

Mission:

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

Vision:

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

Values:

We advance racial equity, diversity and inclusion.

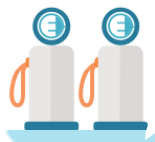
We innovate and elevate best practices.

We practice empathy and respect.

We bring people together.

We are mission driven.

We center our people.



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



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



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



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