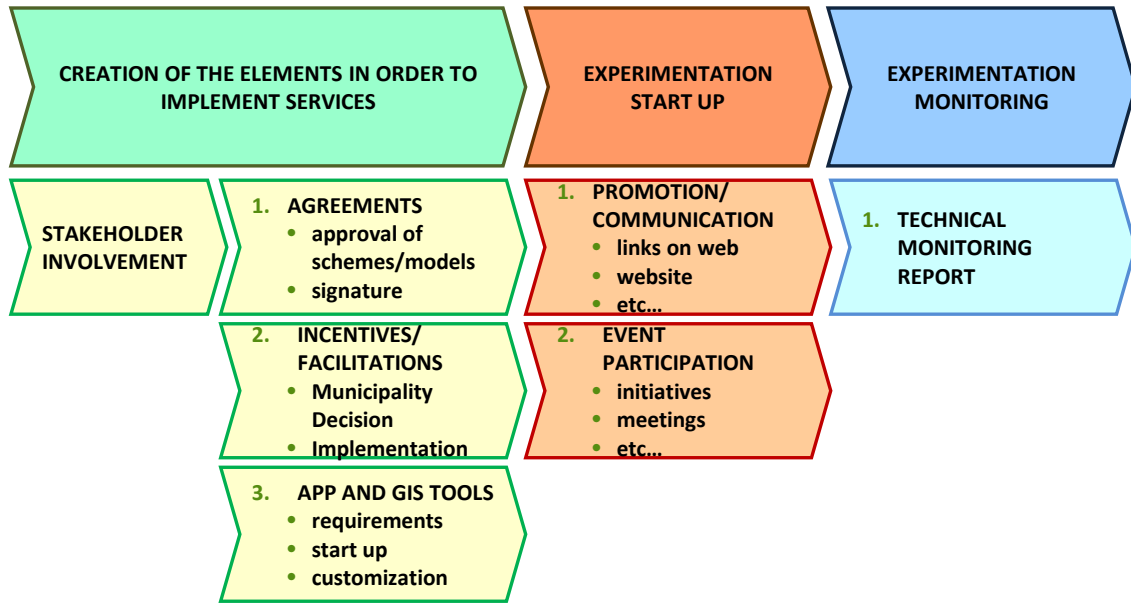
- *“HOW to contextualize the model for every pilot city”* is in D.4.1 with other aspects and issues about each pilot context;
- *“WHAT are the implementation costs”* is no longer useful because the previous phases of the project have clarified that the EleCTra service will be implemented by e-vehicle suppliers and/or other stakeholders and not by public bodies, as explained during the 1st Technical Meeting in Malta (see “WP4 activities” presentation). In this light, the cost individuation depends on several aspects chosen by stakeholders in accordance with marketing actions, services already implemented, appeal for citizens and/or tourists, etc.... Finally, the EleCTra project is not only to implement a sharing system but also to promote a wider range of services and meet the users' needs (see D.1.3).

1.2. CONTENTS AND METHODOLOGY OF THE OPERATIVE PLAN

In consistence with D.4.4 aims, the Operative Plan includes, as shown in the scheme below, the complete set of actions in order to:

- Prepare the implementation in each pilot city involved, taking into account the results of NSGs and stakeholders' involvement and defining the actions about:
 - agreements;
 - incentives and facilitations promoted by the public bodies;
 - EleCTra app and GIS tools;
- Start and continue the experimentation, in terms of promotion tasks and event participation throughout the duration of the tests;
- Monitor the EleCTra performances, highlighting the results achieved in the Technical monitoring Reports (D.5.1).





To explain the details of the EleCTra experimentation actions, D.4.4 includes a schedule of activities and a detailed scheme about all actions planned for each section:

1. Creation of the elements in order to implement services
2. Experimentation start up
3. Experimentation monitoring

Schedule and tables will be updated in accordance with aspects and issues which come to light during the experimentation period.

2. CREATION OF THE ELEMENTS IN ORDER TO IMPLEMENT SERVICES

In order to implement the EleCTra services, it's necessary to define a set of elements which allow starting of the pilot test in every city involved (Genoa, Florence and Barcelona). In other words, they create the main requirements so that the experimentation can start mainly including agreements and incentives.

In particular, the elements in order to implement the services are included in:

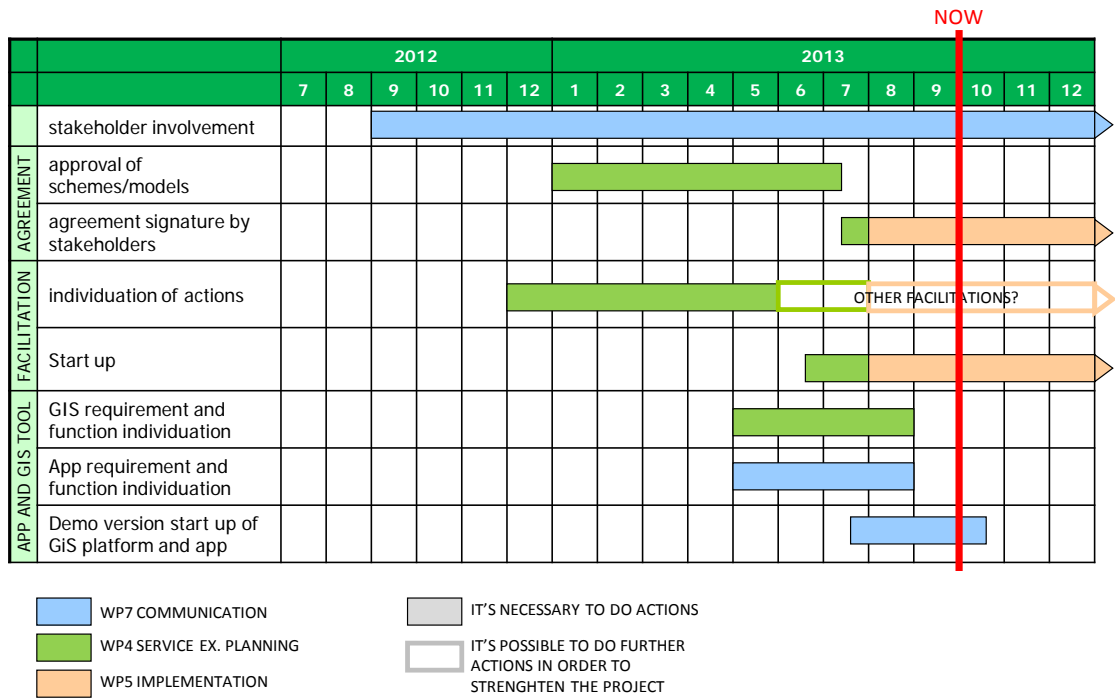
- WP7 “Communication”, mainly about the NSGs and the tasks related to the project app;
- WP4 “Service executive Planning”, focusing on technical activities such as the creation of agreements and the individuation and implementation of the incentives to increase the e-vehicle use by citizens and tourists. They will finish with the start up of the pilot test;
- WP5 “Implementation”, regarding the updating of that already created in the experimentation period (e.g. new agreements and/or incentives that are possible to carry out during the test).

2.1. SCHEDULE OF ACTIVITIES

The schedule of the actions to implement the EleCTra services is shown in the table below. Deadlines and further details are also in the tables of the next paragraph.

These actions have already started in the first months of the project, mainly in terms of stakeholders' involvement through the National Support Groups, to improve the project effectiveness and raise citizens and tourists' awareness of sustainable and electric mobility. Most actions will finish in the first months of implementation and others will continue involving the entire duration of the test (e.g. stakeholders' involvement, agreements signature and incentives).





2.2. ACTION DETAILS

The following table shows the details of the actions to do for the implementation of the pilot test year in Barcelona, during both the final part of WP4 and WP5 periods.

WPs	TASKS	ACTIVITIES WHAT?	ACTIONS HOW?	TARGET GROUPS FOR WHOM?	DEADLINE WHEN?	PP IN CHARGE WHO?
7	7.4.2/ 7.4.3	Stakeholder involvement	Letter preparation to send to stakeholders	e-vehicle providers; local stakeholders; civil society organizations, project promotion supporters	31/7	BCNecologia
			Letter sending to stakeholders	see above	31/7 but also during the entire duration of the pilot test, in consideration of the project needs	BCNecologia
			Face-to-face contacts with the strategic stakeholders (meetings, event participation...)	subjects already involved (see D 4.1) Barcelona municipality. Hàbitat urbà Department. Mobility department ICAEN (Institut Català de l'Energia). Unitat d'Indústria i Transport, Going Green, Cooltra, RACC, IDIADA, CCOO, PTP	31/7 but also during the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	BCNecologia
			Collection and coordination of the stakeholders' replies	Stakeholders interested in the project	31/7 but also during the entire duration of the pilot test, in consideration of the project needs	BCNecologia
4	4.2.4	Agreements	Definition and approval of the schemes/models for agreements	All stakeholders interested	Already done	BCNecologia
			agreement signing by the	GoingGreen - Motit	30/10	BCNecologia

			main service operator			
			agreement signing by the municipality	Barcelona municipality	30/10	BCNecologia
			agreement signing by other stakeholders	Stakeholders interested in the project	30/10, but also during the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	BCNecologia
4	4.3.2	Incentives/ facilitations	Individuation of incentives and facilitations to offer to the EleCTra services users	EleCTra e-vehicle users	Already done, but further incentives can be added later in order to strengthen the effectiveness of the objectives and in consideration of the project needs	BCNecologia
			Circulation and matriculation tax discount	Motit operator*	Already done, see above	BCNecologia
			User free battery charge in all public charging stations	Motit operator* / other electric scooter users	Already done, see above	BCNecologia
			Incentive start up	EleCTra e-vehicle users	Already done, see above	BCNecologia
4	4.1.4	Map digitizing	Collection and coordination of data about public transport, underground, bus stops (to add layers) of all pilot partners	EleCTra e-vehicle users (citizens and tourists)	30/9	AVMap with the support of Murcia
			Fulfillment of a document on the Technical requirements, such as standards for DTS via WS, and on	Coordinator and PPs	5/9	AVMap with the support of Murcia



			the functional requirements			
			Implementation of a demo version available on the project website	Coordinator and PPs	15/9	AVMap with the support of Murcia
			Implementation of the final version available on the project website	EleCTra e-vehicle users (citizens and tourists)	10/10 (after the 2 nd Project Meeting)	AVMap with the support of Murcia
7	7.3	EleCTra app	Collection and coordination of data about public transport, underground, bus stops (to add layers) of all pilot partners	EleCTra e-vehicle users (citizens and tourists)	30/9	Murcia with the support of AVMap
			Fulfillment of a document on the Technical requirements, such as standards for DTS via WS, and on the functional requirements	Coordinator and PPs	5/9	Murcia with the support of AVMap
			Implementation of a demo version available on the project website	Coordinator and PPs	15/9	Murcia with the support of AVMap
			Implementation of the final version available on mobile devices	EleCTra e-vehicle users (citizens and tourists)	10/10 (after the 2 nd Project Meeting)	Murcia with the support of AVMap



2.2.1. *STAKEHOLDER INVOLVEMENT*

In order to fulfil Ele.C.Tra objectives, the pilot activity in the city of Barcelona will involve the current private electric scooter sharing service (Motit) operated by Going Green. This service has begun to operate in the city during the last months and now is giving its first practical steps. Though operated privately, the service is a municipal initiative has the support of the municipality, who looked for an operator to bring it to reality.

As Motit is the only scooter sharing service in Barcelona, it is going to be the main object study of the Ele.C.Tra pilot activity in this city. There are other private initiatives that involve electric scooter rental, and some of them will be included in the pilot activities, regarding the most interested stakeholders to be part of the Ele.C.Tra project.

The aim is to obtain data of the electric scooter sharing expansion in the city, mainly through the Motit service, improve it through the Ele.C.Tra promotion and reach more users at the same time that we share this experience at European level.

On the other hand, to develop the pilot it is essential the collaboration with the municipality, mainly with the Urban Habitat and Mobility departments, the ones that have competences regarding electric mobility in Barcelona. The agreement with the municipality will focus on the need to collaborate to promote sustainable mobility in the city, following the guidelines of the Urban Mobility Plan (PMU) and collaborate to develop scooter sharing use in this framework.

To see stakeholders already involved, consult D.4.1 point 2 (local analysis review report for Barcelona)

2.2.2. *INCENTIVES/FACILITATIONS*

The facilitations and services for electric vehicles available in the city were listed in D.4.3.



As our pilot activity will consist of shared use of electric scooters, many of these measures are not directly related with this kind of electric vehicle/use. Parking facilitations involve mostly cars, as scooters do not have regulated parking areas; they park for free in the street spaces they are allowed to, and sometimes they occupy other spaces for pedestrians, which is a problem per se and also a problem that our NSG pointed that acts as a lack of incentive to shift from regular to electric scooter. HOV lane use and toll discounts are not very relevant for scooters; they can use highways, but they do it rarely as they are vehicles intended for urban use. In the last point, economic measures for purchase are not useful in a shared use scheme.

Circulation and matriculation discounts, though not useful for users, are useful for operators on a basis of a shared use. Free charging is useful for both: Motit users don't have to recharge batteries, because they are charged for free in public parkings and replaced when necessary by the service workers. In this case it is a facilitation the municipality gives to the operator of the service. In the case we refer to other scooter shared use (rental), users don't usually need to recharge batteries as the scooters are given fully recharged, but the free public points are available for them in case they be needed.

To consult the file of those practices see D.4.3 annex (services and products network for Barcelona)

2.2.3. APP AND GIS TOOLS

Details and deadlines are included in the Communication Plan.

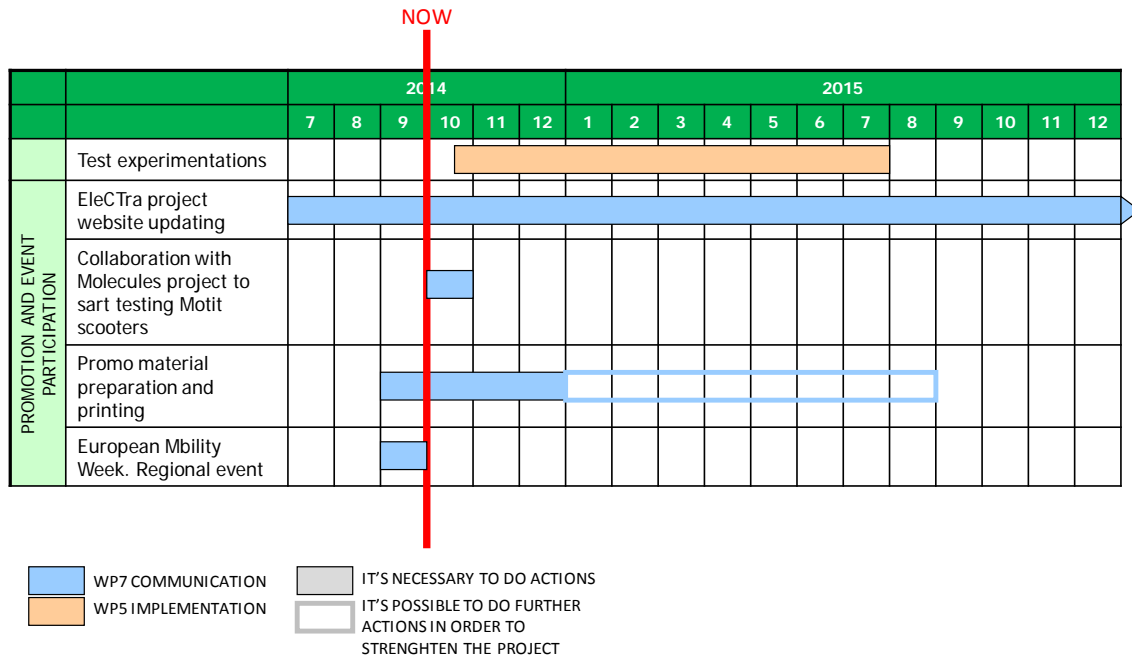


3. EXPERIMENTATION START UP

The experimentation start up actions for Barcelona represent what it's necessary to do in order to allow the pilot test implementation, updating and to improve the project effectiveness throughout the entire duration of the test.

3.1. SCHEDULE OF ACTIVITIES

The schedule of the actions to start the EleCTra experimentation, in terms of promotion of the activities planned and the event participation, is shown in the table below.



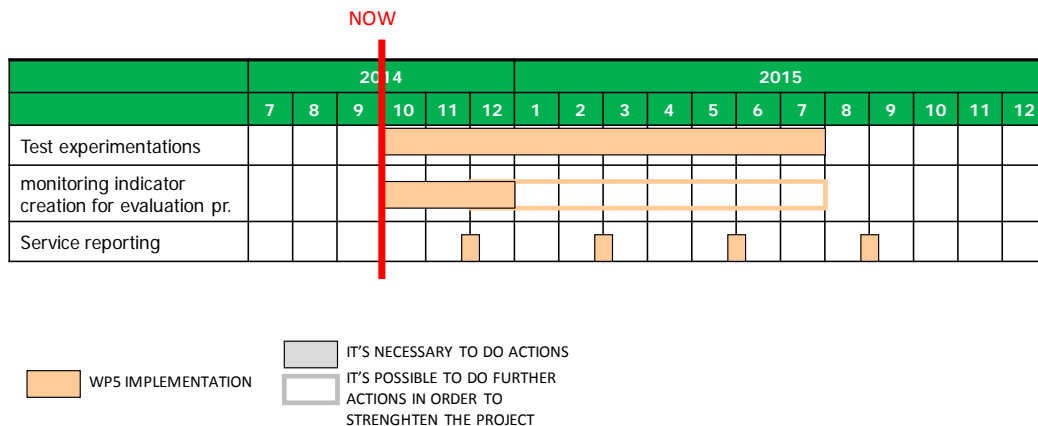
4. EXPERIMENTATION MONITORING

In accordance with the technical tasks indicated in Annex I (task 5.2) and with what to come to light thanks to the previous phases, the experimentation monitoring is finalized to obtain a set of indicators in order to check and monitor the results of every facilitation and incentive implemented. At the end of the experimentation (summer period of 2015) and during the WP6 (“Post-operam”) actions, it will be identify the best way in order to evaluate the project effectiveness with all indicators analyzed.

The main output of the activities will be represented by D.5.1 “Technical monitoring Report”, which be carried out every 3 months and during the pilot test year.

4.1. SCHEDULE OF ACTIVITIES

The schedule of the actions to start the EleCTra experimentation, in terms of promotion of the activities planned and the event participation, is shown in the table below. Deadlines and further details are also in the tables of the next paragraph.



ACTION DETAILS

The following table shows the details of the actions to do for the monitoring of the pilot test year in Barcelona, on the basis of the facilitations and incentives implemented.



WPs	TASKS	ACTIVITIES WHAT?	ACTIONS HOW?	TARGET GROUPS FOR WHOM?	DEADLINE WHEN?	PP IN CHARGE WHO?
5	5.2.1	Mobility Management support (about technical activities)	Preparation of documentation on the technical pilot aspects	Mobility Manager of each pilot city	During the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	BCNecologia
			Sending and discussion with MM	Mobility Manager of each pilot city	See above	BCNecologia
5	5.2.2	Project monitoring and service evaluation	Coordination of the monitoring of the pilot tests	All pilot partners	During the entire duration of the pilot test	Firenze
			Individuation of the project monitoring indicators	All pilot partners	15/9	Genoa, with the support of TB
			Definition of the information flow about the service evaluation	All pilot partners	15/9	Genoa and Firenze
			Discussion and validation of the indicators and data flow	All pilot partners	15/10	Genoa, Firenze and BCNE
5	5.2.3	Service reporting	Definition of the structure of D.5.1	All pilot partners	15/9	Firenze, with the support of TB
			Fulfillment of D.5.1s for BCN	Partners and the BCN stakeholders	30/10/2014, 30/1/2015, 30/4/2015, 30/7/2015	BCNecologia





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