



LLOYD E-FLEET PROGRAM



The Lloyd District is a rapidly expanding hub of businesses, shops, and residences in Portland, Oregon. The need for a variety of sustainable, convenient transportation options for the district continues to grow. In response, two community organizations, Lloyd EcoDistrict and Go Lloyd, teamed up with an urban electric mobility firm, GenZe, to develop a solution for employee workday trips.

Their partnership led to the creation of the nation's first electric bike fleet (e-fleet) program for Lloyd District businesses and residents—a scalable model for other communities!

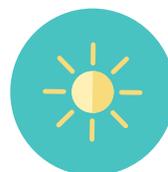


Why Electric Bike E-Fleets?

Many businesses operate fleets of vehicles that employees can check out during the day for work-related trips. The Lloyd E-Fleet Program builds upon this, adding a new transportation option to the mix with a host of benefits:



Businesses save money, as electric bikes are less expensive to purchase and fuel than traditional vehicles



Businesses build their image, as a sustainable, employee-friendly company



Employees enjoy using e-bikes and, as a result, are happier, healthier, and more productive



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Key Facts: Lloyd E-Fleet Pilot

To test the e-fleet model, the project partners ran a pilot program in 2016.

Four businesses participated Bonneville Power Administration, PacifiCorp, Kaiser Westside Medical Center, and tenants of American Asset's 700 NE Multnomah building.

Participating businesses received technical and promotional assistance to manage their pilot e-fleet and engage employees.

Each business was given three GenZe e-bikes to use for three weeks. Employees were encouraged to use them for professional or personal trips.

Participating employees and fleet managers completed surveys.

Benefits for Businesses, Employees, and Broader Community

Easy to Operate

The pilot offered employers a fleet option that met company needs without investing additional time, effort, or resources. It was easy for fleet administrators to manage and for employees to use.

"We were able to design our own scheduling system. Once that was out of the way, the pilot ran itself." – Cory Breitbach, BPA Transportation Office

Employees Love E-Bikes

During the pilot, over 70 employees tried out an e-bike at least once for traveling to a meeting, an errand, or lunch, and 100% of the surveyed riders rated their experience as enjoyable. Employees found the e-bikes easy to use, felt happier after riding, and appreciated the opportunity to adjust their level of effort. Plus, the e-bikes saved employees time—no need to sit in traffic, wait for a bus, or search for parking!

"It was nice not having to worry about being exhausted or sweaty after a ride on the e-bike, especially after going up hills!" – Hector, PacifiCorp employee who is a regular car commuter and had not biked in years

Positive Impacts on the Community

E-bikes are an ideal form of transportation for the community, as they provide a zero-emission way of getting from A to B—without contributing to traffic congestion.

"Once people got on the bikes and saw how fun they were to ride, we were sold." – Wade Lange, vice president and regional manager for American Assets Trust

Encouraged by the pilot results, the Lloyd EcoDistrict is now offering the E-Fleet Program to all businesses, including property managers of apartment buildings in the district. Through the EcoDistrict's collective buy-in program, businesses can purchase an e-fleet at discounted rates. Plus, the program includes special discounts on accessories and maintenance packages.

Learn More & Get Involved

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LLOYD eco DISTRICT

To learn more about the E-Fleet program and how it could fit in your business, contact Lloyd EcoDistrict today.