

## Case Study: Go Ultra Low Oxford



Go Ultra Low Oxford is a project funded by the Office for Low Emission Vehicles (OLEV), run by Oxford City Council and Oxfordshire County council, which enables the installation of on street charge points across the city. The aim is to provide electric car charging for people who park their car on the street. Lots of Oxford residents would like to drive an electric car but cannot have a charger at home because they have no driveway.

Funding totalling £816,000 has been awarded by OLEV to carry out a trial and eventual roll-out of on-street electric car charging technologies in residential areas of Oxford City.

Oxford City Council are managing the project and Oxford County Council provide access to infrastructure such as street lamp columns and support to change parking regulations for EV owners.

The purpose of the trial is to understand how different charging technologies work in real life; how well they fit into people's daily routine and how quickly people can adapt to use them; and to measure how well the technology performs technically, and how easy it is for local authorities to install.

Other partners engaged are University of Oxford's Transport Studies Unit and the Centre on Innovation and Energy Demand, to trial and review six different charging technologies over a 12-month period. The new chargers will be trialled by local people and project partners, Co-wheels Car Club.

Twenty drivers living in Oxford have volunteered to use different types of electric car charger when parking their car on the street and provide feedback.

Co-wheels Car Club will be introducing 10 new electric cars in Oxford using the new charging points to run them. They will help to collect feedback from their customers on their experience of the chargers.

After a year of collecting information, research partners will produce a report on how each technology has worked, how the trial volunteers and other users have experienced the different ways of charging, and how the technologies might be rolled-out across Oxford, and even other cities across the country.

Oxford City Council and Oxfordshire County Council will use the information from the trial to help decide on which options work best for the city, and whether some charger types might work better in different types of streets.

In 2019 it is planned to start installing 100 of the best technologies in residential streets across Oxford, making it easier for local people to drive electric.