



Municipal policy strategies to support e-mobility

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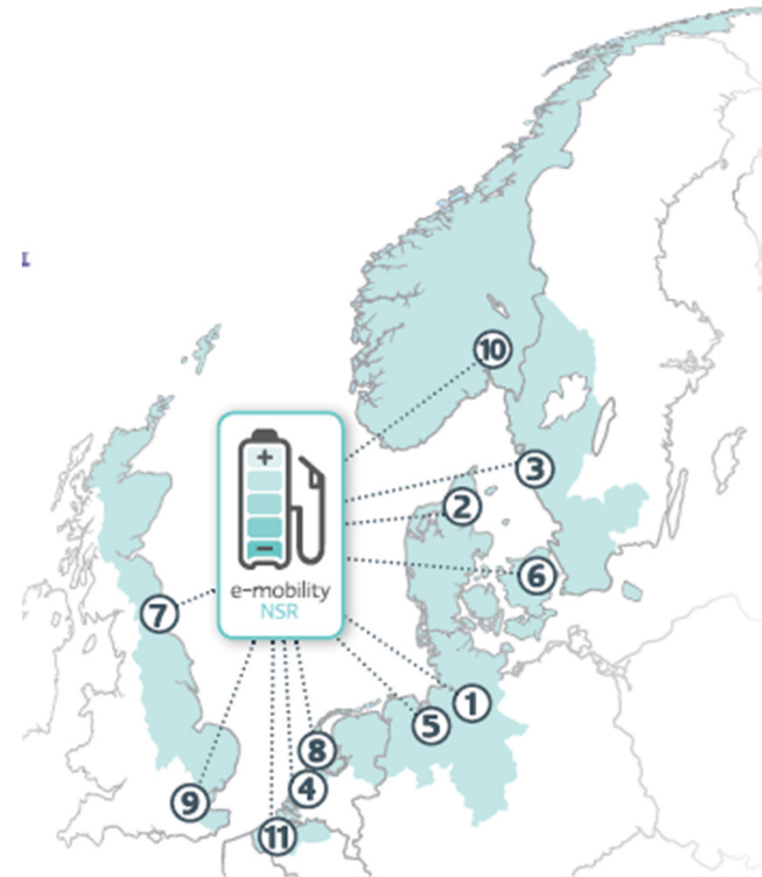
Basic Information.



- Funding source: Interreg IVB North Sea Programme
- Project duration: from 1st October 2011 to 30th September 2014
- Number of partners: 11
- Participant countries: BE, DE, DK, NL, NO, SE, UK
- Budget: Euro 6,6 Million

project partners.

- ① Hamburg University of Applied Sciences (DE) 
- ② FDT – Association of Danish Transport and Logistics Centres (DK) 
- ③ Lindholmen Science Park (SE) 
- ④ Delft University of Technology (NL) 
- ⑤ WFB Wirtschaftsförderung Bremen GmbH (DE) 
- ⑥ Høje-Taastrup Municipality (DK) 
- ⑦ Northumbria University (UK) 
- ⑧ Province of North Holland (NL) 
- ⑨ Cities Institute, London Metropolitan University (UK) 
- ⑩ Zero Emission Resource Organisation - ZERO (NO) 
- ⑪ Flanders Region represented by TransEnergy (BE) 



Main Aims.

1. To improve the access to e-mobility and facilitate the use of e-vehicles (passenger traffic and freight)
2. To arise awareness for the potential of e-mobility for the regional economical development and a strenghtened cooperation within the EU
3. To stimulate future investments in areas, which are beneficial for e-mobility



Expected Results.



1.State of the art information on policy developments and current and future action needed to support e-mobility in the NSR.



2.Identification of gaps and needs in respect of infrastructure, logistics, and preliminary standards for multi charging techniques

3.The development of a smart grid concept with charging points, to contribute to an increasing accessibility in the region with e-mobility.



4.The development of a virtual e-route across the NSR and **set-up of information centres (Hamburg: HafenCity/Kooperation mit E-Collection)**, inform and raise awareness about e-mobility.

5.The integration of an urban freight logistics dimension into the e-mobility network promoting better accessibility and cleaner cities.



Bildmotive:  / Kooperationspartner E-Mobility NSR

Cities & E-Mobility

What's at stake?



Policy options To support adoption.



e-mobility NSR



HET NIEUWE RIJZEN
Elektrisch Vervoer Centrum  [Home](#) [Organisatie](#) [Partners](#) [Contact](#) [Nieuws](#)



374 EVs in NL

Initiatiefnemers: 

EV TEST DRIVE

Diverse voertuigen staan klaar voor een proefrit.

EV SCAN

Duurzaam maar niet duurder? Wagenpark advies op maat.

EV SUPPORT

Laadpalen, subsidie, duurzame diensten en adviezen.

EV EVENTS

Locatie verhuur, sprekers en evenementen.



Group Decision Room Workshop.



e-mobility NSR

Cities in NSR

Local E-Mobility experts

1/2 day session

“Online” discussion

Assessing policy options

Scoring on :

effectivity
efficiency
feasibility





IDEAS

Regulatory measures

1. Free parking and charging at chargingpoints. [user5] 6 (6)
2. EVs travel for free on ferries (ferries that are part of regional highways) [user13] 0 (0)
3. Law regulated access to bus and taxi lanes for EVs [user13] 4 (4)
4. planned: reduced parking fees for electric cars [user15] 0 (0)
5. planned: enabling electric charging from the street to indoors [user15]
6. on-street parking spaces being reserved for EVs [user18]
7. Exemption from Congestion Charge for EVs [user12]
8. Have various time-limit on parking/charging spaces (long hours in residential areas, and short hours in business areas)
9. EVs are exempt from paying on toll-roads (toll roads are surrounding most larger city centers to discourage people to use toll roads)
10. Including minimum levels of charging infrastructure to be included at all new residential, business and retail developments
11. Low annual registration fee on EVs (€66, normal cars cost €330 in annual registration fee) [Kofschoten, Gwendolyn]

Details

Including minimum levels of charging infrastructure to be included at all new residential, business and retail developments, as part of the planning process

Last Updated By: Kofschoten, Gwendolyn

Comments:

1. I think this is a very good regulatory measure that can speed up the establishing of charging points [user13]
2. These standards set percentages of parking spaces which must have either active or passive provision of parking - normally in the 10-20% range. Active means there is a charge point there, passive means the electricity supply is there so that a charge point can be installed later if there is demand. [user12]

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New Comments:

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Supporting Citizens & Businesses



e-mobility NSR

- Cash subsidies for EV buyers
 - Effective
 - Not efficient
- Insight in Total Cost of Ownership
 - Much uncertainty among potential adopters
 - EVs have value as marketing tool
 - City-wide communication strategy
- EVs in car sharing programs
 - i.e. Car2Go, Greenwheels, Move About
 - Involves many citizens



Supporting Charging Infrastr.

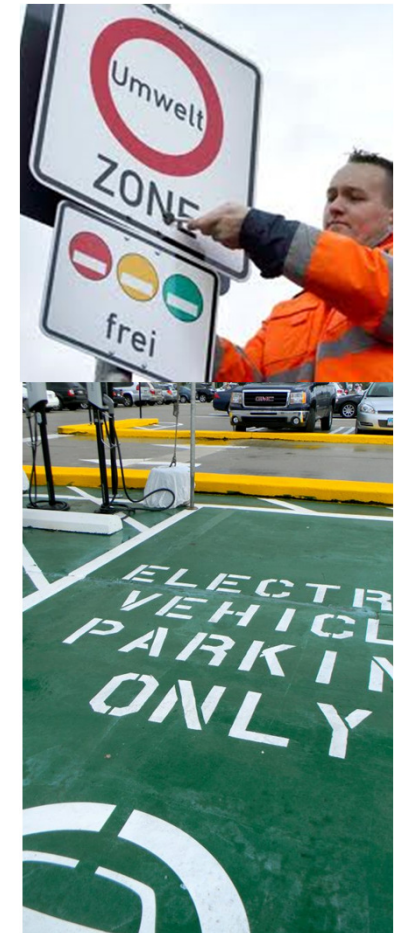


- Business case for charging infrastructure is yet unclear
- (co-)Financing of charging stations
 - For how long?
 - Free electricity, flat-fee, pay-per-charge
 - Fast chargers are welcome
- Selecting locations
 - “Strategic” locations
 - Close to EV-owners’ homes
 - High-visibility locations?
 - On private property?
 - Parking pressure?
 - Spoils streetscape?



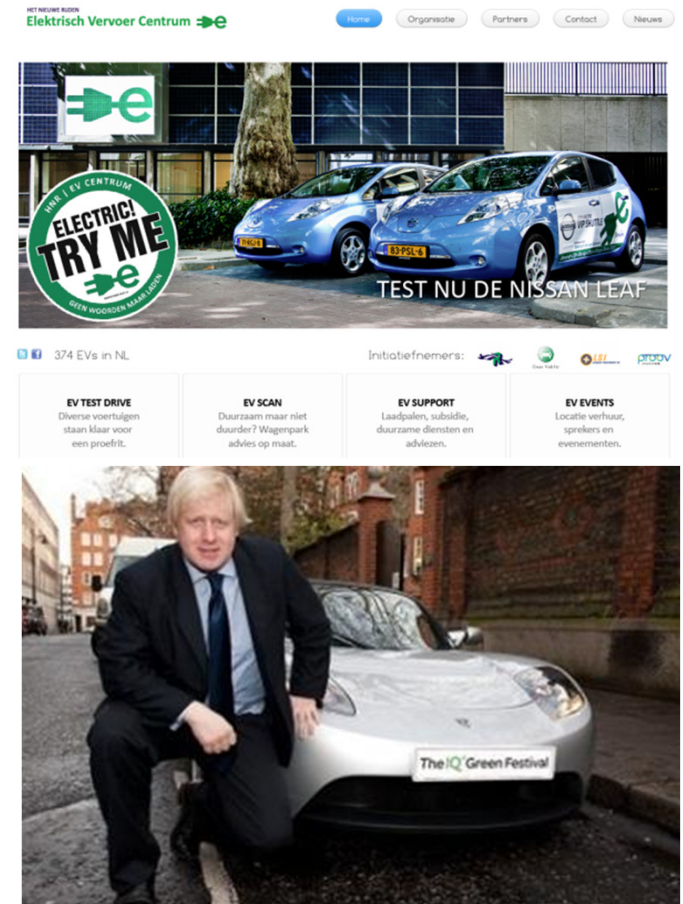
Regulatory Measures.

- Free parking for EVs
 - Causes 'jealousy'
 - Supports car-use instead of other modes
 - Temporary measure
- Allow EVs to use congestion/bus lanes
 - Free ferries, if applicable
- Building requirements
 - EV-ready offices and homes
 - parking facilities



Raising Awareness.

- Provide Information
 - Website
 - During events
 - E-mobility information centre
 - Reaches only interested people
- Showcase Evs
 - Have the Mayor drive one
 - During events (Olympic Games)
 - Visible (attractive) charging stations
- Offer test rides
 - Through the information centre
 - During events



Municipal Fleet.

- ‘Practice what you preach’
- Demonstrate value of EVs
 - Business case
 - Applications that make sense
- Use governmental buying power
 - Public-private procurement initiatives
 - Procurement rules are tricky
- Additional budget may be needed
 - National subsidies?



Coordination between levels of government.



e-mobility NSR

- National, regional, and municipal
 - ‘running/hunting in packs’
 - maintain steady & equal pace
- Policy harmonization
 - Financial benefits
 - Charging station permits
 - Joint lobbying
- Solving practical issues
 - Roaming between regions/nations
 - Standardization of plugs/protocols



Policy Dilemma1



Policy Dilemma 2



Policy Dilemma 3



e-mobility NSR



Top 10 Measures.



1. Lobby for EU-wide standards for plugs and sockets
2. Enable roaming between different regions (billing)
3. Support and enable infrastructure build-up
4. Political leadership
5. EV-readiness requirement for new buildings/garages
6. Reserve on-street parking spaces for EVs
7. Provide information to businesses and citizens
8. Support car sharing programs with EVs
9. Allow EVs to drive on bus/taxi lanes
10. No toll/congestion fee for EVs

Top 10 Measures.



- Minimize the barriers to installing the recharging infrastructure
- Provide incentives to drivers such as access to bus lanes and exemptions from toll-fees.
- Show leadership by including EVs in the city's fleet.
- Connect with other cities and initiatives.
- Provide information to citizens and businesses.
- Make sure that citizens get to drive an electric car.





Contact.

WP3 leader

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