

*ELE.C.TRA FINAL CO_n.FREE.NCE
TO "E" OR NOT TO "E" THAT IS THE QUESTION OF (E)MOBILITY*

Suceava experience with Ele.C.Tra *next steps toward e-mobility*



Lisbon, November 25th - 2015

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1. The state of the art before ELECTRA



- Suceava lays in the NE of Romania, north of region Moldavia, being the capital city of Suceava County
- Up to 100.000 inhabitants
- No EV charging points
- No EV within the city
- No sharing system
- No EV incentives

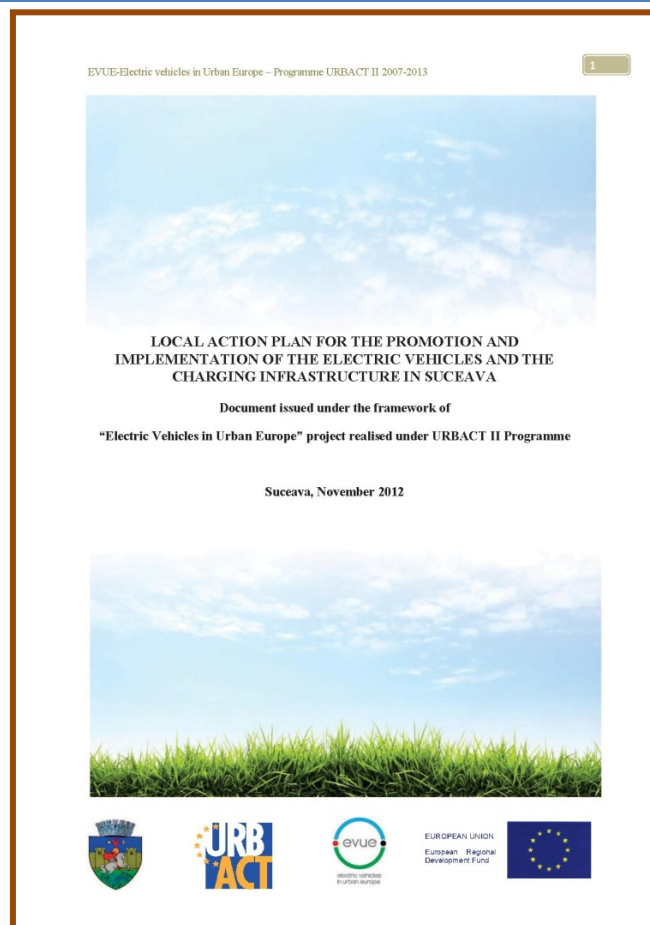


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STRATEGIC VISION OF SUCEAVA

- **Implements a local action plan for the promotion and implementation of the electric vehicles and the charging infrastructure in Suceava**
- **Strategic vision:**
 - establish the position of Suceava Municipality as a precursor and model for Romanian cities using EVs



2. EV OBJECTIVES OF SUCEAVA



To promote and implement electric vehicles and charging infrastructure in the city

To plan activities for the development of communication campaigns with citizens and business

To initiate development of a market for electric vehicles

To put into practice favorable legislative measures and mechanisms that can help overcome financial barriers which are in the way of implementing electric transport

3. The actions developed within Ele.C.Tra



Ante-operam survey – *to see the transportation habits in Suceava*

Networking activities – *2 NGS and 1 Regional meeting, Cluster meeting*

Signed Agreements with local and national stakeholders

Communication and dissemination activities

Feasibility Study – *for implementing Ele.C.Tra model*

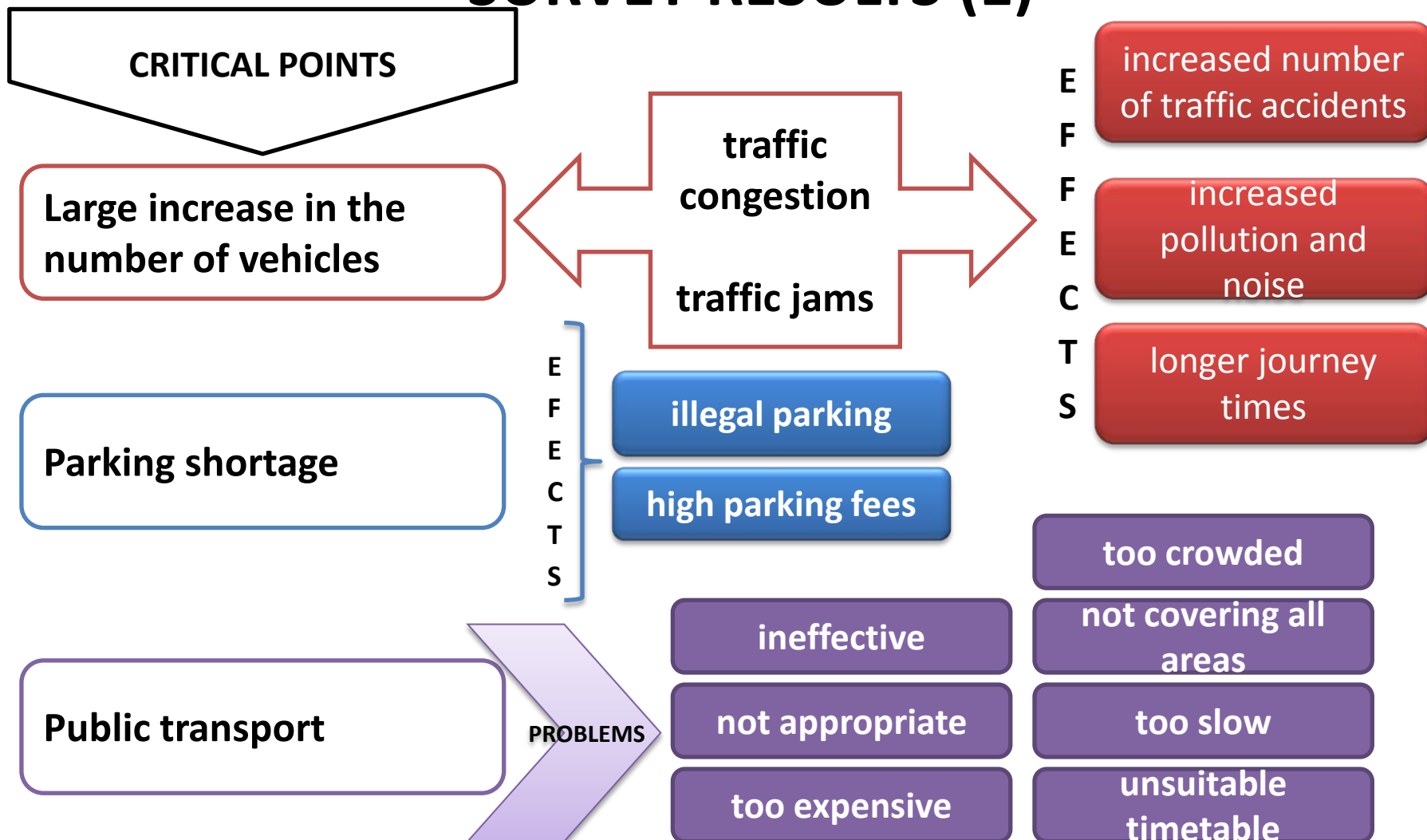


4. Results and outputs of Ele.C.Tra



Survey results

SURVEY RESULTS (1)



SURVEY RESULTS (2)

Motor vehicles

- ✓ **Low percent of scooter ownership** (3% in Suceava)
- ✓ **High car dependency**
- ✓ **Lack of knowledge regarding alternative solutions to cars**

Focus on EV

- ✓ **Over 90% of the residents have never used an EV and have little knowledge on electro mobility**
- ✓ **High % of people would be interested in testing, or even buying and EV**
- ✓ **Solution most chosen:** ownership
- ✓ **Incentives:** discount, no local+pollution tax, environmental bonuses

EV Perception

- ✓ **Strengths:** comfort, safety, speed, parking
- ✓ **Weaknesses:** high cost
- ✓ **Critical issues:** charging, lack of knowledge, possibility of being stolen
- ✓ **Benefits:** NO carbon emissions, lower fuel costs, noise reduction, lower road taxes

SURVEY RESULTS (3)

USER TARGET

- ✓ young educated people, about 16-35 years old;
- ✓ students, workers or self - employed;
- ✓ those who take short day trips from home to school or office (max ~30 minutes per trip).

USER NEEDS

- ✓ more information and awareness campaigns on electric mobility, with particular reference to the economic and fiscal incentives, the benefits of the electric vehicle;
- ✓ charging infrastructure within the city;
- ✓ infrastructure investment, such as:
 - more parking spaces;
 - more facilities for public transportation and effective interchange nodes, easing intermodality by combining transport means;
- ✓ traffic decongestion and pollution reduction.

FUTURE ACTION

for implementing EV in Suceava

For future planning Suceava municipality took into consideration the followings:

Existing mobility plans:

- SEAP
- Local Action Plan

Municipality's objectives regarding EV:

- Promotion of EV
- Communication and dissemination activities
- EV market development

Ele.C.Tra results:

- Survey
- Ele.C.Tra model
- Feasibility Study

User needs:

- more information and awareness campaigns
- charging infrastructure within the city
- traffic decongestion and pollution reduction

FUTURE ACTION

for implementing EV in Suceava

EV infrastructure

**E-vehicles fleet + e-
bike sharing system**
(for setting example)

2020 target

**E-buses for public
transport**

Awareness campaign

FUTURE ACTION

for implementing EV in Suceava

Short term 2017 (*through Swiss Funds*)

- EV infrastructure
- EV fleet for the municipality
- E-bike sharing system
- Awareness campaign to promote electric mobility to other state institutions, businesses and the citizens of Suceava, *test drive etc.*

Medium term 2020

- EV infrastructure for buses
- E-buses for public transport
- Realization of a park and ride system

Foreseen impact

Reduced CO₂ emissions into the atmosphere and reduced conventional fuel consumption

Supporting the use of green (electric) transport modes in Suceava Municipality and increased trust of citizens in the reliability of the new EV technology

Stimulating the use of electric vehicles

Changing the mentality of current and future vehicle owners, in view of partial and gradual replacement of conventional vehicles by EV and alternative transport modes (electric bikes, light e-vehicles)

Providing a model of good practice for other local, regional and national public institutions – no other municipality in Romania had adopted the EV technology

Promoting a modern, sustainable, less polluting, energy efficient and cost-efficient transport



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