



# CITY FACT SHEET: PORTLAND

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## **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.

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## **What's happening in Portland?**

The non-profit clean transportation organization, Forth, will provide education, marketing, and training to TNC staff, rideshare drivers, rideshare passengers, and a wider consumer audience to increase adoption of electric vehicles within the ridesharing space. The Rideshare Electrification Program has launched a digital and print media marketing campaign, held pop-up events, focus groups and ride & drives to both raise awareness and develop long-term engagement with the rideshare driver community in Portland, OR.

Forth has also partnered with Uber Technologies (Uber) and one of the City of Portland's primary electricity energy providers, Portland General Electric (PGE) and developed a trial for the 'Uber Electric' program with the goal of systemically encouraging transportation network company (TNC) drivers for either Uber or Lyft to use an electric vehicle (EV).

The Cities of Portland and Seattle each require that TNC drivers use vehicles that are no more than 10-years old, resulting in hundreds of drivers being forced off of the platforms every year. These drivers present an opportunity to make the case for EV adoption, which can be accomplished by raising awareness and providing information on the lower cost of ownership.

Forth is working with PGE so that TNC electric vehicle drivers are able to access fast charging. Lyft and PGE have implemented a program for

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free off-peak fuel for rideshare drivers at PGE’s “Electric Avenue” fast charging hubs, reinforcing the lower cost of ownership.

Forth is also developing a pilot program to help rideshare drivers who are low-income, underbanked, or have poor credit secure financing for an electric car.

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**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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