

Turning London Electric

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Why electric vehicles?

Climate Change

Road transport is responsible for 16% of London's CO₂ emissions

Air Quality

Road transport is responsible for 45% of London's NO_x emissions and 56% of its PM₁₀ emissions

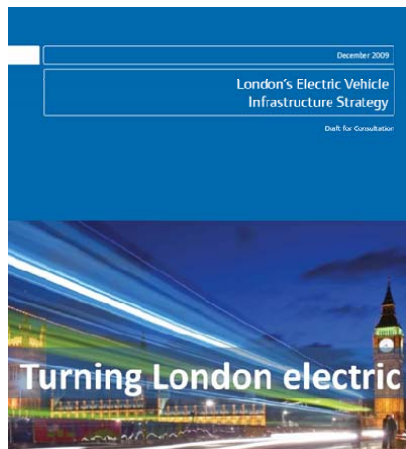
Low Carbon Economy

Potential to contribute 10-15k jobs and £600m annually to London's economy by 2025

Electric Vehicles

- Emit 40% less CO₂ using UK grid mix – potentially zero carbon in the future
- No tailpipe emissions
- New, but rapidly growing technology attracting investment

...and London is taking new bold steps to accelerate EV adoption



London to be the 'greenest city'



Mayor unveils plan to turn London into 'electric car capital of Europe'

Mayor's EV Delivery Plan

Vehicles

- 100,000 electric vehicles in London as soon as possible
- 1,000 EVs in the Greater London Authority fleet by 2015
- Support adoption by councils, businesses, car clubs and Londoners

Infrastructure

- 25,000 charging points by 2015
 - 22,500 in workplaces
 - 2,500 in publicly accessible car parks and on-street
- 20% of car parking spaces in new developments must be equipped with charging facilities

Marketing and incentives

- Pan London brand will highlight information, charging and other incentives across London
- Incentives
- Communication strategy aimed at likely early adopters and businesses

London's EV Delivery Plan



Vehicles

Charging Infrastructure

Marketing and Incentives

100,000 electric vehicles in London as soon as possible

- 5% of all London vehicles to be electric
- Commitment to 1,000 EVs in the GLA fleet by 2015
- Support adoption by councils, businesses, car clubs and Londoners

Stimulate the Market, Lead the Way

Public sector

- Currently tendering for bulk procurement framework to enable GLA and other public sector bodies to purchase electric vehicles easily at best possible prices.
- Working with LOCOG to secure a large number of EVs for use by public sector after the Games
- Applying for EU grant funds to trial EVs 31 municipal fleets across London



Private sector

- Stipulating EV use in contracts
- Partnering with car clubs to trial EVs across London.
- Supporting networking: London Electric Vehicle Partnership and Electric 10
- Providing supporting information, case studies and real world experience from early adopters.



London's EV Delivery Plan



Vehicles

Charging Infrastructure

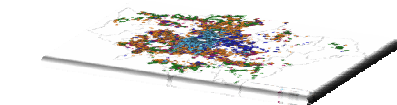
Marketing and Incentives

25,000 charging points across London by 2015

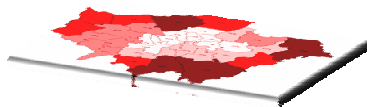
- 22,500 workplace charging points
- 2,000 off-street publicly-accessible charging points
- 500 on-street charging points
- 1 in 5 new development parking spaces to have an EV charging point

Planning Infrastructure Distribution

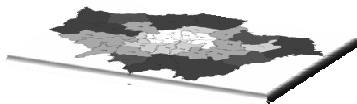
Key consumer segments...



... With off-street parking



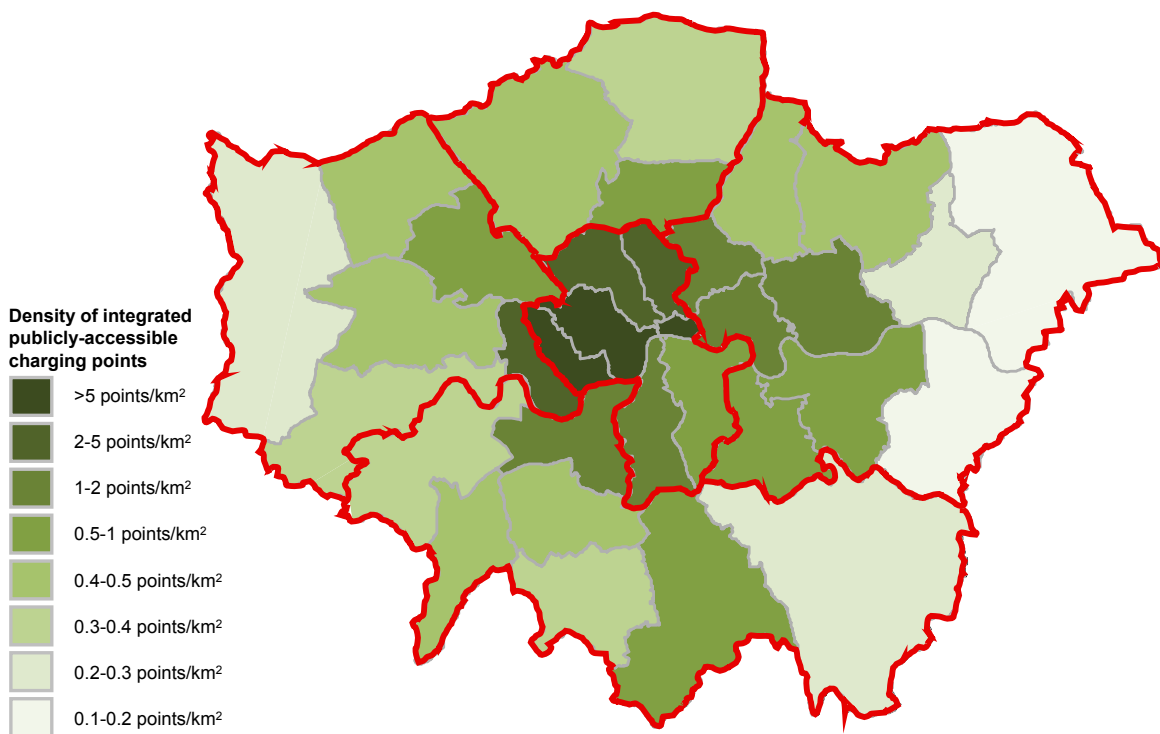
... Owning more than one car



... Driving 10-50 miles per day



Planning Infrastructure Distribution

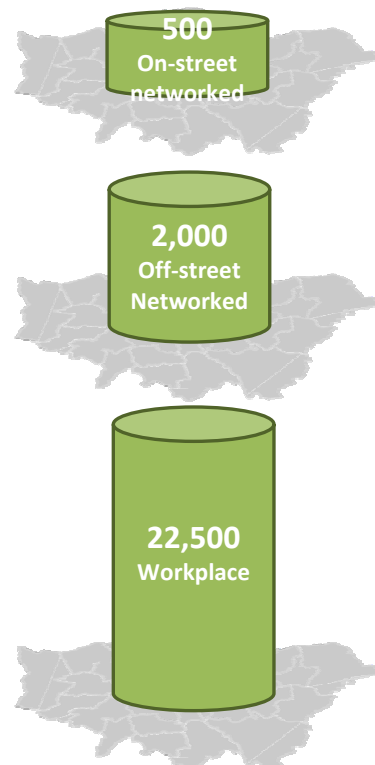


Planning infrastructure distribution

- 49 key town centres
- Potential EV households, poor off-street parking
- Potential EV workplaces, poor off-street parking

- Train and Tube station car park locations
- Public car park locations
- Retail car park locations
- EV “destination factor”

- Locations of workplace parking spaces
- Locations of largest employers
- EV “destination factor”



First Steps in Delivery : Funding

Public / private consortium led by TfL includes Sainsbury's, Tesco, Siemens, Nissan and Hertz,



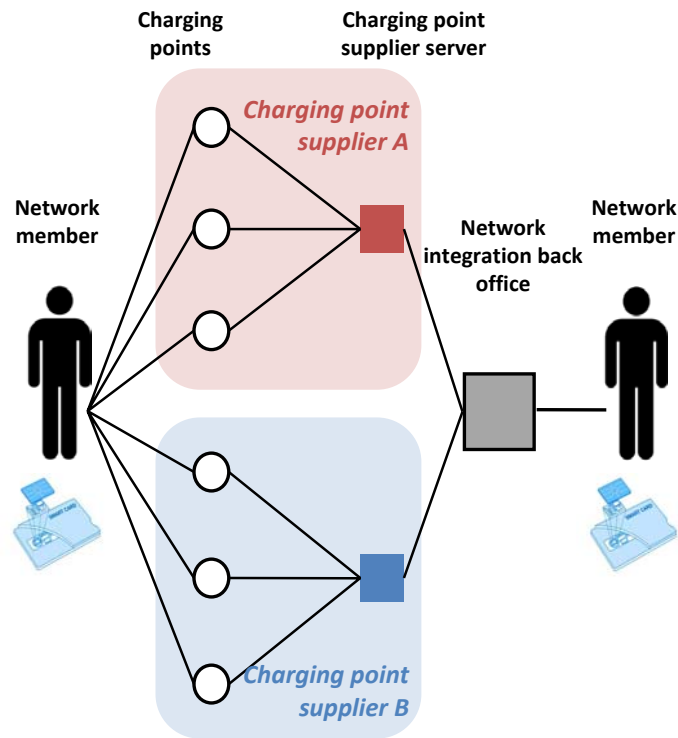
- £9.3m grant from UK Government with TfL and private sector contributions creates a £22.6m pot for charging infrastructure in London
- 7500 charge points by 2013
 - 1,500 publically available network
 - 6,000 in workplaces

A Pan-London Network

- All 2,500 points in public spaces networked and accessed by smart cards
- Annual membership fee allows you free access any of the charge points across London
- Electricity is free at the point of use to members
- Location, and availability will be viewable from one website.
- Call centre for help and advice and to report any issues
- Maintenance and emergency call out co-ordinated across the city



A Pan-London Network



Work Place Charge Points

- 22,500 charge points will be in business premises
- In depots and garages charging commercial EV fleet



- In privately owned car parks charging employee vehicles used to commute to work

London's EV Delivery Plan



Vehicles

Charging Infrastructure

Marketing and Incentives

- **Pan London brand will highlight information, charging and other incentives across London**
- **Incentives**
- **Communication strategy aimed at likely early adopters and businesses**

An Electric Vehicle Brand for London

- Currently under development
- Provide unifying identity for Londoners
- Used on pan-London charging network, website, marketing campaign



Provide and Promote Incentives

- UK Government grant for Electric cars
- No congestion charge
- Business fund providing grants for workplace charge points
- Vehicle trials



Next Steps 2010

Spring

- Procurement frameworks for charging posts and vehicles
- Final location strategy published
- EU grant announcements

Summer

- First EVs in GLA fleet
- Launch brand and dedicated website
- Business fund

Autumn

- Second grant bid to UK Government

Winter

- First networked charge points operational
- Pan-London scheme open to members





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