

FORTH Strategic Plan

Mission:

Forth's mission is to electrify transportation by bringing people together to create solutions that reduce pollution and barriers to access.

Approach:

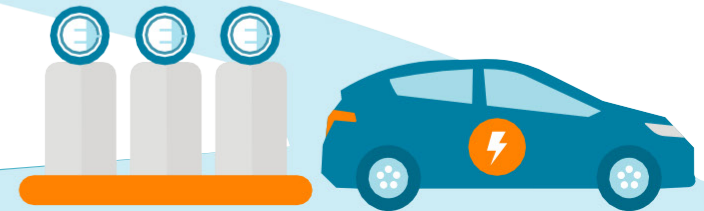
We work in partnership to build lasting program and policy models that significantly expand equitable access to electric transportation in the U.S. and beyond. By 2030, we will implement a portfolio of these transformative models at scale to meet the urgent need for zero-emission, affordable and accessible transportation.

Values:

- We advance racial equity, diversity and inclusion.
- We innovate and elevate best practices.
- We practice empathy and respect.
- We bring people together.
- We are mission driven.
- We center our people.

Vision:

Forth envisions a world where clean and equitable transportation systems move everyone and everything.



Increase Access to Electric Cars

- Demonstrate and scale models for organizations to offer shared EVs
- Demonstrate a replicable model for effective EV outreach nationwide
- Demonstrate and scale models to help gig drivers and other underserved driving-dependent workers transition to electric vehicles
- Develop and scale financial tools to reduce cost barriers to EV adoption



Strengthen Transportation Electrification Policy

- Strengthen equity partnerships to advance transportation electrification
- Advocate at the federal level for policies that advance our organizational objectives
- Advocate in key states for policies that advance Forth's organizational objectives
- Support efforts to build a post-oil transportation finance system



Increase Access to Charging

- Help communities effectively plan for public charging investments and maximize their benefit
- Make it as cheap and easy to charge at work as it is to park at work
- Make it as cheap and easy to charge in an apartment as in a single-family home
- Make it as cheap and easy to charge on the street as it is to park



Elevate Forth's Partnerships, Profile & Resume

- Raise Forth's national profile with key audiences as a go-to leader
- Organize and grow outstanding events that engage our key audiences
- Diversify Forth's revenue portfolio
- Help communities access funds for equitable transportation electrification programs
- Support e-mobility in lower-income countries worldwide



Increase Access to Emerging Modes

- Demonstrate and scale models to increase access to electric micromobility
- Develop and scale strategies to electrify farm equipment
- Help accelerate efforts to electrify all US school buses



Develop Forth's Systems and People

- Ensure Forth is a place where people want to work
- Update systems to support organizational growth
- Strengthen financial management systems
- Fully operationalize Forth's DEI Commitment