

FORTH

Strategic Plan



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.

Mission:

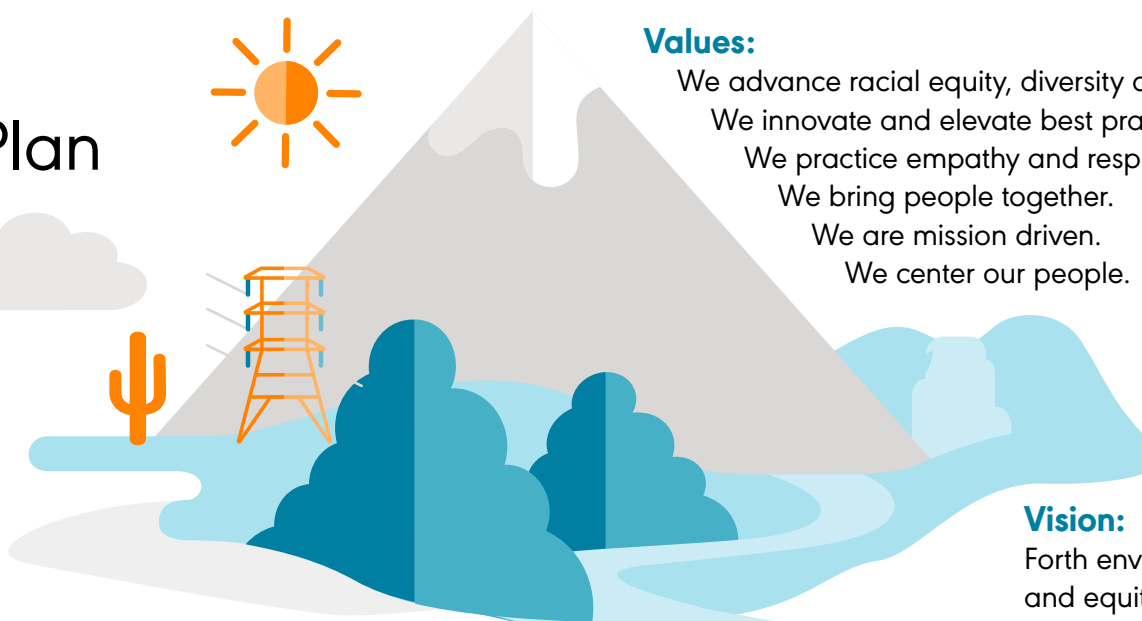
Forth's mission is to electrify transportation by bringing people together to create solutions that reduce pollution and barriers to access.

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.

Vision:

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



Increase Access to Electric Cars

- Demonstrate a model for organizations to offer shared EVs to community members
- Demonstrate a replicable model for effective EV outreach nationwide
- Demonstrate a scalable model for helping gig drivers go electric and be better off
- Develop and scale financial tools to reduce cost barriers to EV adoption



Strengthen Policy Capacity

- Build capacity and strengthen equity partnerships to advance transportation electrification
- Build Forth's capacity to influence transportation electrification at the federal level
- Build Forth's capacity to advance electric transportation in states



Increase Access to Charging

- Ensure public charging investments are efficient, effective, and grounded in equity
- 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



Elevate Forth's Partnerships, Profile & Revenue

- Raise Forth's national profile with key audiences as a go-to leader
- Organize and grow outstanding events that engage our key audiences
- Build fundraising capacity and a revenue plan for growth and impact
- Implement partnership, marketing, and event process improvements



Increase Access to Emerging Modes

- Launch a campaign to increase access to micromobility
- Launch a national campaign to electrify farm equipment
- Help accelerate efforts to electrify all US school buses
- Support e-mobility in lower-income countries worldwide
- Drive efforts to build a post-oil transportation finance system



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