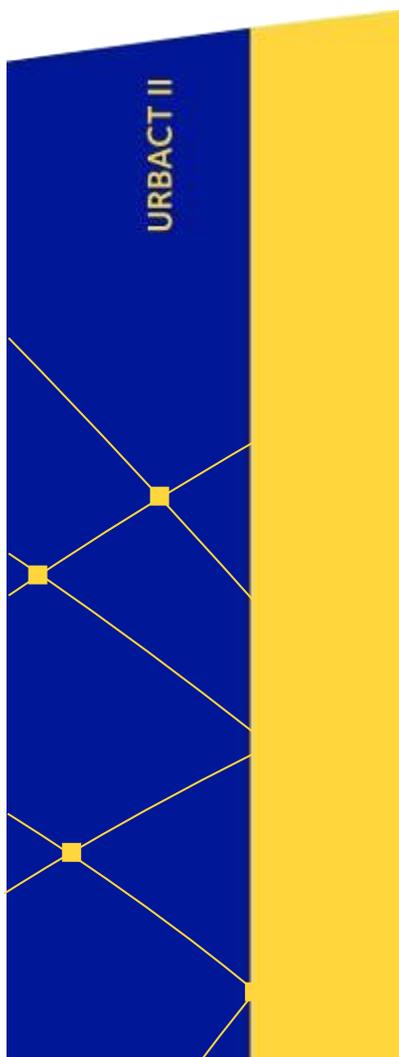


# La Rochelle Network Meeting and Study Visit September/October 2010



## 1 Partner News

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### Beja

Beja promoted electro mobility as part of a range of public activities in the city during European Mobility Week in September.



The Mayor opened the city's first charging point in the historical centre and chaired a seminar on 'The paradigm of change for mobility'.

### Frankfurt am Main

The first ULSG meeting took place in Frankfurt in June with stakeholders from the energy company ABG Nova, Goethe University, the airport transport company, the technical college, an environmental NGO, the radio station, and the Regional Electromobility programme.

European Mobility Week activities, managed by the TraffiQ agency, had electric vehicles as one of the key promotional targets.

Frankfurt is also trialling pedelecs in the city.



A new charging point in an underground car park (shown here) provides maximum visibility. The system requires drivers to pre register and makes use of RFID-authentication technology.

### Katowice

The Katowice ULSG has been established with participation from the Silesian University of Technology, the Managing Authority, the Municipal Transport Union of the Upper Silesian Industrial District, the Municipal Board of the Roads and Bridges, the Energy Regulatory Office, Green Stream Cluster, Vattenfall Distribution Poland and the City Hall.

In Katowice there are now 8 registered EVs, 2 of which are privately owned. By the end of the 2010 there will be 4 EVs for the City Hall and 53 charging points.

Katowice is developing a new city wide cashless card system that could incorporate EV charging.

*"We expect to learn from others how the related problems are solved in their cases, how other European cities promote and develop these new technologies."*

### Lisbon

EMEL and Lisboa E-Nova have developed the Municipal Plan for the location of 687 EV charging points (CPs) within the city of Lisbon.

EMEL is seeking partners to develop the Electric Mobility business with three aims:

- to improve sustainable energy production
- to become a national operator in EV charging
- to find complementary business in Electric Mobility

EMEL is developing a study for an EV car sharing scheme for Lisbon

On June 29th the implementation phase of Portuguese National Electric Mobility Program (MOBI.e) was launched in Lisbon with the presence of the Prime Minister of Portugal, José Socrates, and Lisbon's Mayor, Antonio Costa. The first of the national network of 1,300 charging points is now operational. The network will be completed by the end of 2011.



Lisbon installed the first EV charging point cluster in September.

Media coverage for the launch of EVUE has been good.

**EMBL em projecto de mobilidade eléctrica**

Maria Soares  
O projecto, que termina no final de 2012, está inserido num programa comunitário de desenvolvimento urbano

A Empresa Municipal de Estacionamento de Lisboa (EMEL) participa num projecto europeu de promoção do veículo eléctrico, o EVUE - Electric Vehicles in Urban Europe, recentemente aprovado pela Comissão Europeia. A par com o município de Lisboa, a empresa representa Portugal junto de outras oito cidades europeias, com o objectivo de trocar experiências e conhecimento sobre a introdução destes veículos em meio urbano.

no dia 19 de Setembro, a cidade de Lisboa vai passar a significar Empresa de Mobilidade e Estacionamento de Lisboa, e os novos estatutos da empresa serão aprovados pela assembleia municipal.

"Os carros eléctricos são um desafio para a EMEL, mas queremos transformá-los numa oportunidade", diz Tiago Figueira, vogal do conselho de administração da empresa. O responsável adianta que a carsharing (aluguer de carros por curtos períodos de tempo) será o modelo de negócio ideal para a promoção do veículo eléctrico.

O Plano Nacional de Mobilidade Eléctrica prevê que Lisboa tenha, até ao final de 2011, 407 pontos de carregamento para os carros eléctricos.

"Há cerca de metade vão ficar na zona periferia pela EMEL. Temos de nos preparar para isso", salienta Tiago Figueira. A ideia é colocar os pontos de abastecimento nos espaços que pertencem à EMEL, como parques de estacionamento, onde será disponibilizado um serviço de aluguer dos veículos.



Registo passa pelo carregamento de veículos eléctricos

"As pessoas podem experimentar os carros e perceber se lhes agrada", diz Oscar Rodrigues, O responsável não acredita numa rápida adaptação aos modelos eléctricos "mas confia" pelo que o aluguer é uma forma de "facilitar e incentivar". Com o EVUE, os parques podem consultar os planos de mobilidade eléctrica já em curso.

"Lisboa, Madrid, Espanha; Londres (Inglaterra); Frankfurt (Alemanha); Estocolmo (Suécia) e Oslo (Noruega) são as cidades onde os planos serão mais desenvolvidos", afirma Tiago Figueira. Em Fevereiro de 2010, Lisboa acolhe os dois parceiros.

**Madrid**

Fundacion Movilidad is close to an agreement to implement 200 new off-street Charging Points (CP) at public underground parking facilities.

The city is already implementing CPs at public markets, to promote urban freight operations using EV (i.e. Mercado de San Antón).

The technical requirements for charging points have been developed using a combined RFID(contactless), chip and magnetic band card (this allows total compatibility with other technologies

already in use such as parking meters etc).

The Mayor of Madrid changed his official car to a Plug In Hybrid on 9th September.



A 1.1 M€ bid was submitted through the European Investment Bank programme called ELENA (energy efficiency) for technical assistance in order to foster EV implementation (legal aspects, business models, etc.).

**Oslo**

Oslo now has 252 Public charging points with a target of 287 by the end of this year.

The world's largest EV parking lot "Akerbrygge" was opened with 50 charging points in June 2010 by the Norwegian Minister of Transport and Communications, Magnild M. Kleppa. This was on vacant land and provided



a good opportunity to enhance capacity in the short to medium term at minor cost to the City.

Oslo has now established a Local Action Plan (2.5 years) to develop strategies to increase EVs in the City of Oslo. It includes testing of fast charging. The City of Oslo aims to be a role model for implementing EVs with the possibilities for fast charging.

## 2 Visit to Toys Motors, Toyota Retailer, Charente Maritime

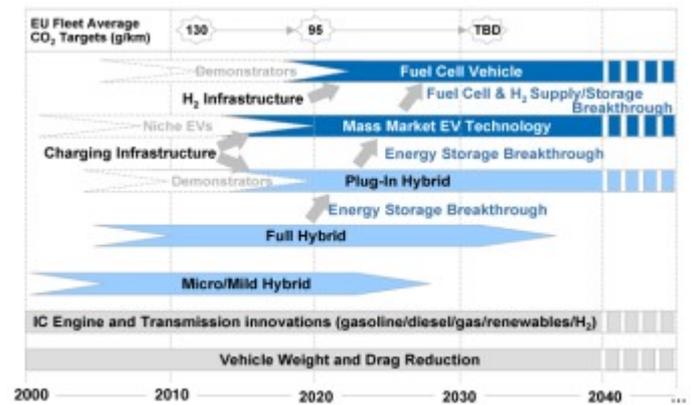
Toys Motors is a newly opened Toyota dealership that has been constructed as an environmentally sustainable development. Manager Ronan Chabot gave a tour of the facility which produces three times the energy it consumes, making it a carbon negative building.

Sophie Ogunbiyi of Toyota Motor Europe explained the corporate approach to sustainable mobility: 'the right car, at the right time in the right place'. This includes electricity and hydrogen powered vehicles as well as a range of vehicles using petrol, diesel, bio-fuels, compressed natural gas, gas to liquids, coal to liquids, etc.

Toyota sees the Plug in Hybrid vehicle as offering the best of both worlds, operating for short distances on electricity and longer distances on the ICE<sup>1</sup>. Toyota is currently trialing the new generation Prius PHV London as well as a number of other European cities. The aim is to:

- Increase awareness and stimulate demand for car
- Evaluate consumer acceptance
- Define optimal product characteristics

Some of the challenges for Toyota include standards for cables and plugs, the limited cruising range which causes consumer anxiety, battery cost, charging time and the need for charging infrastructure.



UK New Automotive Innovation and Growth Team Technology Roadmap

## 3 Study Visit in La Rochelle: Urban Transport Plan

La Rochelle was selected for the first EVUE Study Visit, because of its long term investment and success with electric vehicles and its support of the EVUE project.

Matthieu Graindorge of the Agglomération de La Rochelle gave an overview and led the site visit.

The population of the area is 145,000 inhabitants, around 700 inhabitants/km<sup>2</sup>. An Urban Transport Plan was developed in the late 1990s in response to the fact that car traffic had doubled at the end of 90s, with an 11% increase of the population over the last decade

The Plan included a set of measures implemented over a ten-year period (2000-2010) to reduce urban car traffic and foster alternative modes of transport. A new Urban Transport Plan (2011-2021) is now being designed in consultation with all stakeholders. An important part of delivery has been partnership with private sector operators, such as Veolia.

<sup>1</sup> Internal combustion engine



In 2009 a new step towards sustainable mobility was taken with the objective of making ALL modes of transport easier and more practical to use. The Yelo card and concept combines a large range of transport modes and mobility services.

A fully integrated smartcard system is used to manage travel all over the region and provide access to:



All new buses comply with EURO 5 and the EEV standard (Enhanced Environmentally friendly Vehicles) and are equipped with catalytic converters and particulate filters. There is a high quality service with a bus every 10 minutes.



La Rochelle's Urban Plan objective is to make the bike the most relevant transport mode for short distances (1 to 3 km). The cycles lane network of biking paths covers 160 km. The bike sharing system started in 2005 and a new system was launched in 2010. It includes:

- Short-term: the self service bike with 350 bikes available at 50 stations,
- Long-term: bikes at disposal for students, companies (various durations: by the month or year).
- Occasional use: summer tourist rental (Mid-June to mid-September), and
- controlled access bike shelters



New electro-solar boats provide an on demand service on two routes, one between the Old Port and the Minimes harbour. The boats cross La Rochelle's channel in a few minutes, and will carry bikes and people (including mobility impaired).



## La yelomobile

The Electric Car Sharing scheme (« LISELEC/YELOMOBILE ») has been operating since 1999. There are 7 stations with 50 vehicles (25 Peugeot 106; 25 Citroën Saxo) which provide a useful link with the public transport network. Drivers access them on a self-

service basis round the clock, 7 days a week with the Yelo card.

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The ELCIDIS goods delivery service using EVs reorganises deliveries to reduce pollution, noise and congestion caused by lorries in the city centre. La Rochelle has introduced a municipal law restricting non-EV delivery vehicle access to the city centre between 6am and 7.30 am.

ELCIDIS has one central depot strategically located between the city centre and surroundings areas, in which parcels are transferred to electric-powered vans for the last mile delivery to the centre. The service is voluntary and carriers pay ELCIDIS for it.

## le parking-relais

The Park and ride service uses electric minibuses between the Park-and-Ride (P+R) Jean Moulin and La Rochelle city centre. There are now 3 P+R in the La Rochelle urban area with possibly 2 new P+R in the years to come.

## le covoiturage

A carpooling website was created in September 2006 (free for users). It now has over 4000 subscribers and saved around 125 000 trips in the last 3 years.

## le train

The Urban Plan has resulted in more stations and more trains on the La Rochelle- Rochefort line for local travel. There is now improved intermodality using train stations as hubs (access to buses, bikes, car sharing).

## à pied

And last, but not least, the Urban Plan promotes walking by progressively extending pedestrian zones in the city.

### EVUE Site Visit



After an official welcome in the Hotel de Ville EVUE partners visited all the mobility services and talked to the service managers.



The Study Visit ended with a press conference.



### Critical Success Factors identified by EVUE in La Rochelle

- Importance of a long term strategy
- Integration of all mobility services in a user friendly card system
- Political commitment
- An integrated strategy with supporting marketing e.g., the 'Yelo' concept and branding
- Concerted public education and sensitization campaigns
- Partnership models and long term cooperation with other operators

### 4 Top Tips from La Rochelle

- Develop both infrastructure and vehicles in parallel.
- Offer incentives to the public, such as free parking and charging points within the city, to generate confidence.
- Invest in consultation, information and education for the public. Electric cars don't feel natural to start with. La Rochelle shows how, as acceptance has grown, the public now feel more relaxed. But conscious efforts have to be made to get people to that point.
- Work in partnerships with private operators, carrier and manufacturers. The public sector can't do this alone.
- Maintain commitment and belief in electric vehicles as long term solution. Don't think you are just doing pilot.
- Have a comprehensive overview. Don't just focus on technical aspects but also think about strategy, public awareness, and communications.

Good Practices	Transfer potential
• E – car sharing	➤ Madrid, Lisbon, Oslo
• Yelo integrated system	➤ Beja, London, Lisbon
• Park and ride	➤ Stockholm
• Freight distribution EV	➤ Oslo, Madrid, London,
• Solar powered boats	➤ Oslo, London
• Electric bikes, cycling facilities	➤ Katowice, Suceava

*"In my country I will contact the Ministry of Environment, I will transfer the knowledge and good practices I've acquired from the EVUE program and I will try to promote the pilot application of the electric vehicle program."*

*"I was interested in the idea of setting up your own utility company to bypass the legal problem with providing electricity "*

*"We have a common need to sort out the problem with purchase grants versus leasing contracts of EVs"*

### 6 References and Links

ELENA:  
[http://www.eib.org/products/technical\\_a](http://www.eib.org/products/technical_a)

"La Rochelle has benefitted from the exchange with the visiting EVUE cities. We are impressed with their initiatives and happy to share our experience with them"

### 5 EVUE Learning Points and Transferability

[ssistance/elena/index.htm](http://www.eib.org/products/technical_a)

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<http://www.toys-motors.fr/eco-concession-la-rochelle.php>

UK New Automotive Innovation and  
Growth Team Technology Roadmap

<http://www.bis.gov.uk/policies/business-sectors/automotive/new-automotive-innovation-and-growth-team>

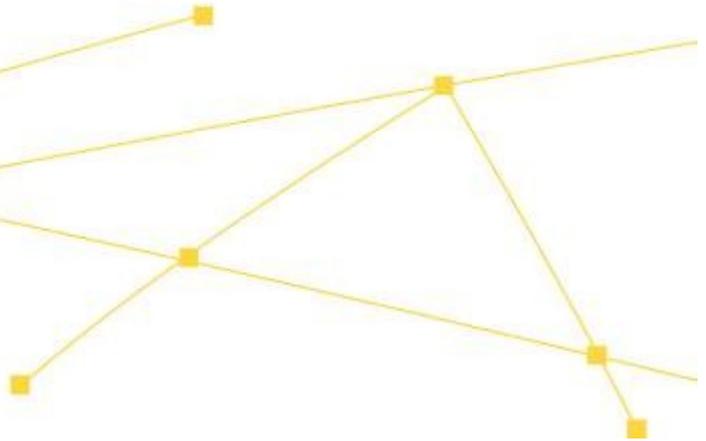
[www.urbact.eu/evue](http://www.urbact.eu/evue)



URBACT II

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[www.urbact.eu/project](http://www.urbact.eu/project)



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