

Electric mobility in daily life - before and after the ELMOS project

ELMOS final partner meeting
14 October 2014

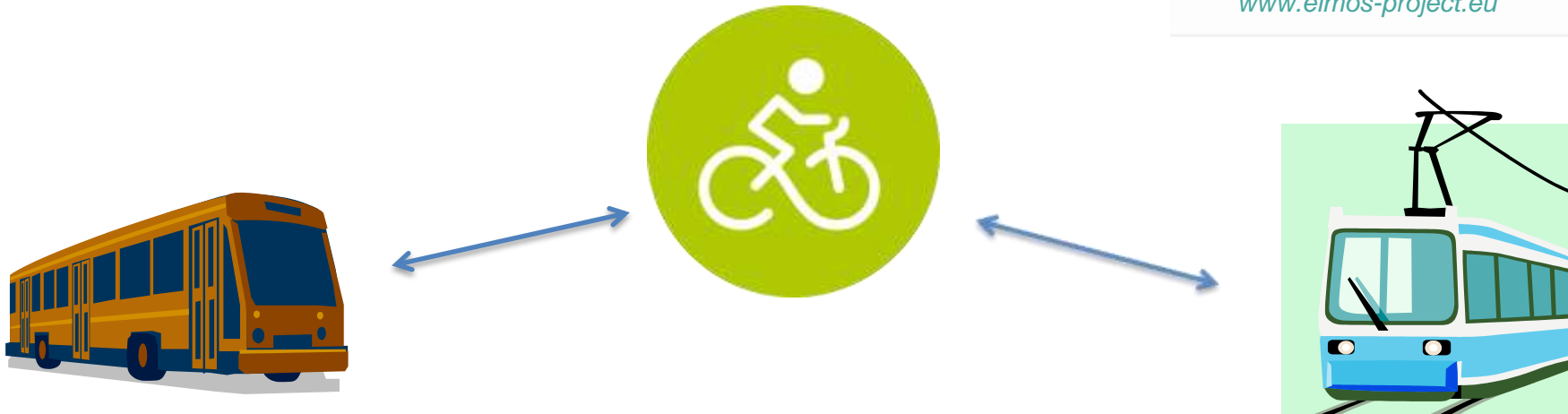


www.elmos-project.eu



Part-financed by the European Union
(European Regional Development Fund)





Main objectives of the demonstrator :

1. integrating pedelec-sharing in the local transport system
2. connecting PT hubs with cities and villages in the surroundings
3. Promoting intermodal transport

Secondary objectives of the demonstrator:

1. Promoting human powered mobility → new opportunity for everyday transport
2. Reducing emissions and noise
3. Strengthening company's image

Target groups for the pedelec demonstrator in Rostock



1. working commuters from the surroundings to Rostock
2. everyday cyclists
3. leisure cyclists & (inter)-national tourists

Involvement of local and regional partners

Hanseatic City of Rostock,
Office of Road and Port
Construction



- Co-financing partner in ELMOS

Municipality of
Bad Doberan



- foundation and advertising

Stadtwerke Rostock AG,
The local energy supplier



- green energy for charging the pedelecs

Municipality of
the seaside resort
Nienhagen



- foundation and advertising

Set up of the pedelec rental system

Lütten Klein/Reutershagen:

- 10 pedelec boxes
- 1 technic box
- 8 rental pedelecs

Bad Doberan/Ostseebad Nienhagen:

- 5 pedelec boxes
- 1 technic box
- 4 rental pedelecs

Rostock Warnemünde in planning:

- opening in autumn 2014
- 4 rental pedelecs, 1 technic box
- 6 luggage storage boxes for cycling tourists, two with 230 V socket



First experiences

- around 200 registered users since June 2014
- only 10% of users are steady customers of RSAG
- 2/3 is leisure time usage
- commuters below 10%
- most usages are round trips, only few one way trips
- steady users of RSAG use Pedelecs much shorter than others
- evaluation of user behavior is finished and part of the ELMOS handbook



Feedback from citizens



Mrs V. from Bad Doberan:

“... Due to health reasons, I can only drive pedelec ...
I am glad there is the station here...”

Family D. from Hohenfelde:

“... Against the wind with a group of Bad Doberan to Kropelin - the hills we drove up without effort ...»

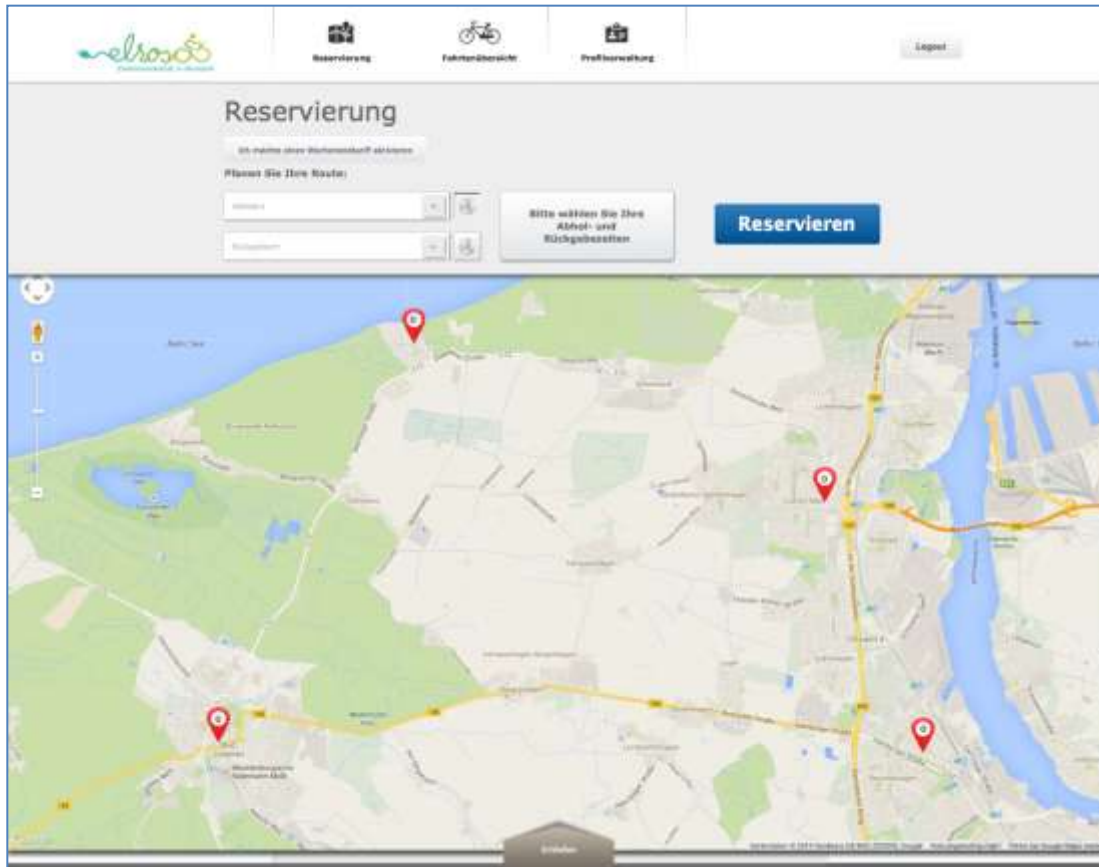
Mr. C. from Rostock:

“... I find the pedelec great – every time I made photos and advertise for them ... »



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Improvement of tariff and payment options



Billing every 15 minutes

- 2,80 €/ 1 hour (17,00 € /day ticket(24 hours); 14,00 € on weekends and public holidays
- 25% discount on monthly pass and annual pass
- additional monthly card „elros pedelec“ for monthly pass VVV
- next year: combined ticket

online payment:

- options: credit card & giropay
- 60% of users want PayPal as a payment option

If I could start again ... lessons learnt / recommendations for others

1. The two most important things are to choose suitable locations and to gain their acceptancy.
2. A visibility (advertising) for electric mobility needs to be established at the rental location.
3. Local and where necessary also regional partners need to be involved already in the planning stages of the project.

Recommendations for others

4. Choose reliable partners for technology and service.
5. Win partners: for cooperation and participation in project costs, advertising, promotion etc.
6. Build up and retain a good dialogue with pedelec users.
7. Place the topic of electric mobility and the specific offer of electric mobility permanently in the media and the public.

Long term strategy - How will the Hanseatic City of Rostock proceed with electric mobility?

Resolution of City Council in 2011 to develop

- action plan for e-mobility
- e-mobility strategy

Rostock's (future) Urban Mobility Plan „Mobilitätsplan Zukunft“

SWOT Analysis

(1st e-Mobility Forum - 4th July 2014)



Measures

2nd e-Mobility Forum - 7th November 2014

