



Forth Launches CRuSE Program

The first two vehicles for a five-vehicle program to begin community carsharing service in Hood River

June 10

For Immediate Release

HOOD RIVER – Beginning in July (specific date to be added), residents in Hood River will have access to a new transportation option. [The CRuSE Project](#) is launching the first two of its five-car program for community carsharing. One will be located at City Hall and the other in the west end of the Columbia parking lot. We invite all Hood River residents to try out the program. Begin by downloading the Envoy app at [here](#).

[The Clean Rural Shared Electric Mobility \(CRuSE\) Project](#) is a U.S. Department of Energy funded project, led by the Portland-based nonprofit, [Forth](#), to demonstrate a financially sustainable model for plug-in electric vehicle (PEV) carsharing in Hood River, Oregon.

The CRuSE Project is a three-year demonstration program, with five PEVs stationed throughout Hood River: at affordable housing sites, the city center, and tourist destinations.

Forth brings together a number of industry partners in this project, including, American Honda, Envoy Technologies, OpConnect, Pacific Power, Columbia Willamette Clean Cities Coalition, Ride Connection, and Pacific Northwest National Lab, as well as a number of key local partners to guarantee project success.

Envoy Technologies will provide the carsharing platform, enabling users to reserve and access vehicles via a smart phone, paying by the minute or hour, and returning the PEV to its home base. As part of this Project, Envoy will provide a Spanish translation of its app to appeal to diverse community members, alternate payment mechanisms to meet the needs of those without access to credit cards or bank accounts, and tiered pricing structures, enabling different prices to be charged and subsidies offered to different user groups.

Forth will work with the City of Hood River, Hood River Columbia Area Transit, the Port of Hood River and Ride Connection, along with several community organizations such as Columbia Cascade Housing Corporation (an affordable housing provider), Columbia Area Transit, and Mid-Columbia Economic Development District to develop community support and awareness of the program.

Pacific Power, the local utility, is providing technical support as well as financial support for the project (need to confirm with Pac how to include them here***).

Pacific Northwest National Laboratory will perform data collection and analysis, to help develop a model of financially sustainable car sharing, which will be refined and improved throughout the project. Forth and Columbia Willamette Clean Cities will disseminate the findings via webinars, conferences, regional workshops, to publicize results and entice other Clean Cities Coalitions to pursue initiating PEV car sharing in rural communities, nationwide.

The CRuSE Project seeks to bring PEV car sharing services to underserved rural communities nationwide, providing rural America with improved transportation access, energy efficiency benefits, environmental benefits, at lower costs to users.

The project team is taking extra precautions to protect the public and prevent the spread of Coronavirus, including regular deep-cleaning and sanitization of the vehicles. Users are also recommended to follow the guidelines put in place by the CDC and Oregon Health Authority when choosing whether to reserve a vehicle.

Please contact Kelly Yearick at kellyy@forthmobility.org with questions.

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*The CRuSE Project is presented by **Forth**. Learn more at www.forthmobility.org.
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