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
Updated the SUMP in 2014 and defined new priorities like:

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 dysfunctionning)
• Involvement of the charging station supplier as project partner

➢ 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

➢ ONE PROJECT LEADER
➢ STRONG POLITICAL SUPPORT

➢ 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

2018: Opening of 12 new stations
Olympic Energy Project

• 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.
Thank you!

Françoise GUASPARSE

francoise.guaspare@iledefrance-europe.eu