



EU COMMUNITY

**INTELLIGENT ENERGY EUROPE**

**Promotion & Dissemination Projects**

**Electric City Transport – Ele.C.Tra**

[www.electraproject.eu](http://www.electraproject.eu)

**Incentives and facilitations - Genoa**

*Project Co-funded by the Intelligent Energy Europe Programme of the European Union*

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Grant Agreement Number: IEE/12/041/SI2.644730 – Ele.C.Tra

Start Date: 01 July 2013

Duration: 30 months

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## Electric City Transport – Ele.C.Tra.

### **Abstract:**

"Incentives and facilitations Report" includes the identification of the set of users' incentives and facilitations to promote electromobility which will be and have been implemented in each pilot city (Genoa, Florence and Barcelona) and therefore that can be replicated in other cities. In further steps it will be necessary to verify the feasibility to implement these actions for each city according to their specific context and reality, and the will of own public bodies (see "Operative Plan of sustainable mobility model application")ç

The contents of this report will be completed, integrated and updated in "Operative plan of sustainable mobility model application", which will include the final aspects about each implementation test. Moreover, the products (e.g e-vehicles and e-columns for recharging) and services promoted by the project are included in "Model executive planning reports".



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## 1 Introduction

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 this report 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 main action adopted by administration of Genoa is to promote the use of electric vehicles by allowing them to circulate in restricted traffic zones.

## 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.



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## ANNEX: Incentives and facilitations for Genoa



Summary			
Name of the tool	Limited Traffic Zones free of charge for e-vehicles		
Category (select as applicable)	Subsidy <input checked="" type="checkbox"/> Tax benefits Energy benefits Urban facilities Other		
Geographical Coverage (select as applicable)	<input checked="" type="checkbox"/> Local Regional National		
Start date	Summer 2014	End date	Summer 2015 (end of pilot experiment)
Nature of Promoters (select as applicable)	<input checked="" type="checkbox"/> Public Private 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)		

<b>Tool description</b>
<b>Short summary of the practice</b>
<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> <p>Residents: they are allowed to enter with some restrictions after the payment of a yearly subscription.</p> <p>Goods delivery vehicles: allowed to enter in defined hours but being subjected to a road charging scheme.</p> <p>Other users: not allowed to enter and, if so, consequently enforced.</p> <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. 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>
<b>Benefits and advantages related to a scooter sharing service</b>
<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"> <li>Congestion reduction shifting vehicle travel to alternatives modes (i.e. scooter sharing)</li> <li>Consumer savings</li> <li>Environmental protection</li> <li>Efficient land use</li> <li>Energy savings</li> <li>Carbon Footprint reduction.</li> </ul>
<b>Limits and Drawbacks</b>
<p>The described measure could find oppositions by residents of LTZ; but It could be a low risk.</p>
<b>Improvement suggestions</b>
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<b>Sources of information</b>
<a href="http://www.civitas-initiative.org/content/genova">http://www.civitas-initiative.org/content/genova</a>