



Co-funded by the Intelligent Energy Europe  
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# *Ele.C.Tra*

## *Electric City Transport*

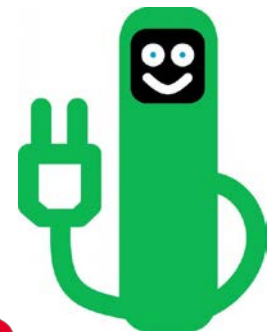
# THE PILOT ACTION IN FLORENCE

# Facilitations in place

- ✓ *Exemption from property tax for 5 years from the date of first registration*
- ✓ *50% reduction on the cost of insurance*

## *In the City:*

- ✓ *Financial incentives for citizens (2013)*
- ✓ *Free Parking*
- ✓ *Limited Traffic Zones free of charge for e-vehicles*
- ✓ *Interoperable network of public 147 charging station*
- ✓ *Free charging*



# Expected Results

“Development of actions to achieve a system of interventions able to move on electric propulsion the most part of movements affecting in particular the limited traffic zones.



The strategy of electric mobility development will be pursued thanks to EU, national and regional funds, to the ability to promote intermodal solutions **able to promote electric mobility and thanks to new forms of car/scooter/bike sharing**”.

# Start date

**October 28, 2014: City Council deliberation in which are approved schemes of memorandums of understanding** for the promotion of a development model of electric mobility directly involving all stakeholders (public and private bodies, electricity suppliers, electric scooters and e-quadracycles manufacturers and sellers), so as to ensure, through public-private partnership agreements, the sustainability of Electra trial, the yield of innovative services and the spread of an awareness and of a culture of using electric vehicles.

**Novembre 17, 2014:** First Protocol of Intent signed with SELF, a company that produces electric vehicles.



# What has been done

- Promotion of the **network of stakeholders** involved in the objectives of the project and signature of **22 Agreements**
- **Replacing of electric charging stations**: the recharging network is expanding and the new points are adapted to the new technical regulations and to the characteristics of the e-vehicles currently on the market, allowing the user recognition and consumption accounting.  
The new charging stations are also provided with adequate diagnostic and communications systems, in order to provide real-time information about the status of the station.
- **Electric car-sharing notice**: On May 4, 2015 has been issued the notice to carry out the free flowing car sharing service in the City of Florence, with use of electric vehicles, including quadricycles (max 200 units)

# GOOD PRACTICES

53 old gasoline Panda of Municipal fleet have been replaced with 53 electric Twizy in sharing modality and 86 dedicated new charging stations have been installed in the parking areas of Municipality Offices.



- *22 Agreements Signed:*
  - *4 with **Operators of Communication***
  - *10 with **Traders** (including Piaggio, Renault, Peugeot and BMW)*
  - *2 with **Hirers** (including Sharen'go)*
  - *3 with **Managers of infrastructure***
  - *3 with **Demand generators** (IKEA, Telecom and Ferrovie dello Stato)*
- *12 scooters sold from January to April 2015 by stakeholders that signed agreements*
- *2 charging points in Telecom parking for employees*
- *53 e-vehicles sharing system for the PA with 91 new recharging stations*
- *Tender for a 200 e-vehicles sharing service*
- *100.000 litres of fuel saved and 192 tonnes of CO2*

# WEAKNESSES

- Competitor services available: efficient public transport (busses, tram lines with ICT services), car sharing
- Hitches related to the e-scooter sharing service:
  - Get a high number of charging points spread all over the city and in the neighborhood
  - Get a higher number of vehicles to hire
  - Issues related to helmet: where to stock it and hygiene



## FOLLOW UP AND FUTURE RESULTS

- Notice for electric scooter sharing service
- Involvement of other neighbour administrations
- Release of an open data set to know in which pedestrian areas electric vehicles are allowed to circulate

# Thank you for your attention!