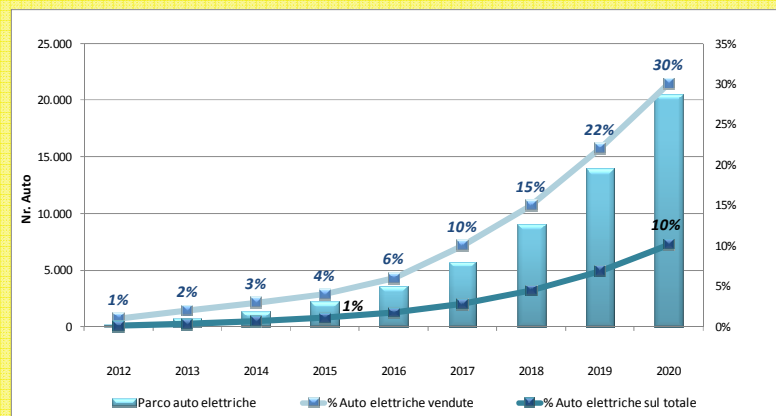


# Firenze: e-mobility and bike fleet-0

The city of Florence adopted a Masterplan of Electric Mobility with the objectives of a circulating vehicles fleet composed of 10% of electric cars or plug-in hybrid cars and 20% of electric motorcycle and electric scooters in 2020. It is over 20,000 electric cars, 2,000 light commercial vehicles and 11,000 motorcycles and scooters. The Masterplan for electric mobility of Florence designs a very articulated charging network, composed of over 200 charging points, and strongly biased towards the future of electric mobility, and it capitalizes a two years city policy of listening to all the different local stakeholders.

Municipality of Florence has been awarded with two projects in response to calls of the Tuscany Region for a total value of 3,442,826.40 euro. The projects are aimed at the expansion and completion of the interoperable network for charging electric vehicles and to strengthen the fleet of electric vehicles in the sector of public and private



Evolution of electric cars park in Florence: the objectives of the Master Plan

Source: Elaborazione LeM Reply

transport. Florence has 110 electric charging stations and nearly 5.000 electric vehicles circulating and is planning to increase the number.

The key projects on sustainable mobility that the city of Florence is improving, in addition to ELECTRA project, are the following:

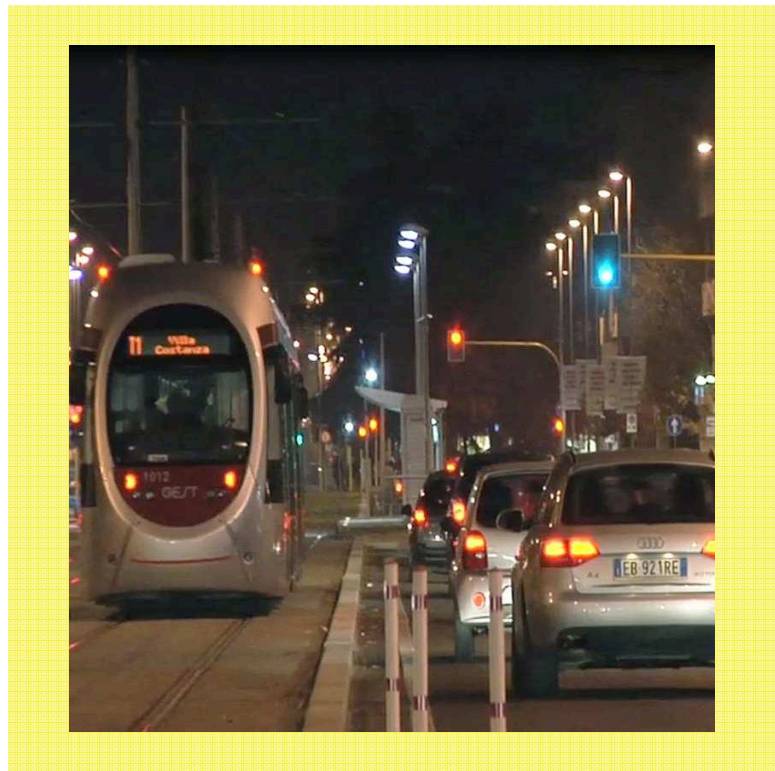
- Supervisore del traffico, intelligent traffic lights for traffic optimization, which improves road traffic capacity and considerably reduces the number of vehicle stops, traffic delay, fuel consumption and pollutant emission.

- CATALIST FP6: to facilitate the transfer of European Good Practices through the methodological support of European cities, Civitas members of the network with the involvement of the local community and major local players. Florence has submitted a project to examine the issues relating to urban logistics that has been approved and funded by the European Commission.

- MOBIWALLET: to demonstrate the benefits of a unified platform that can manage the payment systems of a wide range of transport operators.

Although some solutions to the problem of interoperability already exist, these will be combined with an electronic payment service for smartphones and a personalized travel planning;

- DOROTHY: to develop a Regional Action Plan on the theme of urban logistics innovation, analyzing issues related to ICT tools for urban logistics, new vehicles, regulation of access. The theme of Urban Logistics represents, in this framework, an important aspect of the efficient use of resources in Europe. In fact, being the overall supply chain for the movement of goods one of



the political priorities of the European agenda, the problem of the “last mile”, directly related in its majority to urban logistics, is one of the most relevant of the overall supply organization.

The bike fleet-0 project aims to reduce air pollution by using alternative and ecological means of transport in carrying out the work activities of the organization.

For this reason the City of Florence has welcomed the opportunity to join the testing of Ministry of the Environment which has assigned 50 electrical bicycles to the City of Florence and the Municipality intends to use such means as a sort of "bike-sharing" inside administration.

Municipality employees will use the bikes to make the necessary movements of their work: moving between various locations and using bikes for various institutional activities, inspections at construction sites and related surveillance, activities of the municipal police, etc. and, where appropriate, to move from home to work.



The racks will be placed in the headquarters office of the City of Florence that have adequate structure for the storage of bicycles. There will be the necessary electrical power for racks, cabling, and networking to allow the sending of data, as required by the experiment.



The city of Florence is well-suited for a bike-sharing: the old town has an ideal zone to be cycled and the extension of the pedestrian areas have encouraged further development of cycling. The target for the service is extended and varied: students, residents, commuters, tourists already use the bike around the city centre, but they face problems such as lack of parking and acts of theft or vandalism. Initiatives in support of the bike in the city are numerous, from the increase in bike slots to the creation of new bike lanes.

The city of Florence has expanded pedestrian areas of the city centre, adding additional 12 hectares to existing area. This extension puts the pedestrian areas of Florence among the most extensive in Europe.

The benefits are numerous: better living conditions of the central area and increasing of the pedestrian safety movement, better accessibility to historical buildings and museums, a reduction of approximately 17.6% of the private car pressure in the city centre carrying sensitive environmental benefits in terms of avoided emissions (i.e. approximately 1,800 tonnes of CO<sub>2</sub> less than the previous situation).

To increase the pedestrian zone in the historic centre Florence has had to divert traffic and public services on roads outside, but increasing pedestrian accessibility.



GEO is a Municipality of Florence service of georeferencing information resources in the field of mobility, experimentally developed in 2011 by the City Line Spa.

Thanks to GEO you have access to a family of related services to the mobility and learn about real-time traffic situation of Florence.

Currently in GEOmobi it is possible to see the work in progress, accidents, speed cameras, detours, etc..

GEO will be extended to other areas and services.

- GeoWash, which are surveyed map on the days and hours of washing streets planned by municipalities for each road
- Geopark, which enables them to be consult the parking structure of Florence and also the number of parking places available

