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# Forth Annual Report

2023







# Executive Director's Letter

Electric mobility enjoyed yet another record-breaking year in 2023. Sales of electric vehicles of all kinds - from e-bikes to large electric trucks - grew dramatically, while communities began to see the impact of federal funding from the Inflation Reduction Act and the Infrastructure Investment and Jobs Act.

As outlined in this year's report, Forth continued to rise to the challenge:

- We launched the Affordable Mobility Platform (AMP) to bring affordable EV carsharing to communities who need it most; we established a groundbreaking workplace EV charging certification program; we also hosted another successful Roadmap Conference and cannot wait for this year's in Detroit, MI, on Sept 24-26.
- Forth completed important work building our capacity for future success: We increased operating efficiency by merging all our operations into a single 501(c)(3) nonprofit organization; hired our first Deputy Director to strengthen our internal operations; and strengthened our financial team to meet the more stringent requirements of our first federal Single Audit.

While 2023 was a banner year, 2024 promises to be even more critical:

- Key federal funding programs are just beginning to put money to work "on the ground" in communities to build charging and support key electric mobility programs. It is more important than ever to help communities, especially historically underserved communities, access this funding and use it wisely.
- We must rapidly train thousands of transportation and energy professionals, as well as skilled tradespeople, to support the electric mobility transformation nationwide.
- We must continue to push back against efforts to sow fear, uncertainty and doubt about the electric mobility transformation. These efforts will continue to grow stronger as our progress advances.
- We must push back against efforts to draw electric mobility into partisan political debates as the 2024 elections loom.

In short, we must continue our work to build a world where clean and equitable transportation systems move everyone and everything.

**JEFF ALLEN**

Executive Director, Forth



# Board President's Letter

Over the past few years, I've increasingly heard folks suggesting that the transition to electric vehicles (EVs) is "inevitable" or that any remaining barriers can easily be overcome. After all, nationwide EV sales are up over 50% compared to 2022, now accounting for some 10% of new car sales.

In Idaho, where I live, things look different - and Idaho is reflective of much of the country. A recent Consumer Reports survey found that only 5% of Americans had driven an EV while 35% had zero exposure to electric vehicles.

While there are lots of reasons for optimism, we can't take this transition for granted. It has taken decades for the transition to renewable energy sources like wind and solar to take hold, and that transition is still far from complete. Making that transition for transportation - which is arguably more complex than electricity generation - will take at least as long.

Forth's superpower is our ability to bring people from incredibly diverse backgrounds together to help make this transformation happen more quickly, and to ensure that rural places like Idaho and other historically underserved communities are not left behind. This work remains vital, and will continue to be critical for many years to come.

## **PATTI BEST**

Board President, Forth





# Programs

The Forth Programs Team works in partnership with historically underserved communities to build models that expand access to electric transportation. We are building a portfolio of these models at scale to reduce pollution and barriers to access to meet the urgent need for zero-emission, affordable and accessible transportation.





# Access to Cars

Forth builds programs around drivers who face the most barriers to electric transportation. We cultivate access and equitable adoption to EVs through awareness, community-based programs and by reducing financial barriers.

To increase access to EVs, we design and implement affordable EV carsharing programs, engage in community-centered outreach and education and develop models and financial tools to reduce cost barriers for EV adoption.





## The Affordable Mobility Platform (AMP)

The Affordable Mobility Platform (AMP) is a national initiative with the goal of increasing access to clean transportation by making low-cost EVs available to underserved communities. Forth, with funding from the U.S. Department of Energy, is working with partners including utilities and community-based organizations to establish EV carsharing at affordable housing sites.

As part of an initiative to roll out 50 shared EVs and charging stations, the AMP program secured site agreements representing **18 sites**, installed charging stations at **14 locations** and launched an affordable EV carsharing service in Kalamazoo, MI.

### GoForth CarShare

This EV carsharing service provides access to affordable all-electric cars. GoForth managed **carshare vehicles** at **13 sites** where **132 users** took **1,151 trips** for over **55,000 miles** in 2023.



*"It was eye-opening for us to see that we could use an EV for commuting and not have range anxiety. I used the carshare two or three times and then we were ready to buy one."*

- White Salmon driver and new EV owner





## Mobile Showcase/Ride and Drives

The Mobile Showcase brings EV education and outreach to rural communities across Oregon with an interactive showroom that displays information on charging, EV models, trip planning and micromobility. We provide electric cars, bikes and scooters for test drives.

With support from Pacific Power, we hosted ride and drives events throughout Oregon and Washington where we conducted **221 test drives** with people who had no prior experience in an EV.

*"I had never driven an electric car, and always wanted to know what that ride would be like. This was an opportunity to experience the future firsthand. Driving the electric car was one of the most exciting and enlightening experiences I have ever had."*

- EV Ride and Drive Participant

We also worked with Washington State's Department of Commerce for community outreach and information gathering related to the state's EV incentives.







## Financial Support

Forth provides educational and technical assistance to Metropolitan Family Service to facilitate access to EVs and e-bikes for historically disadvantaged communities. The program provides credit counseling, financial savings assistance and cash incentives toward the down payment of an EV or e-bike for low-income earners.



## Rideshare Drivers

The WestSmart TNC study focuses on rideshare drivers to determine best practices for charging infrastructure and incentives to meet their needs.

Working in partnership with Rocky Mountain Institute, Utah State University, FlexCharging and Rocky Mountain Power, Forth surveyed **270 rideshare drivers** as part of the study.



## SILVERS

The St. Louis Vehicle Electrification Rides for Seniors project continued to deliver services to homebound seniors across St. Louis, in partnership with St. Louis Area Agency on Aging, Northside Youth and Senior Service Center and City Seniors, Inc. In total, more than **60,000 meals were delivered and 1,700 rides were provided** in electric vehicles. The **CO2 savings were estimated to be roughly 35,000 pounds.**



# Access to Charging

Access to charging is a major barrier to electrification, especially for historically underserved communities. Forth builds programs around drivers who have traditionally faced the most barriers to electrification, working to make it as easy to charge a car as it is to park. We work to ensure public investments in charging are efficient, effective and grounded in equity.

## Workplace Charging

Forth collaborated with partners to design and launch the **EVAL (Electric Vehicle Adoption Leadership)** program. EVAL is a workplace charging certification program providing technical assistance and recognition to organizations that support the adoption of clean transportation.

The EVAL website ([evalcertification.org](https://evalcertification.org)) provides tools, resources, events and recognition for employers in establishing workplace charging programs. Over the next year, our objective is to certify **5,000 worksites** throughout the U.S. with the goal of **20,000 port installations at workplaces**.







## Community Charging Infrastructure

We direct federal money for charging infrastructure to underserved communities. We provide technical assistance and grant writing support to communities to help them gain access to funding to support the installation of publicly accessible charging infrastructure. This program was made possible by a grant from the [GM Climate Fund](#).

Forth assisted with **applications totalling over \$100M for Charging and Fueling Infrastructure (CFI)** grants for communities and governments to build equitable charging ecosystems. The development team also offered support to communities to access government funding for opportunities like the U.S. Department of Transportation's Thriving Communities program to provide technical assistance, planning and capacity building.

## Community Charging Rebates

Forth is leading the outreach and technical assistance efforts of Oregon's Department of Transportation Community Charging Rebates program. The program offers rebates to reduce the cost of purchasing, installing and maintaining qualified Level-2 charging equipment at publicly accessible parking locations and multi-family housing (MFH).

The Community Charging Rebates program launched in 2023 with \$1.75 million available to incentivize public charging. Forth provided technical **assistance to over 200 organizations** to apply for rebates through the program. **70% (\$1.23 million) of funding went to projects in rural areas and disadvantaged communities** where gaps in public EV charging infrastructure are largest.

Quick facts about the awarded projects:

- 94 total projects awarded funding
- 79 projects awarded in rural or disadvantaged communities
- 23 Oregon counties awarded
- 370 new Level-2 charging ports estimated when complete

A second round of funding launched in March 2024.

## Reliable, Equitable and Accessible Charging for Multi-family Housing (REACH)

Forth, in partnership with EVgo, launched a program to distribute 200 free EVgo Plus subscriptions in California for low-income communities in multi-family housing.





# Emerging Modes

Forth strives to stay at the forefront of clean, equitable transportation and is constantly seeking new opportunities to advance this work. We work to elevate critical and transformative projects - making electric micromobility accessible to historically underserved populations, electrifying America's farms and school buses, and building a transportation finance system that encourages clean and equitable mobility.

## Electric School Bus Program

Forth is working with the World Resources Institute to assist school districts interested in repowering their diesel school buses with electric powertrains. Repowers increase the capacity of school districts to electrify their fleets by lowering the upfront cost of obtaining an electric school bus.





## Agricultural Electrification Program (E-Farms)

Forth received a **\$1.5 million** grant from the Department of Energy to start a three-year, **\$3 million** project to increase market demand and adoption of electric equipment in the agricultural industry. With our partners, Sustainable Northwest, Wy'East RC&D and Bonneville Environmental Foundation, we will provide electric tractors, vehicles and equipment to farmers to test.

## Electric Micromobility

Forth secured funding from Oregon Metro for an **electric cargo bike lending library** in partnership with Metropolitan Family Service (MFS) and The Street Trust. The PEBEL (Portland Electric Cargo Bike Educational Lot) program will allow participants to test electric cargo bikes, receive financial counseling and rebates to purchase e-bikes.

## Green Energy and Mobility Project

The Green Energy and Mobility Project, funded by the Portland Clean Energy Fund, works with community partners, the Bybee Lakes Hope Center and Hacienda CDC, to deliver electric transportation options and energy efficiency investments for low-income and at-risk communities.

The Bybee Lakes Hope Center, the largest shelter in Oregon for people experiencing homelessness, received **two EV Star electric vans**. These 14-passenger shuttles are equipped with wheelchair lifts, allowing for reliable transportation for those with disabilities at Bybee Lakes. These vehicles will be used to connect the participants at Bybee Lakes to the greater Portland area for jobs, housing and recreation.

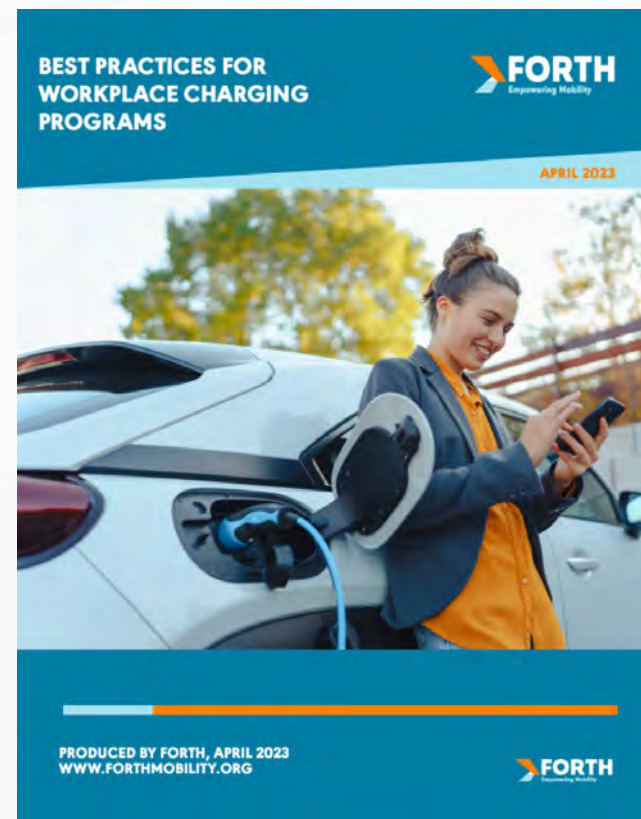
Bybee Lakes also received a replacement cooling system, and in collaboration with PAE Engineers, produced a facility energy consumption report along with recommendations to switch to all electric systems to reduce emissions and increase energy efficiency.

Hacienda CDC's Las Adelitas affordable housing complex received an EV Star electric passenger van to provide transportation services to residents, connecting them to essential services and resources in the community.



## Reports and Publications

Forth's program teams produced reports and best practice guides for workplace charging, multifamily charging, electric school bus repowers, community electric carsharing and electric micromobility.



Best Practices for Workplace Charging Programs

[View Report](#)



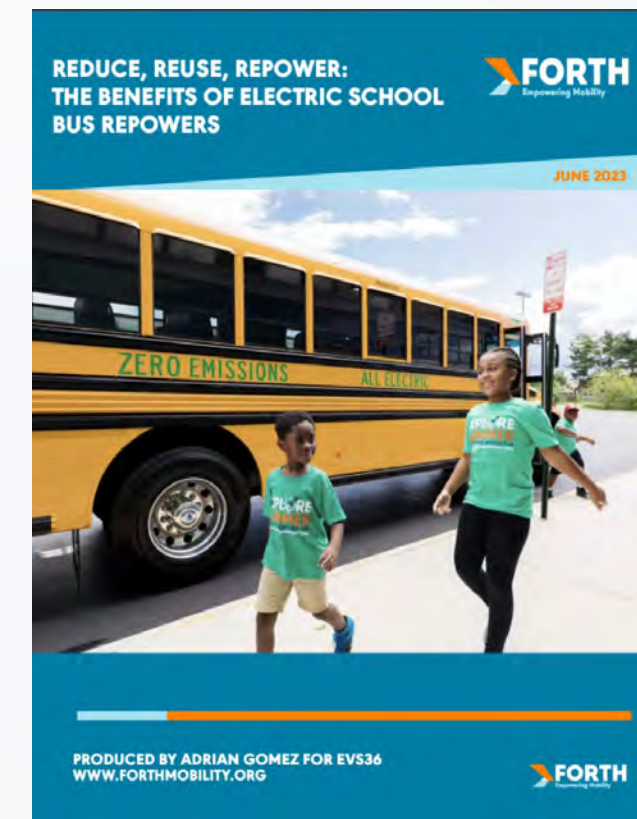
Best Practices for Model Multifamily Charging Programs

[View Report](#)



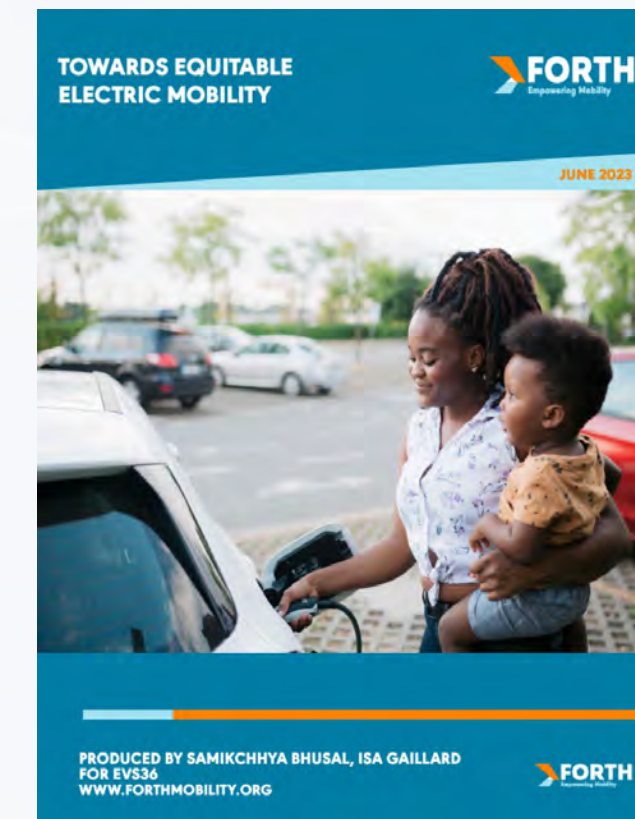
Community Impacts: Accessible Electric Vehicle Carshare Programs

[View Report](#)



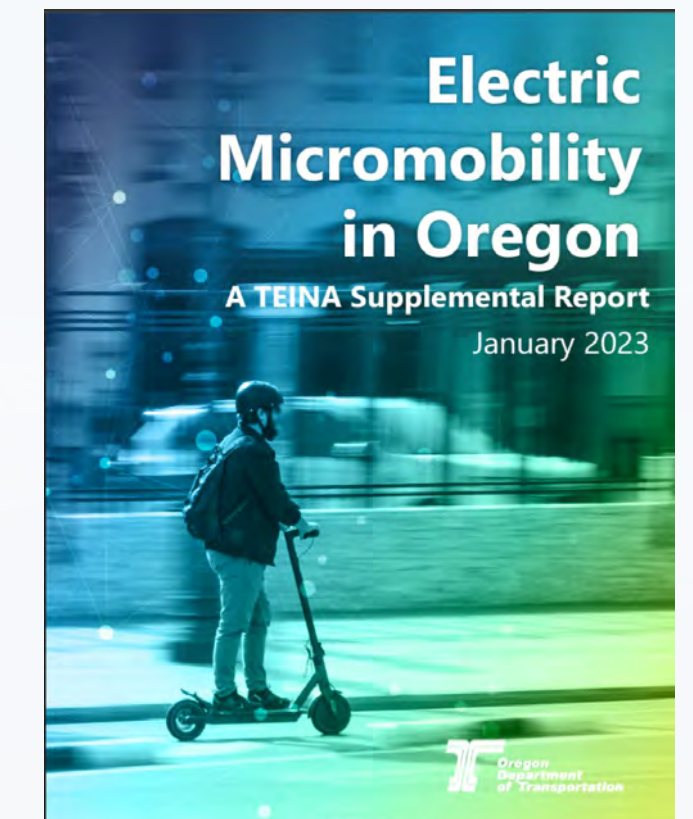
Reduce, Reuse, Repower: The Benefits of Electric School Bus Repowers

[View Report](#)



Towards Equitable Electric Mobility

[View Report](#)



Electric Micromobility in Oregon

[View Report](#)



# Events and Partnerships

Forth convenes diverse stakeholders who collaborate to advance equitable transportation systems, helping them find common ground and ways to work together. We organize and grow outstanding events that engage our key audiences, provide key networking opportunities and spark partnerships.

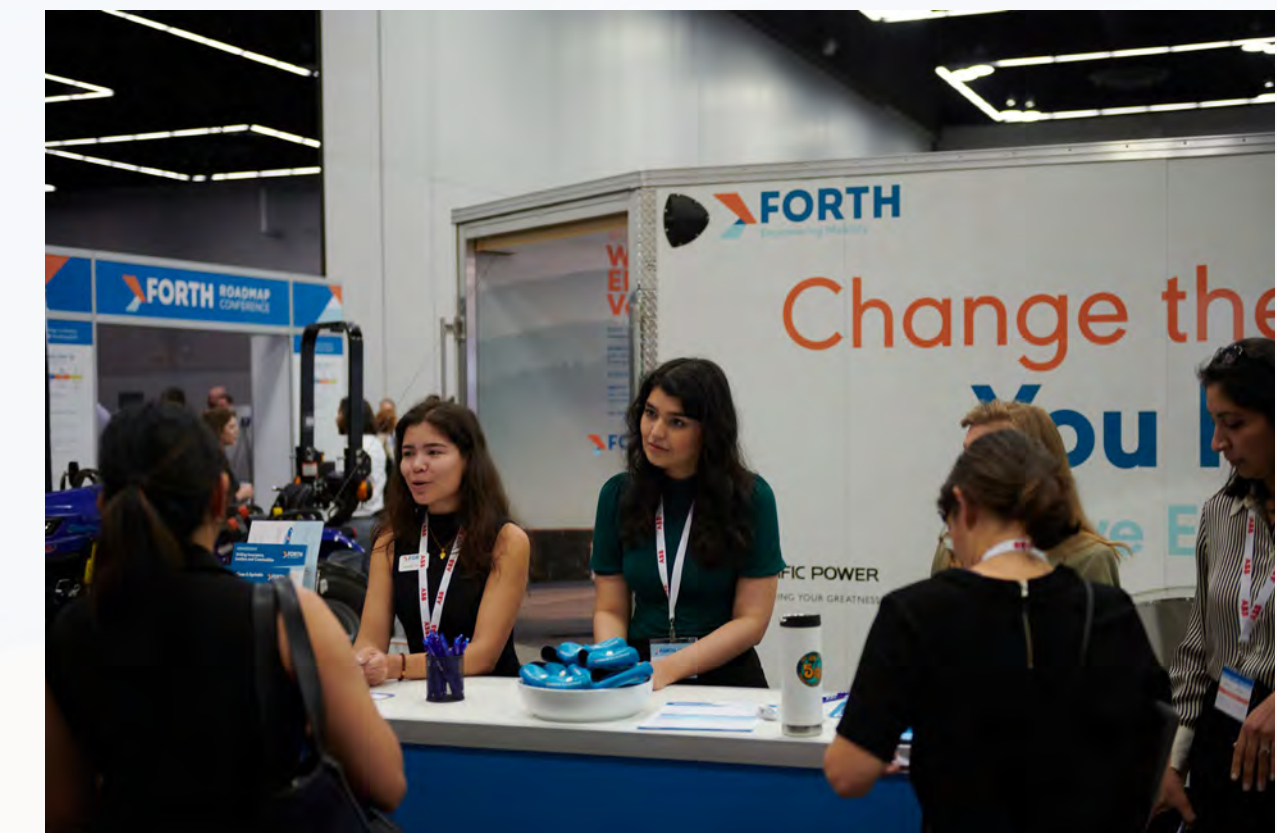




## The Forth Roadmap Conference

The 2023 Forth Roadmap Conference brought together **1,200** industry leaders from **40** states and **10** countries. With **59** sponsors and exhibitors, **23** community partners, **6** side events and receptions, and **24** breakout sessions, the Roadmap Conference continues to be the premier electric transportation event in the U.S.

The 2024 Roadmap Conference will be hosted in Detroit, MI., September 24-26, 2024.





## Webinars

Forth hosted **10 webinars** reaching **2,077 attendees representing 26 countries**. We thank our sponsors, City of Portland Bureau of Planning and Sustainability, Honda, Idaho Power and Black & Veatch.

- |   |   |  |
|---|---|--|
|  JANUARY<br><a href="#">Assessing the Impact of EV Carsharing Models</a>                 |  JUNE<br><a href="#">Charging and Fueling Infrastructure (CFI) Grants and Justice40</a>                        |  OCTOBER<br><a href="#">Designing Accessible EV Charging Systems</a>            |
|  FEBRUARY<br><a href="#">Strategies to Accelerate Electric Micromobility</a>            |  AUGUST<br><a href="#">Consumer Outreach and Education: Why Engagement Is Essential</a>                       |  NOVEMBER<br><a href="#">Leading the Charge with Workplace Charging</a>        |
|  MARCH<br><a href="#">State Transportation Electrification Strategy Best Practices</a> |  SEPTEMBER<br><a href="#">Strengthening Community Impact With Capacity Building and Technical Assistance</a> |  DECEMBER<br><a href="#">2023 Year End Review and Looking Forward to 2024</a> |
|  APRIL<br><a href="#">EV Charging at Multi-Family Housing and Workplaces</a>           |   |  |

We organized three utility roundtables with our partner, [Bonneville Environmental Foundation](#), highlighting lessons learned from right-of-way, medium and heavy-duty charging programs and transportation decarbonization opportunities in the Pacific Northwest.



# Members

Forth helps members connect with partner organizations, policymakers and stakeholders to reach new markets and support sector growth to advance equitable electric transportation.

Based on member feedback, Forth introduced updated member benefits in 2023. These benefits include quarterly member roundtables, opportunities for one-on-one sessions with Forth

subject matter experts, shared social media posts and additional opportunities for member networking.

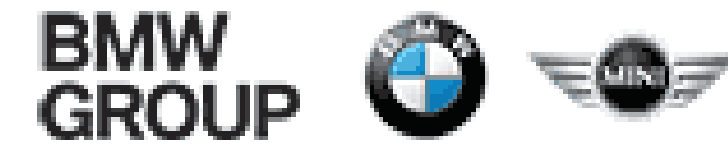
As our closest partners, members continue to receive special discounts for events, workshops and sponsorships, as well as early access to industry learnings, legislative updates and other member-exclusive content.



Champion Members



Partner Members





## Supporter Members

3Degrees Group  
 AAA Oregon/Idaho  
 AAA Washington  
 American Council for an Energy Efficient Economy (ACEEE)  
 AVERE - The European Association for Electromobility  
 Bonneville Environmental Foundation  
 Carbon Solutions Group  
 ChargeHub  
 City of Portland  
 Clark Public Utilities  
 CLEAResult  
 Commotion  
 Connecticut Green Bank  
 Cox Automotive  
 D+R International  
 Electric Drive Transportation Association (EDTA)  
 Emerald People's Utility District  
 EnergyHub  
 ENTEK  
 Entropy Cabinet Solutions  
 Eugene Water & Electric Board  
 EVBox  
 EVCS  
 EVgo  
 FlexCharging  
 FreeWire Technologies

IBEW 48  
 Idaho Power  
 Legacy EV  
 Midstate Electric Cooperative  
 NextEra Energy Resources  
 North American Council for Freight Efficiency (NACFE)  
 Oregon Department of Transportation - Climate Office  
 Oregon Department of Transportation - Public Transportation Division  
 Pacific Power  
 PEC  
 Platt Auto  
 Plug In America  
 Port of Portland  
 Seattle City Light  
 SemaConnect  
 Smart Electric Power Alliance (SEPA)  
 Solectrac  
 Stoel Rives LLP  
 Technology Association of Oregon  
 Texas Electric Transportation Resources Alliance (TxETRA)  
 The Street Trust  
 TriMet  
 WeaveGrid  
 WSP

## Friend Members

Atlas Public Policy  
 Atomic Auto  
 Cadmus  
 California Electric Transportation Coalition  
 CALSTART  
 Center for Sustainable Energy  
 Center for Transportation and the Environment (CTE)  
 Central Electric Cooperative  
 Charge Across Town  
 ChargeVC  
 Chargeway  
 Charging Interface Initiative North America (CharIN Inc.)  
 CharlieAllcockConsulting LLC  
 City of Ashland  
 City of Hillsboro  
 Clean Energy Works  
 Clean Power Research  
 CleanFuture  
 CleanTech Alliance  
 Climate Solutions  
 Columbia River People's Utility District  
 Columbia-Willamette Clean Cities Coalition  
 Community Cycling Center

Cyan Strategies  
 ECOSS  
 Electrification Coalition  
 Elonroad  
 Environment Oregon  
 Essense Partners  
 EV4 LLC  
 Evergreen Consulting Group  
 EVHybridNoire  
 FIER Automotive  
 Generation180  
 GRID Alternatives  
 Grid Forward  
 Hacienda Community Development Corporation  
 Highland Fleets  
 Huject - U.S. Office  
 Kittelson & Associates  
 Learned On, LLC  
 Metro  
 Motor  
 Natural Resources Defense Council (NRDC)  
 Nissan North America  
 Northwest Environmental Business Council (NEBC)  
 Northwest Public Power Association  
 NW Energy Coalition

OpConnect  
 Opinion Dynamics  
 Oregon Department of Environmental Quality  
 Oregon Environmental Council  
 Oregon Food Bank  
 Pacific Mobility Group Inc.  
 Photon Marine  
 Pivot Marketing  
 Portland State University (PSU)  
 Puget Sound Solar LLC  
 Ravin Energy  
 Renewable Hydrogen Alliance  
 SafeConnect Systems  
 Sierra Club National  
 Solar Oregon  
 Stable Auto  
 Superpedestrian  
 Tacoma Power  
 The Greenlining Institute  
 Thorn Run Partners  
 Titan Freight Systems  
 Upper Peninsula Power Company (UPPCO)  
 VERDE  
 Westside Transportation Alliance  
 ZEV co-op





# Policy

Forth builds influence and bridges between equity, environmental and multimodal organizations to promote transportation electrification at the national, state and local levels. We work to build the foundation for public and private investment and to maximize the equitable impacts of those investments.



## Towards Equitable Electric Mobility (TEEM)

The [Towards Equitable Electric Mobility \(TEEM\)](#) Community of Practice is a collaborative initiative between Forth and the Greenlining Institute, aimed at advancing racial and environmental justice through equitable electric mobility. TEEM includes over **30 organizations across five states: Colorado, Illinois, Michigan, North Carolina and Virginia.**

TEEM hosted the second in-person Annual Convening in Oakland, CA, where over 20 environmental justice and environmental organizations came together to examine 2023 projects and collaborate on long-term strategies.

TEEM is developing a set of shared principles on equitable electric mobility to provide meaningful recommendations for federal programs that help integrate equity and sustainability into transportation systems across the country.

## Oregon Policy

Forth advocated for additional funding to retain Oregon's EV rebate, then shifted to minimize the negative effects of the policy's suspension and protect the equity-centered portion of Oregon's EV rebate.

Forth's sustained relationship building with agencies enabled a first-ever report on the climate impacts of the Oregon EV rebate. The policy team also played a key role in sustaining and coordinating congressionally-directed funding for electric school bus projects in Oregon.





# Communications

Forth's marketing and communications team elevates the profile of our work and thought leadership. Through robust P.R., essential newsletters and informative social media, we help others learn about the important work being done by Forth and industry-wide.





## Press

Forth was featured in over 43 media articles this year. Publications such as [The New York Times](#), [U.S. News & World Report](#), [Automotive News](#), [The Environmental Forum](#), [MotorWeek](#), [Green Biz](#), [Motor Trend](#), [Smart Cities Dive](#), [The Seattle Times](#) and others turned to Forth for our insight on the transportation electrification industry and to cover our programs and events.

## Newsletter

Forth's monthly Newsletter reaches over **16,000** subscribers each month, delivering important information and developments within the transportation electrification industry as well as updates on the work of Forth, our members and partners.

## Social Media

Forth's social media channels are a vibrant source of the latest updates and action within the industry and at Forth. Be sure to follow @forthmobilty on LinkedIn and other platforms.





# Financials





## Revenue Sources (FY 2023)

Foundation Grants	\$2,303,926
Government Grants	\$8,309,374
Clean Fuels	\$355,980
Program Fees	\$419,975
Donations	\$4,051
Membership Dues	\$261,506
Ticket Sales	\$447,531
Sponsorships	\$430,456
Other Income	\$38,145
Interest Income	\$11,814
<b>Total Revenue</b>	<b>\$12,582,757</b>

## Expenses (FY 2023)

Program Services	\$11,672,693
Administration	\$993,155
Fundraising	\$493,377
<b>Total Expenses</b>	<b>\$13,159,224</b>

**End of Year Assets**  
\$1,105,864

**Beginning of Year Assets**  
\$1,682,332

**Change**  
(\$576,467)



# Staff and Board



## Leadership

**Jeff Allen** - Executive Director  
**Ellen Dully** - Deputy Director  
**Gina Avalos-Limardo** - Director of Finance and Operations  
**Steffani Cuff** - Programs Director  
**Cat Plein** - Development and Communications Director  
**Jeanette Shaw** - Policy Director

## Business Development

**Taylor Allen** - Senior Manager of Business Development  
**Anne Ramzy** - Business Development Manager  
**Joanna Jimenez** - Business Development Manager  
**Shads Shadwick** - Senior Business Development Associate

## Marketing and Communications

**Kevin Friedman** - Senior Manager of Marketing and Communications  
**Akanksha Dureja** - Senior Communications Specialist  
**Ulrike "Rika" Penk** - Communications Manager

## Policy

**Alexa Diaz** - Senior Policy Manager  
**Stuart Green** - Policy Manager  
**Samikchhya Bhusal** - TEEM Senior Policy Manager

## Events and Partnerships

**Ashley Duplanty** - Senior Manager of Strategic Partnerships and Events  
**Simbiat Yusuff-Mueller** - Events Manager  
**Rachel Haverkamp** - Partnership and Membership Manager  
**Stuart Haruyama** - Senior Events Associate

## Administration

**Kristie Steele** - Senior Human Resources Manager  
**Ronald Tran** - Senior Finance Manager  
**Maria Clark** - Systems Manager  
**Shelley Prange** - Senior Human Resources Associate  
**May Ferrante** - Accounting Associate  
**Rachel Pippin** - Grants Accountant

## Access to Emerging Modes

**Pramodh Jacob** - Program Manager  
**David Skakel** - Program Manager  
**Akhila Suri** - Senior Program Manager  
**Lucia Mosca** - Senior Specialist Agricultural Electrification

## Access to Charging

**Prateeki Suri** - Senior Program Manager  
**Aleksandra Evert** - Program Manager  
**Whit Jamieson** - Senior Specialist  
**Avery Morris** - Program Manager  
**Anna Guida** - Program Manager  
**Michael Ryer** - Senior Program Associate  
**Varun Bather** - Senior Program Associate  
**Brittney Breen** - Senior Program Associate

## Access to Cars

**JR Anderson** - Program Manager  
**Connor Herman** - Program Manager  
**Ian Sergeant** - Program Manager  
**Stefenie Griggs** - Program Manager  
**Erin Lusch** - Program Manager  
**Ed de la Fuente** - Senior Program Manager  
**Manuel Morales** - Senior Program and Communications Associate  
**Jennifer Zavon** - Senior Program Manager



## Board

**Patti Best** - President

**Ben Farrow** - Treasurer

**Román Partida-López** - Secretary

**Amy Hillman**

**Christine Reid**

**Erika Myers**

**Jana Gastellum**

**Jenifer Bosco**

**John MacArthur**

**John Morris**

**La Stanja "Stani" Baker**

**Leslie Best**

**Maurice Muia**

**Nick Nigro**

**Pamela Fann**

**Paul Stith**

**Terea Macomber**

**Tim McMahan**

**Tim Miller**

**Wayne Killen**





 **FORTH**