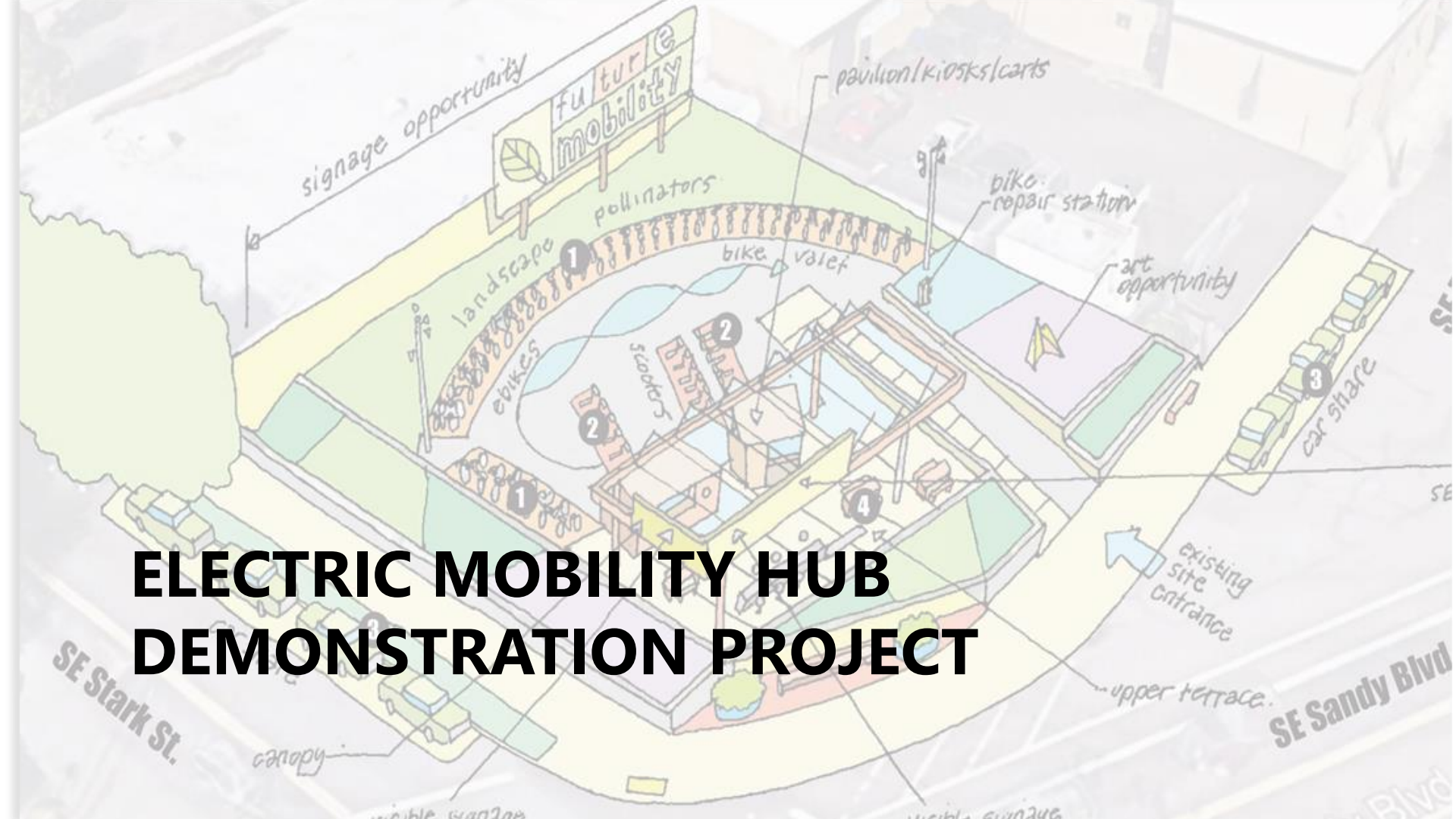


# ELECTRIC MOBILITY HUB DEMONSTRATION PROJECT



# PGE IS INVESTING IN A CAMPAIGN TO EDUCATE **OREGONIANS** ON TRANSPORTATION ELECTRIFICATION

## **CAMPAIGN GOALS**

- Articulate to Oregon businesses, local governments, and citizens that Oregon's electric mobility benefits all people and all business types
- Position Oregon as the national leader in transportation electrification that benefits all people and all business types

## **APPROACH**

- Create statewide PR campaign that weaves together diverse transportation electrification projects in Oregon into a cohesive narrative
- Engage Oregonians through fun interactions that educate on transportation electrification-related projects & programs

## **EDUCATION & ENGAGEMENT**

- Middle School Design/Build Challenge
- Electric Mobility Hub Demo Project
- App-Based Game

# ELECTRIC MOBILITY HUB @ SE 8<sup>th</sup> & STARK

## VISION

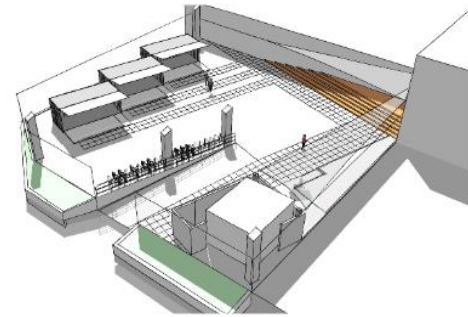
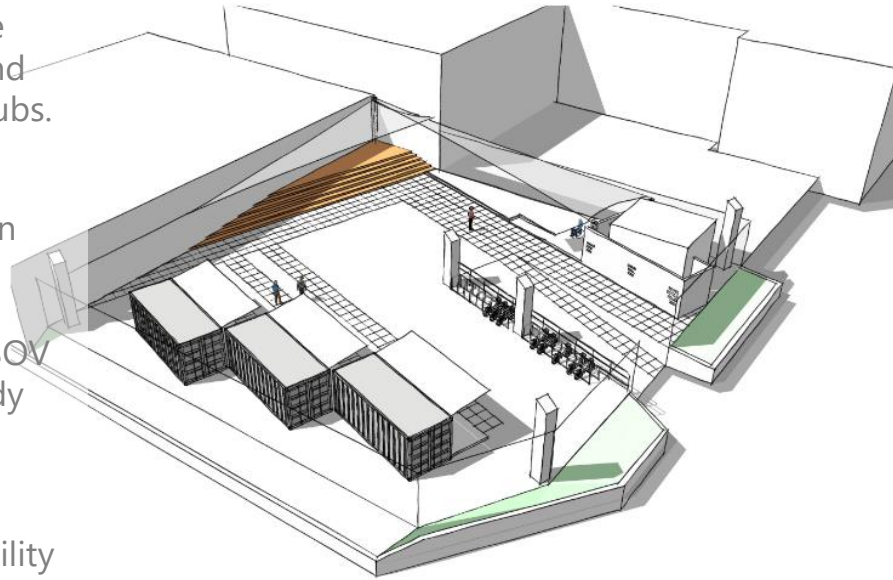
An inviting & equitable community space that showcases electric mobility, integrates the street to the neighborhood, and serves as a model for future hubs.

## GOAL

Partner with City of Portland on one year pilot project to demonstrate electric mobility options as a way to decrease SOV trips into Central Eastside; study results

## MOBILITY INCLUDES:

- Electrified shared micromobility
- Bike parking
- Release of new e-mobility products



looking down stark

# SPOTLIGHT: ELECTRIC MOBILITY HUB @ SE 8<sup>th</sup> & STARK

## OTHER AMENITIES

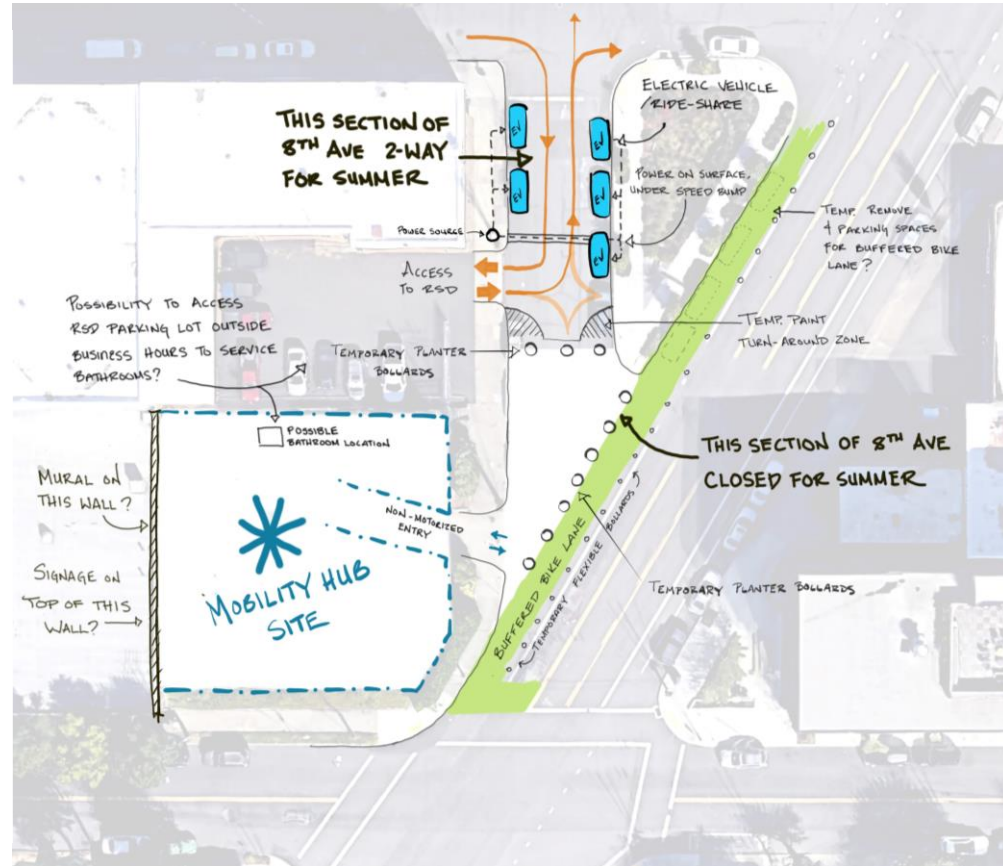
- Smart furniture (phones/device charging, wayfinding)
- Public WiFi
- Power wheelchair charging
- Ballot drop boxes
- Public Art
- Live music venue

## STREET ACTIVATION

- EV smart car-share
- Food Carts
- Public Art
- Space for Events & Demos

## TIMELINE

- Ribbon cutting June 2020
- One year run
- Deconstruction June 2021





# OPPORTUNITIES @ THE MOBILITY HUB



Branded Shipping Container  
Space for Food, Art & Shops



Space for Events & Product  
Launches



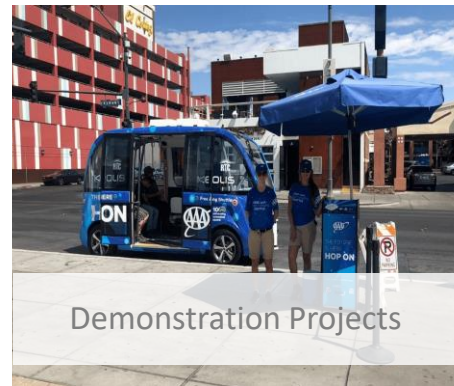
Satellite Performance Venue



Use of Wall for Public Mural



Community Events

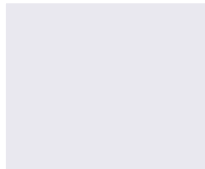


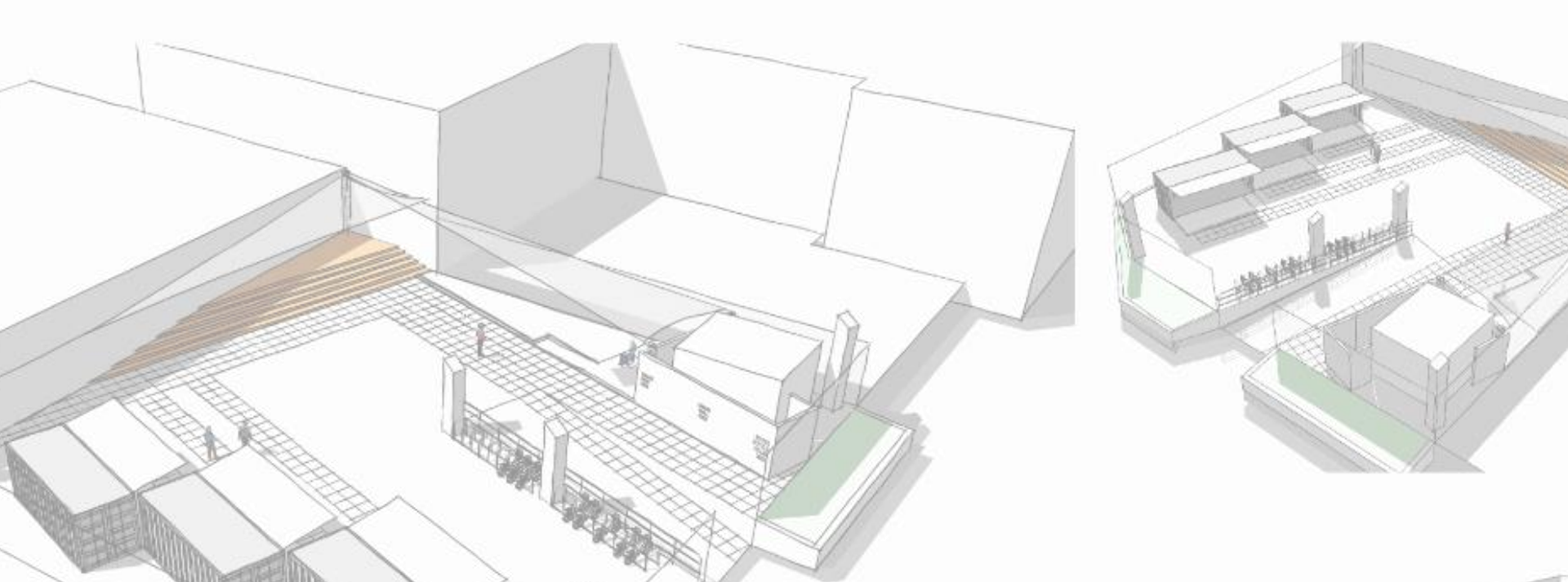
Demonstration Projects

# PARTNERS @ THE MOBILITY HUB



Building an Equitable Economy





# QUESTIONS & NEXT STEPS

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