

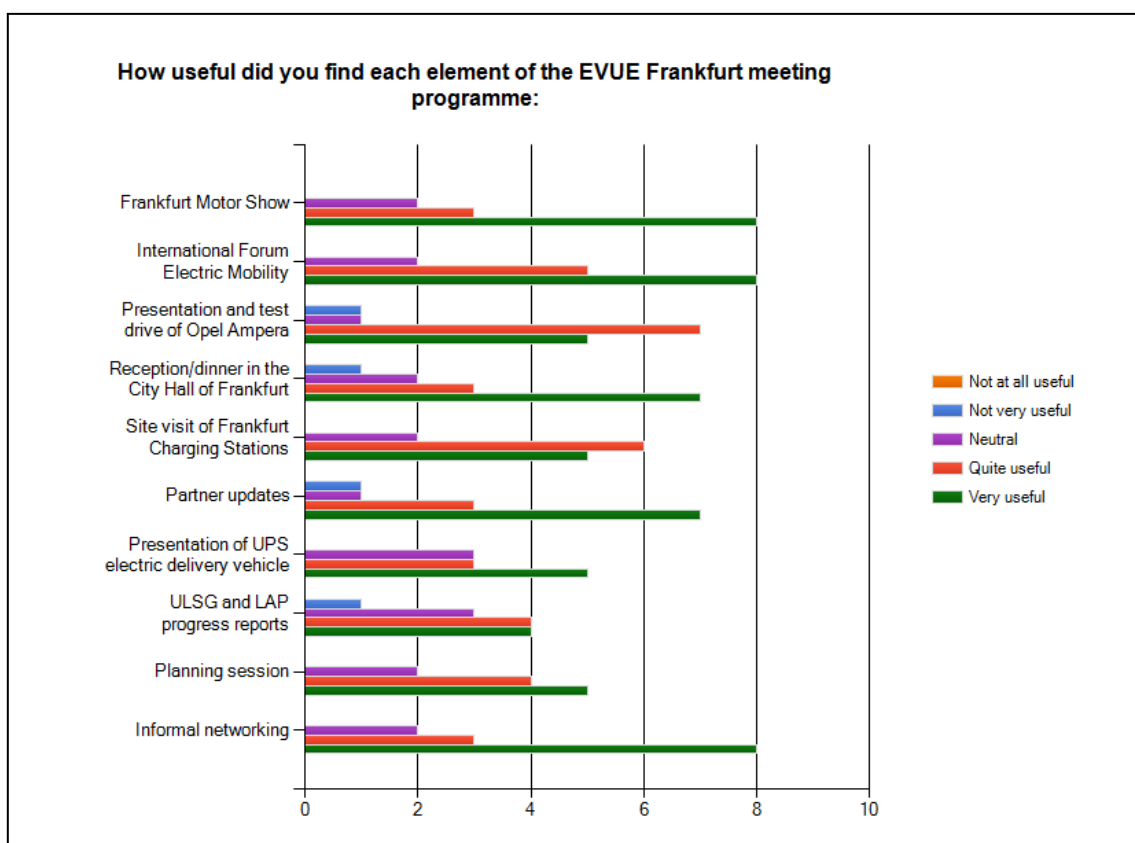


Evaluation of the EVUE Frankfurt network meeting

September 2011

This report contains the collated responses from 14 participants in the online survey requesting feedback from the Frankfurt meeting. Some of the answers about learning and transferability are also repeated in the formal report of the event. The report is intended to monitor EVUE progress and support ongoing improvement of the exchange programme.

1 How useful did you find each element of the EVUE Frankfurt meeting?



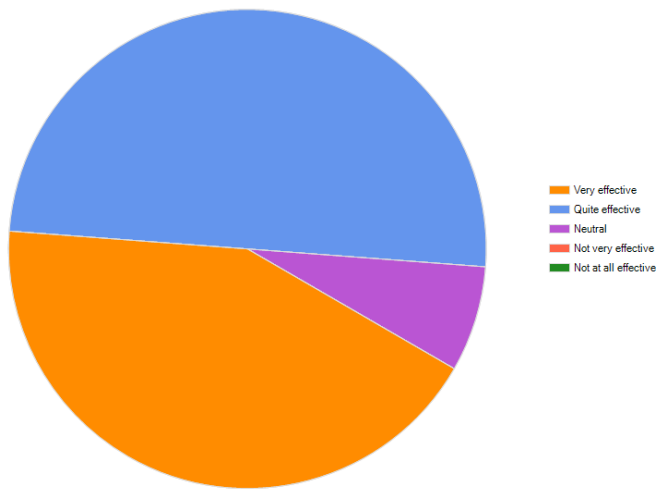


2 Do you have any comments about the Network Meeting that would help us in the future, eg about programme, practical arrangements?

- We must start thinking how we can keep the EVUE alive after the project end.
- I thought the presentations were very clear and highly informative - this was also the impression I had from other members of the audience. I would have liked to have continued to deepen some of the issues raised in a workshop format, but I was only able to participate in one day of the meeting. I liked the idea of the balance of quality content/case presentations, practical examples electric cars and charging infrastructure and then project partner working.
- I think that the Network meeting was very engaging and required a lot of participation from all the attendants.
- We could be directed to sit next to people that we may not normally, thus remove countries sitting together (language skills permitting); - It would be useful to have more information on the elements to be discussed and maybe ask countries to bring along case studies or issues that would aid the discussion.
- It was good that many local stakeholders contributed.
- We had too little time for the project meeting and internal issues and exchange in the whole group. It would have been good with perhaps less study tours in Frankfurt and more internal exchange. Or perhaps a longer meeting?! Would have liked to be able to discuss infrastructure more since this was supposed to be an infrastructure meeting and we have very little time for that during the Tuesday afternoon. The seminar was good but for external people. For us in the core EVUE group we know most of the information before. I understand the importance to share information to others though.

3 How effective did you find the meeting in progressing EVUE

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4 Do you have any other comments about the meeting?

- Wish I could have stayed longer
- Well-organized program, nice to have a few hours of rest between meetings and dinner. Could have used more time at the Auto Show. Very interesting to see the electric UPS van.
- As it has been the first time that we have got the commitment of a representative of our City Council, we find that it has been a very positive meeting. Regarding the meeting details, the organization has been very good, the hotel very centrally located and with a very good price/quality relation.
- First of all this meeting was very well organized! I really enjoy participating in such well organized meeting !!!! It was a very good combination of office work and practical work - you never got tired after 8 hours in the same room! very good presentations with content....I really got a lot of new knowledge and was very happy to have the opportunity to participate - thank you for that!
- In my opinion, the Frankfurt meeting organisation is a good example to follow for all of us.
- Very well organized event!
- The Stockholm ULSG members were very pleased and learnt a lot they said . However, they are both engaged in fast charging and I think the whole project would have benefitted from a longer infrastructure discussion where they could have contributed.
- Perfect organization (As usual from German)
- The meeting in Frankfurt was the first stakeholder meeting I attended and it was truly a very valuable experience. Firstly the breath of information presented by each city was fascinating. Secondly the format of the meeting was well balanced, alternating presentations and visits of sites. Most importantly, meetings and visits were always very interactive, a reflection of the level of interest of stakeholders. What struck me as well is how relaxed and friendly the whole event was – thank you to the German hosts for the warm welcome.

5 What were the most interesting elements of the Frankfurt meeting for you?

- To see the project results evolve beyond the early planned objectives
- Introducing me to more detail on the theme from state of the art (even if the state of the art is not highly developed yet in some cases) partner experiences and problem issues
- Auto show, especially showing the inductive charging, the German E-cars



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- Test driving the Opel Ampera (although it was a short drive), seeing the electric UPS car, hearing the partner updates, and discussing everything related with establishing on-street charging points and parking regulations
- The visit to the charging infrastructure and how they are implementing it in Frankfurt through the different initiatives. Also, the way they are combining parking machines and charging points
- From a particular point of view, the Opel Ampera test has been a very interesting issue (and of course, the motor show has been fantastic).
- IAA
- Frankfurt Motor Show with the guided tour Presentations and discussions with other participants
- The opportunity to visit the Motor Show - the Electric vehicle Hall and to listen to the explanations given by the car manufacturers' and charging technology developers' engineers. I was impressed by the warm welcome received in the City Hall.
- In the update of the vehicle technology and EV implementation in each city
- The site visits to the charging point and the tour in Frankfurt Fair
- Meeting other cities facing the same issues (Fast Recharging, Congestion etc) - Seeing how other cities were dealing with their infrastructure
- Networking, progress of EV seen in the motorshow
- Networking!! I did ask around a lot for infrastructure knowledge and business models.
- The visit to Frankfurt Motorshow and the EV Congress

6 Can you describe any key learning points?

- The first actual examples of EV's private use are popping-up throughout the participating cities. That validates the EVUE vision and rewards the lead expert, coordinator and partner's efforts. Learnt lessons are now ready to be delivered as EVUE results.
- Further discussion and efforts shall be made to engage other partners at local level: banking and financial sector; universities and higher education institutions and research bodies. More cross exchange and mutual learning among managing authorities might be needed to adapt future programmes (even within the current ERDF scope) to be capable of financing EV programmes at urban and regional level.
- The fact that the Opel I was in had only driven 44km before the battery time expired - seeming contradiction with the sales hype?



- Seeing and hearing the electric UPS van project was especially important as we are looking to do an EV-goods distribution project in Oslo. Good to have a picture and show there are actual vans driving around (even if the manufacturer is bankrupt..).
- Also interesting to hear how Frankfurt will be testing inductive charging, and to see their on-street (non-inductive) charging points
- Use of existing infrastructure to implement new services (parking + CP's) Germany, as the economic leader of Europe has advantage to implement this solutions (strong car manufactures industry as well). Some similarities with Madrid and Spain case, as Germany is a decentralized country.
- interesting to see that cities have similar problems and that many have come to the conclusion that it is mainly at home and at work we will charge our electric cars
- The different ways to establish infrastructure The different ways to establish a payment structure The complexity in this area and the need to learn from each others' experiences and to try to standardize the solution towards customer That you may have different solutions for private, public and semi public segments
- The presentations delivered by the cities advanced as stage of EVs implementation that can provide for follower cities models and examples of practical measures to enable local authorities to start with the market development.
- Status of the OEM EV delivery point.
- Interesting payment solution of Frankfurt, in general interesting that all countries seem to have chosen different solutions when it comes to payment and charging solutions
- Fast Recharging on public highway; - Ways of cities encouraging EV / Low Carbon Transport through city design; - Ways to encourage private take up of EV infrastructure - Ways to allow other user groups access to EV recharging infrastructure
- E-Mobility is possible, concentrated work of all participants in the e-strand is necessary
- It goes very slow for all cities and we are still lacking cars in most places!! Hard to find a good business model for EVs and infrastructure. Are we involving the right stakeholders? How about economists - we are thinking hard about if and how to improving our group in Stockholm no!
- EV manufacturers are willing to develop the best "Business models" (like Renault and Opel) Northern countries (Sweden and Norway) are more advanced in public awareness abilities and in promoting the regular use of EV's



- Hearing about each city background, current strategy and current results offered such a diverse landscape it opens our mind on our own city situation. If there is no 'one fit all' policy as contexts vary across countries, there is much to learn about other cities' successes and challenges.

7. Please briefly describe any new ideas/models/experiences you identified that could be transferred to your city or used in your work?

- Air quality model-based monitoring to assess and quantify urban environment benefits from EVs. EV use for freight and urban logistics. Business models to promote EV expansion
- Combination of electro-mobility with car sharing
- The initiative to involve private companies to install charging points using regular plug-in with the fake gas poles. It is a cheap solution, but quite visible and replicable.
- The payment model from Frankfurt (garage) That you may have different solutions for private, public and semi public segments
- On a bare land, practically everything can be applied; I am though impressed at the example given by Portugal, with the Mobi.E Programme that paved the way for all major cities to become part of this project and to increase its general impact.
- We might look into the parking machine solution once more at Fortum.
- Need to talk to Transport for London more to get them to do more.....
- Do not compare the EV with a ICE car! We need to think differently with this new technology. The EVs might have to come in a package for car-sharing or some other business model. Possible ways to get things started:
 - 1) Merchantainment - mix marketing and entertainment
 - 2) Freemium & Premium - the customer gets something free, but get more if they pay.....
 - 3) Gamification - games and competitions (win a weekend with an EV and that sort of events...)
 - 4) Augmented reality - use ITS as a tool on reality and make the experience bigger/better/larger One idea I was thinking about when I saw the charging units that Sparkasse had done was about the city bike system we have in Stockholm. The city has procured a city bike system. We let the winning company get access to areas where they can put up parking for the bicycles and bikes too in connection with that they may put advertisement. This is free for the city. It is also free for the winning



company but they promise to have a certain amount of bikes and a maximum fee for the user also. They finance it all mainly by selling advertising space on bikes and posters by the bike braking facilities. Perhaps we could apply the same thing with charging.

- A procurement where a company gets access to areas to put up charging AND advertising in the same way as for the bicycles - this need to be thought over carefully!! DO we have the right people? Are we missing some experts on economics perhaps!!
- Charging points linked to parking-meters. Docking Stations for E-Bikes
- Opel Ampera technology is completely new and innovative

8. Do you have any other general comments, suggestions or requests about EVUE?

- EVUE is a strong consortium. Discussion of further projects and networks benefiting from already consolidated partnership links might be reinforced.
- Active effort on bringing new cities to the EV concepts, namely small and medium cities and towns, should be deepened to wide EVUE contribution to European leadership on EVUE and, on the other hand, European cohesion.
- Keep up the work of producing short but info rich pieces throughout the lifecycle and making contacts to other initiatives and media dealing with the same topic - wherever they may be.
- Very fun with a little break with pictures of Eva's EV-holiday trip!
- I realize that there are limited resources, but it would be a good idea to translate into national languages the different documents of the project. Is there a possibility of an online document site?
- Thanks Sally and Matthew - you are doing a splendid work!
- The EVUE "spirit" is getting stronger every meeting. Really hard work is made by cities to improve the EV's even facing this huge economical crisis, however it seems that EVUE have joined an outstanding group of international experts in Electric Mobility. This value must be kept for the future
- In summary, I think the EVUE organisers have succeeded in creating the right environment for information exchange and clearly all stakeholders are both learning from and contributing to the project. I would gladly join the next stakeholder meeting if the opportunity arises.