



Expanding shared use of ultra low emission vehicles

Chas Ball, Chief Executive, Carplus

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Promoting shared EVs as mainstream option



- Develop city strategies to meet known markets
- Start with employer commitments
- Plan recharging hubs and secure access to parking



Strategy for success



- EVs in car clubs/corporate carsharing need to achieve high utilisation - to pay for vehicle
- Core market employers with lots of short/medium trips
- Provides baseload within 400m
- If locations suitable, add SMEs, residents and visitors e.g. rail station





1: Engage employers





2: Work with larger employers

- Newport explored a multi-agency approach with Newport City Council, university and private sector employers
- Initiative arose from a city centre development – with Council & Newport Unlimited
- Carplus review of business travel established extent of grey fleet use



3: Engage with larger employers

- Swansea initiative in progress with British Gas and larger employers
- Need to identify locations for recharging network close to workforce and benefits of switch to e-mobility
- Potential for bid to OLEV cities fund



4: Audit business travel costs

- Engage employers in potential for cost and carbon savings, efficiencies and community benefits
- Audit of current business travel –
 review "grey fleet" costs and emissions
- Shows trip length and analysis by office/plant location



4: Results of audit

Newport City Council		*annualiized
Year	2012/13	2013/14*
Claimants	1,286	1,053
Mileage	1,430,568	1,334,880
Cost	£639,090	£596,923
£/mile	£0.45	£0.45
Carbon Dioxide (tonnes/annum)	400.9	374.1

5: Plan recharging hubs: Newport carplus

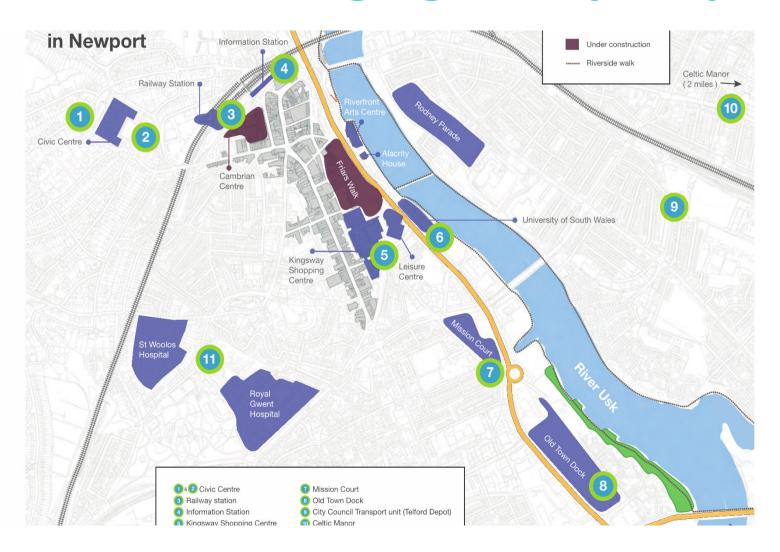


- Selected locations (see map) to meet user needs; find land for parking
- Recharging facilities with spaces for private and fleet users
- City centre: off-street parking, railway station
- Off-centre: business parks, clusters of business (e.g. motorway junctions); convention centre





Planned recharging: Newport plan





City centre car parking

Mariner Street, SA1 5BA Long stay (all day) 164 spaces railway station

Trawler Road, SA1 1FY approx 30 spaces

East Burrows Road, SA1 3XL Long stay (all day) 53 spaces 2 disabled spaces

East Burrows Road, SA1 1RR Long stay (all day) 230 spaces

Strand, SA1 2AE Long stay (all day) 218 spaces

Oystermouth Road, SA1 3ST Short stay (5 hours) 270 bays

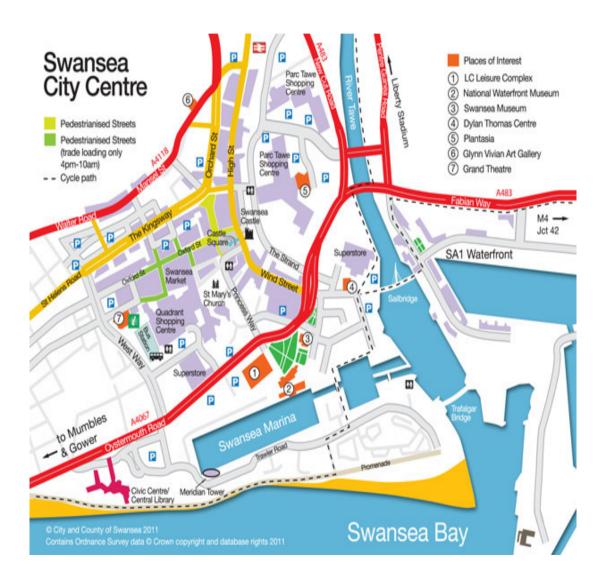
Bathurst Street, SA1 3SA Long stay (all day) 331 spaces

Northampton Lane, SA1 4EW Short stay (3 hours) 84 spaces









Conclusion:



- Introducing shared EVs to employers:
 - √ business travel audits
 - ✓ show cost savings and emission reduction
 - ✓ provide early incentives
 - ✓ inductions and defined travel hierarchy





Conclusion:



Making progress in decarbonizing transport is slow

- ✓ Understand barriers
- ✓ Establish opportunities



2020 is only 6 years away







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Support for shared e-mobility



- Limited recognition of car clubs as effective way to popularise EVs
- Need to secure support from UK government agency – Office of Low Emission Vehicles (OLEV)
- New funding round due in December - £35M for emobility cities – rules unclear

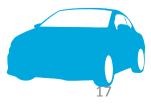


EVs – growth is slow



- Consumer's reluctance to purchase – price, limited options
- Incentives free parking, low fuel charges, growing network – not making a difference
- Shared use EVs –
 potential way into
 mainstream





12/11/2014 Cardiff Conference

Early adopters



- Members interested to try out (Carplus Annual Survey)
- Adding EVs good in theory –
 choice of vehicles but
 operators need business case
 to be stronger
- Operators cannot charge premium for shared EVs





Key messages



- Take e-mobility to the mainstream through shared use
- Synergy with car club development
- Multi-agency corporate car-sharing (or electric car club) cost effective option for employers



