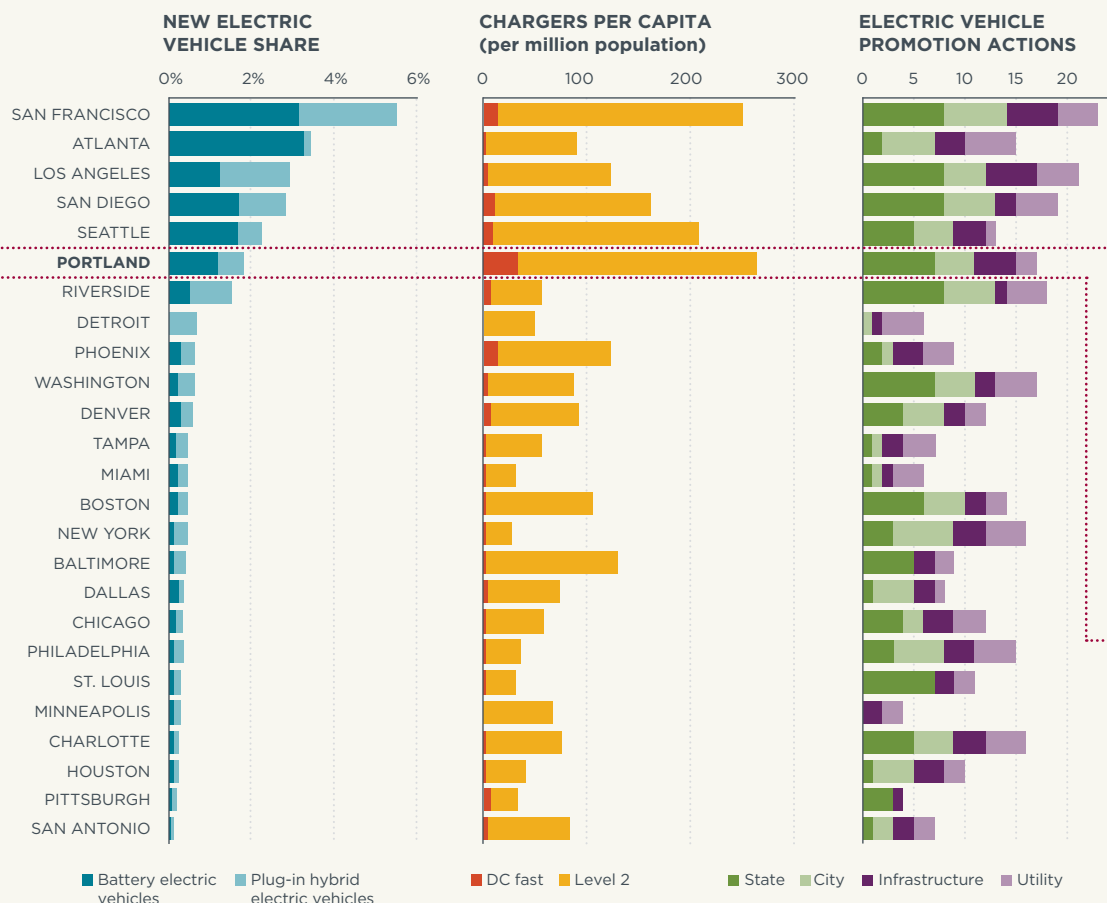
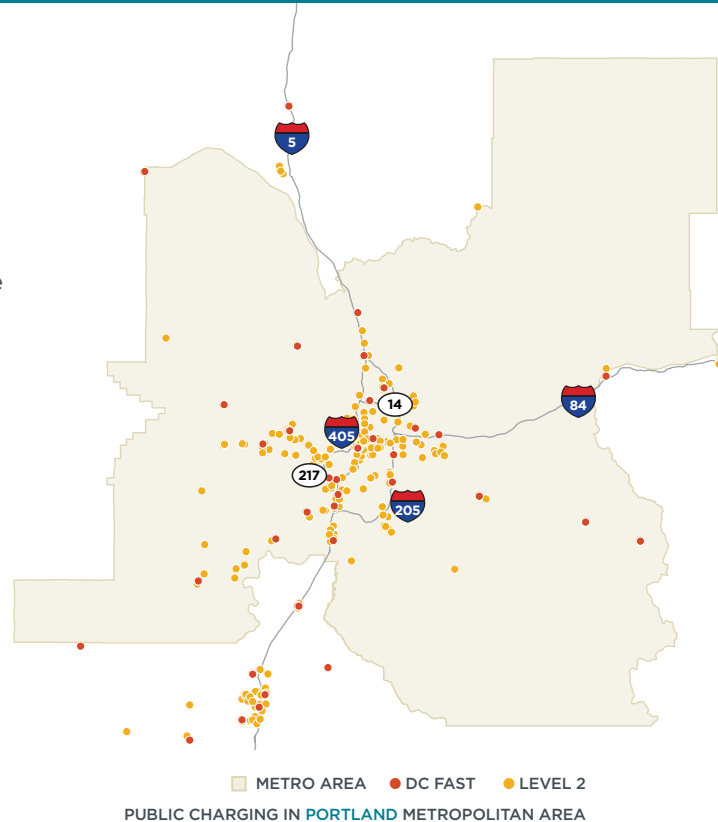


PORTLAND

Portland, Oregon, has **among the most extensive electric vehicle charging networks** in the country and a **strong and growing electric vehicle market**. The share of Portland's vehicle market captured by **battery electric vehicles is over three times the national average**. Portland benefits from **many local, state, and utility actions** to help promote electric vehicles.

Maintaining and strengthening current policy incentives is one strategy to support continuing growth in electric vehicle sales in the Portland metro. In addition, Portland should consider implementing additional promotion actions such as **adopting electric vehicle-ready building and zoning codes**, providing **local parking support**, and expanding use of electric vehicles in **car sharing programs and local fleets**. The Portland metropolitan area benefits from Washington's sales tax incentive; Portland would greatly benefit from statewide **purchase incentives**. **Waiving Washington's annual license fee** would also help make electric vehicles more attractive.



PORTLAND:

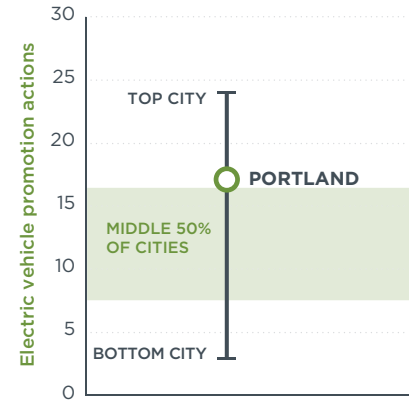
- » **6th highest** new electric-vehicle sales share
- » **1st most extensive** public electric charging infrastructure
- » **17 of the 30** electric-vehicle promotion actions

ACHIEVEMENTS

- » BEV share 3 times U.S. average
- » Employing 17 of 30 key EV promotion actions to attract an assortment of consumers
- » Extensive public charging infrastructure network
- » Use of EVs in local car sharing programs
- » EV infrastructure is promoted in long-term land-use planning
- » Above average model availability

OPPORTUNITIES

- » Work to implement state and/or city purchase subsidies
- » Partner with local utilities to provide home charging incentives and increase outreach
- » Expand innovative programs such as EV placement in car sharing, rental, taxi, and government fleets
- » Further incentivize EV ownership with parking benefits
- » Advocate to waive annual license fee



WHAT **PORTLAND** IS DOING TO PROMOTE ELECTRIC VEHICLES

	STATE		CITY		UTILITY
Policy Foundation	State ZEV Program	✓	City EV strategy	✓	
	State low carbon fuel policy	✓	Streamlined EVSE permitting process	✓	
			EV-ready building codes	○	
Consumer Benefits	State BEV purchase subsidy	✓	City vehicle purchase subsidy	○	Utility charging pilot or other research ○
	State PHEV purchase subsidy	✓	City parking support	○	Utility preferential rates for charging ○
	State fee reduction or testing exemption	○	City EV supply equipment financing	○	Utility home charger support ○
	State home charger incentive, support	✓	City carpool lane (HOV) access	○	
	State public charging	✓	City-owned EV chargers	✓	
	State parking benefit	○	US DOE EV Project key area	✓	
Visibility and Outreach	State fleet purchasing incentive	✓	Workplace charging partners	✓	Utility website, information materials ✓
	State manufacturing incentive	○	City car sharing program link	✓	Utility cost comparison tool ○
			City website or info materials	✓	Other utility outreach activity ✓
			City outreach or education events	○	
			City fleet purchasing	✓	

WHAT CAN BE DONE TO BETTER PROMOTE ELECTRIC VEHICLES? EVERYONE HAS A ROLE...

STATES Lock in electric vehicle support policies for several years into the future

CITIES AND REGIONAL GROUPS Optimize infrastructure roll-out; create dedicated EV parking; adopt EVs in fleets

LOCAL BUSINESSES Install workplace-charging equipment; encourage employees to drive EVs to work

AUTOMAKERS Make more models more widely available; enhance marketing outreach, and education

CAR DEALERS Promote electric vehicle models; help consumers understand total cost of ownership and education on charger availability

UTILITIES Continue to inform potential EV consumers of benefits; promote low-cost off-peak charging

CONSUMERS Test drive new electric vehicle models; calculate the potential fuel savings

EV = Electric Vehicle; BEV = Battery Electric Vehicle; PHEV = Plug-in Hybrid Electric Vehicle; EVSE = Electric Vehicle Service Equipment; DC = Direct Current

Based on "Assessment of leading electric vehicle promotion activities in US cities," available at <http://theicct.org/leading-us-city-electric-vehicle-activities>.

Note on sources: Vehicle share data based on IHS Automotive 2014 registrations. Electric charger data is from the US DOE Alternative Fuel Data Center.

The U.S. City Electric Vehicle Profile Project is an initiative of the 11th Hour Project, sponsored by the Schmidt Family Foundation.

Collaborators include the C40 Cities Climate Leadership Group and the Center for Climate and Energy Solutions.

<http://www.theicct.org/us-city-electric-vehicle-profiles-2015>

www.theicct.org | communications@theicct.org

