

Toward TRANSPORTATION EQUITY



Improving Options for Underserved Communities

There's a risk that new transportation options like electric cars could disproportionately benefit affluent people and neighborhoods. To reverse this trend, we're collaborating with community organizations on equity projects aimed to bring better options to the people who need them most.

The Challenge

In the U.S., low-income communities and communities of color are more likely to experience challenges such as:

- Environmental health risks
- Inadequate transportation options
- Relocation to outer regions due to rising housing costs
- Electric vehicles and other new options seen as out of reach

How to Ensure Equity in Mobility Projects

- Build community partnerships
- Ask questions, learn and listen
- Collaborate to understand community needs
- Develop pilot programs
- Test, assess, iterate



Our Work

COMMUNITY ELECTRIC VEHICLE PROJECT

In collaboration with affordable housing nonprofit Hacienda CDC, Pacific Power and American Honda, we established an electric vehicle car sharing program in a low-income community in Portland, Oregon.

Goals

- Introduce a new transportation mode
- Show the benefits of EVs
- Create a low-cost, scalable model



COMMUNITY ELECTRIC BICYCLE PROJECT

We partnered with the Community Cycling Center and Mahindra GenZe to loan e-bikes to community members who don't have a driver's license.

Goals

- Introduce a convenient, active transportation option
- Encourage long-term adoption of e-bikes

