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Promoting Energy efficiency to Local Organisations
through dissemination Partnerships in Europe

Best Actions for Collaboration in Countries
for a High efficient Use of energy in Structural funds

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LISELEC: self-service electric cars - La Rochelle (Charente-Maritime 17) - France

Deployment and management of a fleet of self-service electric vehicles

Target Groups	Sector	Field
- Domestic consumers	- Transport	- Equipment / appliances

ANALYSIS

The LISELEC initiative is part of a wider transport policy which has been pursued in the La Rochelle area for some years now. Its objective is to provide, on a self-service basis, a fleet of 50 electric vehicles available from 7 pick-up points located in and around La Rochelle. The service is founded on two principles:

- To offer the inhabitants of La Rochelle area a clean and quiet means of urban transport;
- To offer city-dwellers a way of getting around which is both individual (by virtue of the vehicle) and public (in terms of vehicle ownership).

The service is operated by the Township Committee of La Rochelle. The vehicles in the electric fleet are Peugeot 106 and Citroën Saxo models. The vehicles are available 24 hours a day. Users "borrow" them using a proximity card issued on payment of their initial subscription to the service (€5.50 per month). The card unlocks the vehicle's doors, the user enters his/her personal code on a keypad fitted in the dashboard, and the vehicle is ready to go. The vehicles are returned to one of the seven pick-up points using a similar procedure.

In addition to the advantages offered by electric vehicle technology (no noise or direct pollution), the LISELEC scheme also offers the following benefits:

- Total user freedom;
- Vehicles always available, free parking anywhere in La Rochelle area and reserved parking at pick-up points.

By the end of April 2002, the service had 485 users, with an average of six new subscriptions per week. Two rates are available:

- Flat rate for professional users;
- Mileage (0.18 € per km) and time (0.09 € per minute) rates.

Most users are young, male and live in La Rochelle. 33% of users are students. Retailers, the self-employed, executives and professionals make up a significant portion of the clientele (around 30 %).



COST AND BENEFITS

A survey carried out in February 2000 on 130 users of the service showed that most are happy with the service, especially with:

- The driving comfort of the vehicles;
- The self-service system and the availability of the vehicles at the pick-up points.

There are also other advantages: direct savings for the users, as they escape purchase, service and insurance costs as well as parking tickets/machines and garage charges.

The technology used in the system has performed well. Around 2,500 journeys are made in the vehicles each month. Average journey distance is 6 km, with an average duration of 30 minutes. Most users make direct, point-to-point journeys.

Financial records have been kept since the first year of operation. Operating costs come to around € 300,000 and break down as follows:

- 50 % for the "employment" item;
- 14 % for the "central management" item;
- 36 % for "management of the electric vehicles and pick-up points".

Nine new jobs have been created so far. The scheme has mainly received funding for its investment stage.

PARTNERSHIP

The LISELEC group is made up of three partners: PSA Peugeot Citroën, VIA GTI and Alcatel CGA Transport.

The experiment in La Rochelle area began in September 1999 in partnership with:

- The General Council of Charente-Maritime department;
- The Regional Council of Poitou-Charentes;
- ADEME Poitou-Charentes;
- Electricité De France;
- PREDIT.

RECOMMENDATIONS

Careful selection of pick-up point locations to improve service to private and professional users

TO KNOW MORE

Name organisation [Communauté d'Agglomération de La Rochelle](#)
:
Phone number : [+ 33 5 46 51 50 19](#)
E-mail : vec-elec@cda-larochelle.org
Website : <http://>

Name organisation [VIA Générale de Transport et d'Industrie](#)
:
Phone number : [+ 33 1 41 29 72 00](#)
E-mail : jpcarrere@viagti.com
Website : <http://>

USEFUL INFORMATION

List of Internet sites

[LISELEC brochures are available from Communauté d'Agglomération de La Rochelle /](#)

www.ville-larochelle.fr

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