

Deliverable Summary



THE CIVITAS INITIATIVE
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Context and Purpose

The promotion of private vehicles renewal is a priority addressed by the Urban Traffic Plan carried out on June 2007 by the City of Bologna.

The policy carried out in order to encourage the private vehicle renewal is addressed in two different but integrated directions: financial incentives and circulation facilities in advantage of cleaner vehicles.

Also thanks to national and regional funding, financial incentives have been offered to shift from traditional fossil fuel engines to Liquefied Petroleum Gas - LPG and Compressed Natural Gas - CNG (methane) engines.

At the same time the conversion of private vehicles has been boosted by offering privileged access permits for less pollutant vehicles and a discount on parking tariffs (i.e. up to 100% for hybrid and electric vehicles).

The purpose of the present deliverable is to overview the different typologies of actions undertaken by the Municipality of Bologna in favour of cleaner private vehicles, with a comprehensive report useful for the Administration itself and for the other cities of the Consortium.

Summary Contents

There is a strong commitment of the Municipality of Bologna to find and manage incentives for the renewal of the private vehicles fleet in favour of less pollutant vehicles.

A dedicated office carries on important actions of research and monitoring, aimed firstly to identify funding sources for vehicle renewal (at regional, national and European level). A first research activity carried out by the Municipality of Bologna at the beginning of Mimosa Project highlighted the importance not only of financial contributions to convert vehicles to LPG or methane, but also of enforcing mobility management policies and strategies.

The dedicated office aims also to check and demonstrate to what extent management and supervision of the platform created with the stakeholders involved in private vehicle renewals is effective, and to assess the benefits gained with private vehicle renewal. This is needed to evaluate and calibrate the policy carried out by the City administration.

Furthermore, another important task of this office is to maintain the continuity of the reservation list regarding vehicle renewals when funding schemes change over time. Technicians from COBO supervise the procedures during these sensitive phases.

The main actions undertaken by the Municipality of Bologna are the following ones:

- **Incentives for electric vehicles** Thanks to a regional fund of 300.000 euros, from September 2011 Bologna's residents can receive an incentive of 300 euros to purchase an electric bicycle or an electric motorcycle and 600 euros if at the moment of their purchase, an old motorcycle (Euro 0 category or Euro 1 category) is scrapped.
- **Regional incentives for the transformation of methane and LPG vehicles** In September 2010 Emilia Romagna Region has given a contribution of 665.000 Euros (outside Mimosa) in order to renew the incentives for the conversion of private vehicle fleets to methane or LPG vehicles. Thanks to this fund Bologna's residents can receive an incentive of 500 euros in order to transform a vehicle into methane or LPG (that grows up to 650 euros for vehicles registered after 01-01-2006) and 250 euros to transform motorcycles methane and LPG, whenever technically feasible.
- **Anti particulated filters on commercial vehicles** An experimental Project on FAP (anti particulate filters) was initiated by the Municipality of Bologna in cooperation with the Emilia Romagna Region. All commercial vehicles can install FAP filters, allowing them to pollute less, passing from Euro 1 category to Euro 3 category, and can receive up to 50% contribution to cover the installation cost.
- **Parking discount for methane and LPG vehicles and free parking for electric and hybrid vehicles** Discount of 50% on seasonal parking tickets for methane and LPG vehicles and free parking for electric and hybrid vehicles.
- **No traffic restrictions for cleaner vehicles during specific days:** the vehicle categories with low/very low environmental impact or zero emission are not subject to the traffic restrictions planned in accordance with Regional air quality agreements yearly updated and signed up by the Administration with the Emilia Romagna Region. These agreements allow clean vehicles to circulate on days when pollutant vehicles cannot.

This wide range of actions undertaken by the Administration produced a strong impact on the number of cleaner vehicles in circulation in Bologna. The following table shows the trend of clean vehicles within the Municipality of Bologna from 1999 to 2009 (data of 2010 are still under evaluation). The Municipality of Bologna experienced a growth of 5.97% in the circulating LPG and methane vehicles between 2007 (before Mimosa Project beginning) and 2009. The estimate for 2010 shows that the number of circulating LPG and methane vehicles are now more than 15% of the total fleet.

							Methane+LPG	
	Gasoline	Diesel	Methane CNG	LPG	Other	Total cars	N°	%
1999	183,973	19,728	3,523	9,654	6	216,884	13,177	6.08%
2000	178,076	23,464	3,878	9,263	20	214,701	13,141	6.12%
2001	174,397	27,303	4,385	8,566	19	214,670	12,951	6.03%
2002	169,713	31,689	5,155	7,188	31	213,776	12,343	5.77%
2003	165,961	35,958	4,517	5,734	22	212,192	10,251	4.83%
2004	154,967	40,920	4,975	5,517	32	206,411	10,492	5.08%
2005	147,394	44,862	5,750	6,141	30	204,177	11,891	5.82%
2006	139,909	46,452	6,546	8,331	37	201,275	14,877	7.39%
2007	134,087	48,305	7,836	8,987	39	199,254	16,823	8.44%
2008	125,524	48,672	9,337	13,993	35	197,561	23,330	11.81%
2009	119,375	49,130	10,843	17,537	34	196,919	28,380	14.41%
2010	Data still under evaluation – First evidence: Methane+LPG > 15%							

**Source of data: Italian Automobile Club (ACI)*

Beside the above mentioned activities, the Municipality of Bologna is carrying on also important actions for informing the citizens of the new opportunities in terms of incentives for private vehicles fleet renewal, including in particular dedicated campaigns.

For example, in September 2010, an information campaign was designed and launched to inform the public about the incentives for vehicle renewal, in order to encourage private vehicle conversions to LPG or methane:

The link to web page of the initiative is:

<http://www.comune.bologna.it/trasporti/servizi/2:1688/4533/>

And for an abstract of dissemination material used please see the first attachment and the following image of the flyer (the title is “E-mission impossible”)

Dal 16 settembre 2010, grazie al nuovo finanziamento della Regione Emilia-Romagna nell'ambito degli Accordi per la Qualità dell'aria, è possibile prenotare gli incentivi per trasformare l'auto da benzina a metano o GPL.

Il Comune di Bologna promuove l'iniziativa **"IO guido sempre ecologico-Liberiamo l'aria"**, nell'ambito di una strategia volta ad incentivare i propri cittadini alla trasformazione del parco veicolare con carburanti a basso impatto ambientale.

Gli incentivi sono validi fino ad esaurimento fondi stanziati e non sono cumulabili con altre agevolazioni.

Iniziativa realizzata con:



Promossa nell'ambito di:



Informazioni

Trovi l'elenco delle officine che aderiscono all'iniziativa sul sito: www.comune.bologna.it/trasporti alla sezione Agevolazioni e Incentivi

Sportello Mobilità Urbana
 Piazza Liber Paradisus, 10 - torre A
 tel 051 219 30 42
 lun, mer e ven 8.30-13
 mar e gio 8.30-13.30 e 14.30-17

Consorzio Ecogas
 tel. 800 500 501
www.ecogas.it



An other example is the informative campaign implemented by the Municipality of Bologna in September 2011, during the European Mobility Week, in order to inform citizens of the new incentives to purchase electric bicycles and motorcycles. The incentives were announced to the press by the mobility Deputy Mayor Andrea Colombo together with the Emilia Romagna Region Mobility Director Paolo Ferrecchi.

The link of the web page of the initiative is:

<http://www.comune.bologna.it/trasporti/servizi/2:1688/7947/>

Please see in attachment the informative flyer that was printed and distributed during the EMW 2011 and the following image of the flyer (the title is "To move within Bologna we need clean energy"):



PER ATTRAVERSARE BOLOGNA CI VUOLE ENERGIA (PULITA)

INCENTIVI PER I VEICOLI ELETTRICI



LA BICICLETTA A PEDALATA ASSISTITA
 funziona grazie all'azione congiunta del ciclista e del motore elettrico.
 Non necessita di carburante, ma solo di una batteria di piccole dimensioni facilmente ricaricabile; è sufficiente attaccarla per un paio d'ore ad una normale presa di casa, proprio come un telefono cellulare. È esente dagli obblighi di assicurazione, bollo e tassa.



IL CICLOMOTORE ELETTRICO
 è un normale ciclomotore dotato di un motore elettrico di potenza nominale continua massima inferiore o uguale a 4kW.
 Fianco ciclistare è economico, con un euro di carburante si percorrono mediamente 100 km. L'assicurazione può costare la metà ed il bollo per i primi 6 mesi è gratuito. Non produce inquinamento (né prodotti di combustione, né gas serra, né polveri sottili, né inquinamento acustico).

COSA MI "VIENE IN TASCA" SE ACQUISTO UN VEICOLO ELETTRICO?
 300,00 euro se compri una bicicletta o un ciclomotore elettrico, ma gli euro diventano 600,00 se all'atto dell'acquisto rottami il tuo vecchio ciclomotore auto D o euro 1. L'incentivo è riconosciuto sul prezzo finale comprensivo di IVA e non può superare il 50% della spesa sostenuta.

BENEFICIARI

- Sono beneficiari dei contributi tutte le persone fisiche o giuridiche residenti o aventi sede nel Comune di Bologna. Sono escluse dal contributo imprese (e loro legali rappresentanti o delegati) rivenditori dei veicoli oggetto degli incentivi.
- Gli incentivi previsti si riferiscono a veicoli nuovi di fabbrica. Ogni singolo veicolo può accedere una sola volta al contributo.
- Ad ogni richiedente può essere concesso un solo contributo, per anno solare e far data dall'avvio del progetto, indipendentemente dal numero di domande presentate.

DOCUMENTAZIONE NECESSARIA

- Modulo di richiesta del contributo.
- Copia della fattura di acquisto del nuovo ciclomotore o bicicletta elettrica.
- Eventuale certificato di rottamazione.

DOVE PRESENTARE LA RICHIESTA

La richiesta di contributo deve essere presentata presso lo Sportello Mobilità Urbana del Comune di Bologna in piazza Liber Paradisus, 10 Torre A (martedì e giovedì: 8.30 - 17.30; venerdì 11.00-13.00).

info: Sportello Mobilità Urbana - Piazza Liber Paradisus, 10, torre A - martedì e giovedì: 8.30 - 17.30; venerdì 11.00-13.00
 Call Center Comune di Bologna - 051 203042 lunedì-venerdì 8-18, sabato 8-13
www.comune.bologna.it/trasporti

Functional Use

The aim of the present deliverable is to give a comprehensive overview of the different typologies of actions undertaken by the Municipality of Bologna in order to foster the private vehicles fleet renewal: fund raising and management; circulating facilities implementation, mobility management policies development, information campaigns implementation, evaluation of the impacts of the actions undertaken.

Lessons learned

The Statistics Office of the Municipality of Bologna evaluated the efficacy of the initiatives implemented and the results were published in Yearly Statistical Report. According to their analysis, the actual number of LPG/methane vehicles circulating in Bologna reached about 15% of the total number of vehicles circulating. This percentage is very high, especially if compared to the average of 4% measured in other Italian cities with size similar to Bologna (Source of data: Italian Automobile Club) . The Municipality of Bologna achieved more than 10% of methane-fuelled vehicles in the urban area, as recommended by the European Union White Paper.

The high percentage of methane and LPG vehicles in Bologna shows that the high commitment of the Municipality was really successful.

Supporting people in their mobility choices not only with incentives but also with other actions represents the truly integrated strategy that the Administration intends to successfully carry on for the rest of the project, in order to foster the renewal of the private vehicle fleet with less pollutant vehicles.

Attachment

Flyer of the information campaign on LPG and methane vehicles transformation (September 2010)

Flyer of the information campaign on incentives for the purchase of electric bicycles and motorcycles (September 2011)

Contacts

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