



CITY FACT SHEET: PORTLAND

Project Objective

The US Department of Energy-funded *Making the Case for Smart, Shared, and Sustainable Mobility Services* project seeks to identify effective pathways to accelerate the electrification of shared mobility services. The project, led by the City of Seattle and Atlas Public Policy, brings together the U.S. Department of Energy and major industry stakeholders with the cities of Seattle, New York, Portland, and Denver to test different electric shared mobility interventions. Project teams in each city will focus on one type of market intervention and analyze the impact on electric vehicle adoption and electric miles traveled by carshare and ride-hail services. The project will create a replicable blueprint that sets an example of how to electrify shared fleets across the United States.

What's happening in Portland?

In the City of Portland, the non-profit clean transportation organization, Forth, will partner with Uber Technologies (Uber) and Portland General Electric (PGE) to develop a trial for the 'Uber Electric' program, which will systemically encourage transportation network company (TNC) drivers for either Uber or Lyft to use an electric vehicle (EV). Forth will test how well targeted promotion of EV use with access to free and unlimited DC fast charging at a downtown depot can encourage the adoption of EVs by TNC drivers.

The Cities of Portland and Seattle each have a rule in place that requires TNC drivers to use vehicles that are no more than 10-years old and consequently, hundreds of drivers are forced from the platforms each year. These drivers present an opportunity to make the case for EV adoption, which can be accomplished by providing information on the lower cost of ownership and the ability to appeal to consumers who request an Uber or Lyft service.

By working with one of the City of Portland's primary electricity energy providers PGE, Forth will pilot a system where TNC electric vehicle drivers are able to access unlimited free fast charging via a downtown DC fast charging depot. Uber and PGE are exploring how this incentive might increase electric vehicle adoption amongst high mileage drivers by reinforcing the lower cost of ownership. Additionally, education, marketing, and training will be provided to Uber staff, riders of Uber

vehicles, and a wider consumer audience with a focus on expanding the use of electric vehicles in car and ride-sharing spaces.

The grant-funded program has an anticipated impact of 30 million electric vehicle miles traveled, which has the cumulative savings of 1 million gallons of gasoline.

**Portland,
leading by
example**

Through the adoption of the 2009 Climate Action Plan, the City of Portland and Multnomah County established a goal of reducing local carbon emissions 80 percent from 1990 levels by 2050, with an interim goal of 40 percent by 2030. The recently adopted 2015 Climate Action Plan reaffirms these goals – and notes that Portland is making progress. While total carbon emissions in the U.S. are up 8 percent since 1990, Portland and Multnomah County have cut total emissions 21 percent. These carbon reductions have been accomplished while welcoming 30 percent more people and over 75,000 jobs during that same time.

However, there is still a lot of work to do to reach our long-term carbon emission reduction goals. Land use, transportation policies, and investments are among the most important opportunities to address climate change. The transportation of goods and people accounts for nearly 40 percent of Portland’s local carbon emissions. Shifting from gasoline and diesel to lower-carbon transportation fuels, notably electricity, is a key strategy to reach Portland’s Climate Action Plan goals.

Portland’s approach to personal mobility is grounded in a fundamental paradigm that views the private automobile as the least desirable mobility option. Just as “reduce, reuse, recycle” is expressed in order of preference, Portland is working to encourage complete communities that support walking, biking, transit use, and new mobility options before accommodating automobiles.

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