

**5th European Conference on
Sustainable Urban Mobility Plans**
14-15 MAY 2018 | NICOSIA, CYPRUS



**B3. Incorporating innovation - How to plan
for Alternative Fuel Infrastructure**

Enhancing alternative fuels use through a vision, targets and policy

Françoise Guaspere Ile-de-France Europe

Mobility Planning

Updated the SUMP in 2014 and defined new priorities like the:

Support development of Electric and Gas vehicles and the related infrastructure

To implement the SUMP priorities, the Region financially supported the projects regarding

- Innovative mobility solutions
- E mobility and clean vehicles





In Ile-de-France



progressive renewal of a 9,000 bus fleet



➤ Charging points

➤ Shared services

- EV car sharing
- Car pooling
- Electric bikes and scooters for rent





VULe Shared & electric mobility applied to... commercial vans

2 goals

Changing the behaviors

Identifying a sustainable business model

10 zero emissions vehicles for sharing in
5 stations





How does it work ?

Easy access: I register, I book a truck and I use the vehicle

Useful: different types of vehicles and a refrigerated EV

Cheap: pay as you go system

Sustainable: electric, these vehicles contribute to tackle air pollution



Duration 18 months with 12 months of test period.
300 companies tested but only 15 chosen

3 phases

Phase 1: Pre-operational study

Collecting data: Beta testers needs regarding their delivering activity (frequency, duration and trips time slots), and their motivations to use this new service.

Phase 2: Real use and non-use: via interviews and shadowing
Identify companies which have a regular/irregular use of the service

Phase 3 : Evaluation

what is the real economic benefit of the service for companies?



Project launched 27 January 2017



Analyse of the results /phase 1 - 2

- Commissioning of the project was postponed several times
- Professionnals finally gave up
- Not easy access: difficulties to register on the platform
- Charging stations failed



Not certainty of the use of the service

How to optimize the VULe experimentation?

➤ Governance

- All legal, technical aspects must be finalised before the launch of the experimental testing phase
- Rationalisation of the number of partners
- Better definition of roles (who does what in what situation, especially in case of material dysfonctionning)
- Involvement of the charging station supplier as project partner

➤ **ONE PROJECT LEADER**

➤ **STRONG POLITICAL SUPPORT**

➤ Technical aspects

- The charging stations must be operational when the experimental phase is launched
- Location of vehicles on secure sites (cameras,...) to avoid damage
- Make it easy the registration to the platform

➤ **COMPANIES NEED AN EASY-TO-USE, FLEXIBLE SERVICE**

How to optimize the VULe experimentation?

➤ Communication

- More communication tools: posters, flyers, social networks, mailing...
- Location of stations on high traffic/visible sites
- Offer the greatest possible benefits to users and only to them (open traffic in pedestrian streets, free parking,...)
- Creation of tutorials for using the service (platform, at the station, in the vehicle)

➤ **PREPARE A STRONG COMMUNICATION PLAN**

PROPOSALS FOR IMPROVING THE SERVICE

- **Better understanding the VULe service/ simplify the process, registration, etc.**
- **Solve technical problems**
- **Develop and implement a communication strategy**
- **Inform about vehicle performance**
- **Accompany the company during its first use**
- **Provide quality customer service and support with users**
- **Offer a wider range of vehicles (different volumes) and more refrigerated vehicles.**



A new regional board seeking a « transport revolution »

Development of a global and consistent policy framework on mobility based on 3 strategic documents:

Road plan, Cycling plan, Freight and Logistic plan

Action plan

□ Smart road and anti-congestion plan

- accompany the transformation of the automotive sector towards cleaner, more shared, more connected and more autonomous vehicles, by supporting the modernization of engines

□ Freight and Logistic plan

- encourage the deployment of a dense network of stations that will enable companies to invest in heavy goods vehicles using CNG



Reducing pollution

Needs

- A real network of gas stations
 - Acceleration of the deployment of a dense network of stations that will enable companies to invest in heavy goods vehicles using CNG
- **the Region acquired part of the capital of the semi-public company (SEM) SIGEIF Mobilités and took a seat on its board**

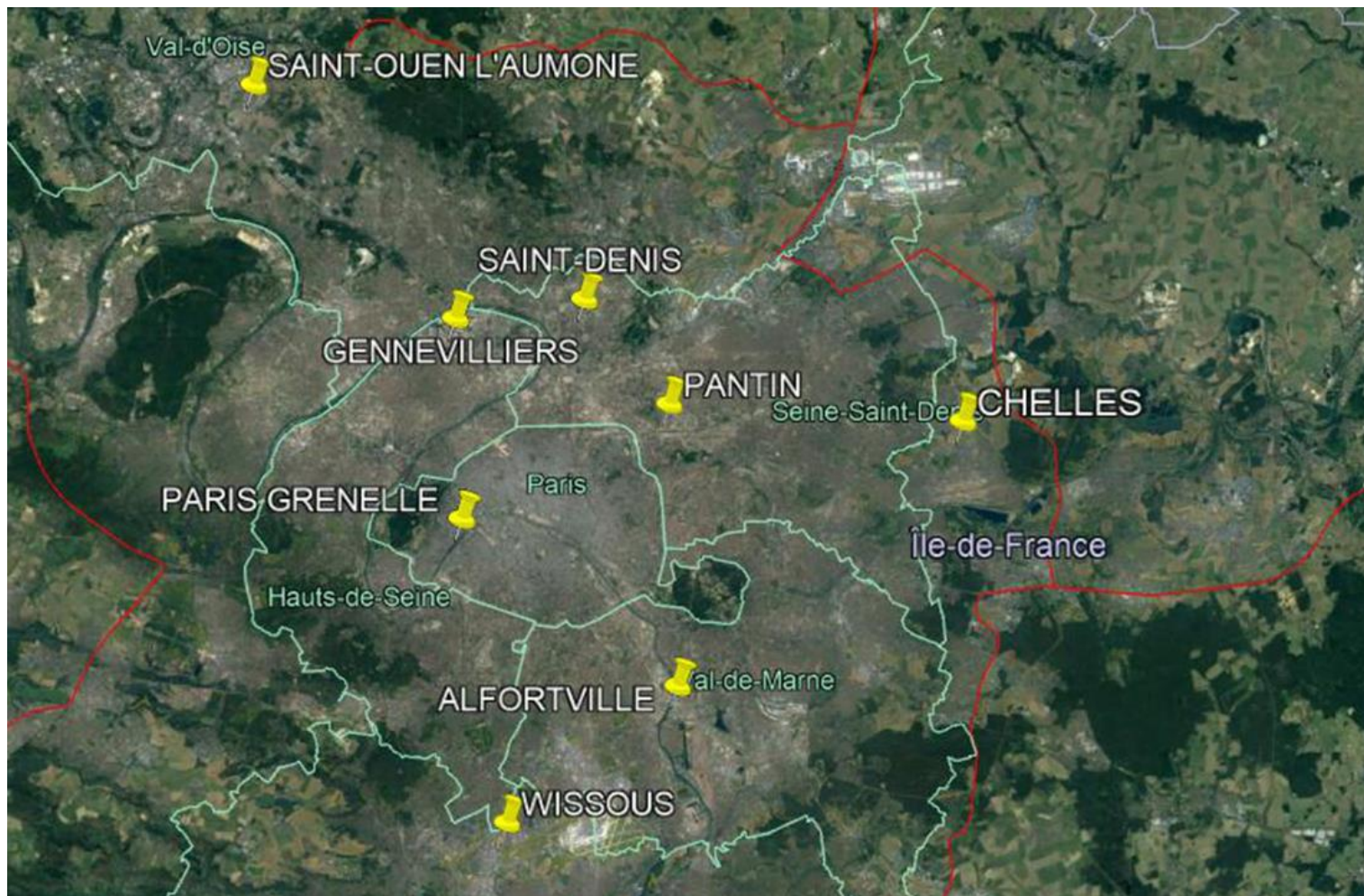


Olympic Energy Project

- Realisation of multi fuelinfrastructure combining H2, EV, (bio-)LNG, (bio-)CNG, N2 in the Urban Node of Paris.
- Introduction of 1,000 CNG trucks 19T-44T in the Urban Node of Paris.
- Realisation of 2 biomethane production plants Urban Node of Paris by 2021.

➤ Action scope

- 1.Introduction of 330 CNG 19T-44T trucks in the Urban Node of Paris.
- 2.Realisation of first stage multifuelinfrastructure: Eight (bio-)CNG fuelling stations in the Urban Node of Paris.



**5th European Conference on
Sustainable Urban Mobility Plans**
14-15 MAY 2018 | NICOSIA, CYPRUS



Thank you!

Françoise GUASPARE

 **île de France Europe**
REPRÉSENTATION DE L'ÎLE-DE-FRANCE AUPRÈS DE L'UE

francoise.guaspare@iledefrance-europe.eu