



Forth Launches EV Carshare With National Affordable Mobility Platform (AMP)

Brings affordable clean transportation to community housing in Kalamazoo, MI.

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Kalamazoo, MI – [Forth](#) launched the [Affordable Mobility Platform](#) (AMP) electric vehicle carshare pilot project today at [The Creamery](#) apartment community in Kalamazoo, MI. The launch represents the first site in a national community EV carsharing program.

AMP is testing a model for offering affordable short-term use of electric vehicles to increase access to clean transportation in rural and historically underserved communities in the United States. Additional AMP carshare communities will include affordable housing sites in eight states.

This soft launch marks the first location in a multi-city carshare system hosted at affordable housing communities along the I-94 EV Corridor. The carshare vehicles can be reserved for use by residents, staff, and the public. The Creamery is the first AMP site and will be joined by Spring Manor in Portage, as well as sites in Ann Arbor and Detroit.

Using an online reservation system called MDO Carshare, residents, staff and community members can sign up and rent the vehicle for trips for \$6/hour or \$50/ day. EV charging is also available.

Carsharing is an efficient alternative to owning a vehicle — drivers who use a carsharing system can access a car without having to pay the high costs of ownership including repairs and insurance. Electric carsharing benefits the environment and public health. EVs are oil-free, produce no smog and emit 85% less carbon than traditional cars. In Kalamazoo, over 10% of households have no access to a personal vehicle, according to the U.S. Census American Community Survey.

We're addressing a systemic problem by partnering with affordable housing developments and local partners to pilot a model to benefit all communities. The AMP program will increase access to electric vehicles across Michigan for BIPOC and lower-income neighborhoods, which typically bear the brunt of transportation emissions, congestion and noise pollution." – Connor Herman, Program Manager, Forth

"At Michigan Clean Cities (MICC) our work is to cut reliance on petroleum for transportation. The AMP EV carshare program does that while solving a common problem of Michigan residents – the high cost of having a car," said Maggie Striz Calnin, director of Michigan Clean Cities. "Kalamazoo residents now have another option so they can get to a job interview more easily or start a carpool to get kids to activities and can do it in a zero-emission vehicle."

"We signed on to be a host site for the AMP carsharing program because we know residents of our

buildings need more options for convenient transportation to and from the places they need and want to go.” – Matt Hollander, president of Hollander Development.

This project is made possible with collaboration from organizations including [Mobility Development](#), [Michigan Clean Cities](#), [Hollander Development](#), [Continental Management](#), and [Elevate](#) with funding from the U.S. Department of Energy

The Creamery apartment community is located at 1101 Portage St, Kalamazoo, MI. An additional car and charger will be placed at 610 Mall Dr, Portage, MI. in January. Further sites will launch in Detroit and Ann Arbor later in January 2024.

Forth currently manages the GoForth CarShare program in Oregon and Washington State, and the [SiLVERS](#) program in St. Louis, MO.

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Forth is a nonprofit organization dedicated to the equitable advancement of clean transportation. Forth's mission is to electrify transportation by bringing people together to create solutions that reduce pollution and barriers to access. Learn more at forthmobility.org.

Since 1997, **Michigan Clean Cities** has been supporting fleet and fueling station operators as well as the general public in cutting pollution, cost, and increasing the variety of clean transportation options toward a transportation system that meets 21st century needs and beyond. Michigan Clean Cities is affiliated with and staffed by NextEnergy, a nonprofit organization accelerating smarter, cleaner, more accessible solutions for communities and cities. MICC is a U.S. Department of Energy designated Clean Cities coalition bringing the power and knowledge of the U.S. national laboratory network to clean transportation project. www.michigancleancities.org