

# IMPACTS AND BENEFITS OF FLEET ELECTRIFICATION



## Three unique fleets operating across the Pacific Northwest

### City of Roses Disposal and Recycling

25 vehicles  
500,000 miles annually

### DeSantis Landscapes

105 vehicles  
800,000 miles annually

### MTRWESTERN

97 vehicles  
2 million miles annually

## MEET THREE FLEETS ON THE ROAD TO ELECTRIC

At first glance, these fleets seem to have little in common, but they are united in a shared commitment to sustainability. By incorporating more sustainable practices, these fleets are discovering how electric vehicles are bringing new business opportunities with corporate customers who have sustainability goals of their own.

### Meet the Fleets

**City of Roses** deployed a fully electric refuse truck servicing customers throughout the greater Portland, OR, metro area. In addition to the Class 8 refuse truck, they are running two Ford Lightnings and an electric yard hustler at their [Northeast Portland](#) transfer station. These efforts are part of their larger company goals to create a circular economy and increase access to sustainable jobs.

As landscapers, **DeSantis** recognizes their business is at the frontline of environmental impacts. They've implemented sustainable land and water management measures and electrifying their vehicle fleet is a clear next step in this stewardship. Their phased approach has started with Chevy Silverado EVs and light-duty passenger vehicles, but medium-duty trucks, the workhorse of its fleet, are the next goal post for this fleet with its eyes set on full transition to electric.

**MTRWESTERN** also takes its sustainability promise seriously, doing everything it can to

make its operations as sustainable as possible. MTR has two 45-foot buses that accommodate up to 56 passengers and also runs Ford eTransit vans. In the next couple of years, the company envisions having nine electric buses in operation and 12 charging stations to simultaneously charge vehicles.

### Community Benefits

Like many other commercial vehicles, these fleets transport people and deliver goods and services within and between communities. They are essential for keeping our world running. However, they also present a challenge: medium- and heavy-duty vehicles make up a mere 9% of vehicles on the road in the U.S., but they contribute 28% of transportation emissions. This outsized contribution to pollution is why efforts to reduce emissions by deploying vehicles from fleets like **City of Roses**, **DeSantis**, and **MTRWESTERN** is so important – they are reducing transportation emissions that contribute to poor air quality and negative health outcomes, especially for those at the frontline of transportation corridors.

For **City of Roses**, the impact of electrifying its fleet resonates deeply. As Bill Kent, Director of Growth at **City of Roses**, explains, “Working in an underserved, marginalized community of color that’s historically had some of the worst emissions and air pollution, it’s important to prioritize that community when it comes to the benefits of electrifying our fleet.”

Electrifying these fleets not only reduces emissions but also sends a powerful message to the industry and communities alike. Change requires hard work. But it is possible, and it can have tangible benefits for fleets of all sizes and operations. channel electricity where needed and help monitor and optimize consumption.

## Expected and Unexpected Business Benefits of Electrification

While the environmental benefits are clear, the decision to electrify a fleet also needs to make business sense. Jeremy Butzlaff, President of **MTRWESTERN**, underscores the importance of the business case: “This is something you can do, and there are some great business benefits... there’s no mission without margin.”

Today, all three fleets have successfully deployed electric vehicles and are finding the benefits of electric fleet vehicles go beyond fuel and maintenance savings.

**Deploying EVs has opened doors to new business opportunities.** Each fleet provides commercial services, and their zero-emission electric vehicles are becoming a selling point for corporate customers who have their own environmental and sustainability goals.

- For charter bus company **MTRWESTERN**, Amanda Emery, VP of Sales, shared, “There’s obviously a benefit to our clients. Based in the Pacific Northwest, sustainability and reducing emissions is really important to our clients and partners. It has absolutely led to new business opportunities.”
- **DeSantis Landscapes’** owner and president, Dean **DeSantis**, sees sustainability as a core value and strategic advantage for the company, stating, “[The companies we work with] all have larger corporate sustainability goals. We fit right into that nicely.” When a DeSantis electric pick-up arrives on a jobsite, it is further demonstrating the company’s commitment to sustainability to customers. “It has definitely created a buzz,” VP of Operations Bryan Gyllen, noted, having

heard from customers who’ve responded positively after seeing the vehicles on site.

- As part of the solid waste industry, **City of Roses** was founded with the mission to reduce waste by creating a circular economy. CEO, Alando Simpson acknowledges, “electrification is hard work, especially for smaller businesses, but it creates a competitive advantage” in creating new business opportunities. “It’s enabled us to stand out differently, ... and really stand up true principles of sustainability in the triple bottom line economy,”

**Deploying EVs has improved driver recruitment and retention.** The fleets also saw benefits not recorded on a

balance sheet like improved driver recruitment and retention. Devan Tiani, driver with **City of Roses** says the electric truck was her motivation for joining the commercial side. “I’d seen the electric truck, and I was like, ‘I want to drive that.’” In all three fleets, drivers note they are excited about operating quieter, smoother and more sustainable vehicles. Attracting and retaining drivers is a key business benefit as the need for drivers [remains a challenge](#) in the trucking and transportation industries.

## Will your Fleet be Part of the Clean Transportation Future?

The stories of **City of Roses**, **DeSantis**, and **MTRWESTERN** are proof that fleet electrification is not only achievable but also beneficial for both businesses and communities. Their success offers hope and inspiration to other fleets that are considering making the switch. The question now is: can your fleet follow in their footsteps?

Fleets like these are demonstrating that with the right planning and commitment, transitioning to electric vehicles can be a realistic and practical solution for businesses of all sizes. Through fleet electrification, businesses not only reduce their carbon footprint but also make a positive difference in the lives of the communities they serve, while achieving long-term financial success. Fleet managers, take this challenge: begin the journey to a cleaner, more sustainable future today.

For organizations ready to take the next step, resources such as the [Breaking Barriers Collaborative’s Fleet Decarbonization Accelerator](#) and EDF’s free [Fleet Electrification Solution Center](#) provide valuable guidance and support to help navigate the transition to electrification.

**Businesses of all sizes are deploying electric vehicles that are delivering real benefits to communities and their fleets. Hear more from fleets making the transition to electric at [edf.org/ElectricFleetStories](https://edf.org/ElectricFleetStories).**