
Forth Annual Report

2024



Executive Director's Letter



We work in an exciting and fast-moving industry. I have said this almost every year since I started with Forth in 2011, and it is true again: the past year has seen major changes in our industry, and at Forth. Here's just a few highlights you'll read more about in this report:

- Forth's growing EV carshare program, designed to serve low-income families, enabled nearly 140,000 miles of zero-emission driving.
- We developed platforms that are helping thousands of apartment managers and employers understand how – and why – they should provide charging for their residents and employees.

- We helped communities successfully apply for nearly \$150 million in federal funding for high-impact, equitable charging programs nationwide.
- We completed our transition to charitable 501c3 tax status and launched our first individual giving campaign.
- We took our signature Forth Roadmap Conference on the road for the first time, bringing industry leaders together in Detroit.

These wins come amid a shifting national landscape. The federal administration is pushing for rollbacks to funding and programs that have helped drive electric transportation forward. It's created uncertainty – not just for Forth, but for communities, companies and advocates across the country.

In moments like these, it is important to stay connected, and to speak clearly and directly about why our work is so important. Progress does not happen overnight, but it also does not disappear overnight. It lives in the dedication of our partners, the passion of local leaders, the creativity of our team and the shared belief that transportation should be clean, safe and accessible to everyone.

We're grateful for the trust you place in us. The road ahead won't always be smooth, but we're not traveling it alone. Thank you for continuing to move forward with us.

JEFF ALLEN

Executive Director, Forth

Board President's Letter



In my career across the automotive and aerospace industries, I've seen firsthand how innovation is often shaped not just by bold ideas—but by the collaborative and practical work it takes to bring those ideas to life. That's exactly what makes Forth stand out. This organization is laser-focused on real-world solutions that drive progress in electric transportation while ensuring the benefits can be felt by everyone, from low-income families in Detroit to rural towns in Oregon.

Forth doesn't just champion electrification. They bring together a wide spectrum of voices to do the hard work of implementation. Whether certifying employers who

offer EV charging for their staff, providing EV education at community events from Oregon to Colorado or partnering with local leaders to deliver clean transportation options for formerly homeless individuals in Portland, Forth is building the connective tissue of an inclusive and effective electric mobility ecosystem.

Electrifying transportation is one of the most ambitious transitions of our time. And it requires far more than technology. It requires policy, partnerships and people-centered design. Forth is meeting that challenge with energy, creativity and a clear focus on equity and access.

We know this shift won't happen overnight. But thanks to Forth's leadership, it is happening—with a growing network of communities, companies and changemakers behind the wheel.

If you believe in this mission as I do, I invite you to support Forth's work with a tax-deductible donation.

Together, we can accelerate a cleaner, more connected transportation future and make sure it works for everyone.

LESLIE BEST

Board President, Forth

Programs

Forth Programs work in partnership with historically underserved communities to build models that expand access to electric transportation. We are building a portfolio of these scalable models to reduce pollution and barriers to access to meet the urgent need for zero-emission, affordable and accessible transportation.

Access to Cars

Forth builds programs around drivers who face the most barriers to electric transportation. We increase access to electric vehicles (EV) through community-centered outreach and education, designing and implementing affordable EV carsharing programs and developing financial tools that lower cost barriers.



The Affordable Mobility Platform

The Affordable Mobility Platform (AMP) is a national initiative aimed at increasing access to clean transportation by making low-cost EVs available to underserved communities. Forth collaborates with utilities, community-based organizations and affordable housing providers to establish EV carsharing programs that address systemic barriers to clean mobility.

In 2024, we launched affordable EV carsharing programs at **23 locations** in Oregon, Washington State, Idaho, New Mexico and Michigan this year, deploying **25 shared EVs and 25 dual-port Level-2 charging stations**, to serve both carshare vehicles and public charging needs. This program now manages a fleet of **33 shared EVs at 31 sites**, prioritizing affordable housing locations and underserved communities.

These EVs supported **300 users who completed nearly 1,900 trips covering nearly 140,000 all-electric miles** this year.

Looking ahead, we plan to expand the program in 2025 by deploying over **20 additional EVs and dual-port chargers** at locations in North Carolina, Missouri and Illinois. We also emphasize knowledge-sharing through events, publications and workforce training including:

- [Carsharing best practices guide](#)
- **20 project-related events**, including site visits, program launches, webinars, and community outreach activities in cities where EVs have been deployed.
- Presenting at industry conferences, highlighting the program's successes, best practices, and lessons learned.

Mobile Showcase

Forth's Mobile Showcase and Ride & Drive programs bring EV education directly to communities, offering interactive opportunities to explore EVs and their benefits.

The **Mobile Showcase** serves as a traveling EV education hub, featuring an interactive showroom with information on the economic and environmental benefits of electrification, EV models, charging infrastructure, trip planning and micromobility options. Participants can experience electric vehicles firsthand through test drives and learn about incentives and rebates to make EV adoption easier.

Forth's Ride & Drive initiatives continue to be a cornerstone of our outreach strategy, empowering individuals to explore EVs through education and hands-on experiences in a no-pressure environment to foster a transition to cleaner, more sustainable transportation options.

In 2024, Forth engaged nearly **1,000 drivers** and **facilitated over 350 EV test drives** across Oregon, Washington and Colorado, sharing information on EV education, benefits, incentives and rebates. Many participants had no prior experience with EVs, making these events a critical step in breaking down barriers to EV adoption.

Ride and Drives



Otero County, Rocky Ford, Colorado, Ride and Drive

- At rural county fairs in Colorado, we engaged over **270 attendees and provided 68 EV test drives**, fostering awareness of the benefits of EVs tailored to rural lifestyles.
- In The Dalles, OR., we engaged attendees with test drives in electric cars, e-bikes, cargo bikes, utility terrain vehicles (UTVs), and an electric tractor. [Watch the event highlights here.](#)
- In collaboration with AAA Oregon, we conducted over **100 test drives on 10 different EV models** in Beaverton, OR.
- In collaboration with the Port of Seattle, Forth held an educational ride-and-drive event at the Seattle Airport for the Port's rideshare drivers (see Rideshare Drivers for more details).

Washington EV Instant Rebates



Forth worked with the Washington Department of Commerce and Energy Solutions to promote Washington's EV Instant Rebates program. Through EV Ride & Drive events in Seattle, Spokane and Yakima, we connected with rural, low-income, and minority communities, providing essential information on accessing rebates.

Between August and October 2024, the program distributed **\$45 million in incentives**, delivering rebates averaging \$7,400 to more than **6,000 EV buyers** statewide.

This effort built upon work initiated in 2023 when the Washington Department of Commerce selected Forth, Energy Solutions and Front and Centered to develop and design the state's EV incentive program. We engaged with rural and urban communities to ensure the program met the diverse needs of Washington residents.

EV Financing Models



Forth launched the [Loans to Access Clean EVs](#) program to break down financial barriers to EV ownership by creating financing models tailored to the needs of underserved communities.

Through our national steering committee, we are working with industry leaders, financial institutions and advocates to develop scalable solutions that expand access to EV financing. Additionally, we are engaging with community advisory groups in Oregon, Minnesota and North Dakota to develop educational resources and ensure financing program models reflect local needs.

Portland Electric Ways to Work



In 2024, Forth concluded its role in providing educational and technical assistance to Metropolitan Family Service (MFS) as it transitioned their program to focus on expanding affordable EV access for underserved communities. MFS is now managing the program, while Forth continues to foster key partnerships with Uber, Lyft, DoorDash and Amazon Flex to support high-mileage drivers make the switch to EVs. This initiative serves as a vital model for bridging the gap between underserved communities and clean, electrified transportation.

Rideshare Drivers

The WestSmart EV@Scale Project concluded this year. Forth collaborated with Rocky Mountain Institute, Utah State University and FlexCharging to complete the [largest study on gig driver charging needs](#) in the Intermountain West.

Drawing from survey results of hundreds of drivers, we identified key challenges and provided actionable recommendations to improve charging access and infrastructure. This multi-year analysis offers critical insights to shape EV policies and infrastructure development, ensuring better support for rideshare and delivery drivers.

View the [recording of our webinar](#) to learn about our findings and recommendations from the study.

In the first phase of the project, Forth organized an educational Ride & Drive event at the rideshare driver staging lot at Seattle-Tacoma International Airport. The event engaged over 80 drivers, highlighting the benefits of using EVs for rideshare work, including cost savings, charging convenience and its environmental impact. This outreach effort set the stage for the installation of DC fast chargers planned for 2025.

We surveyed drivers and collected valuable insights into their EV charging needs and preferences. These findings will guide Port of Seattle to support rideshare drivers in transitioning to EVs, contributing to Seattle-Tacoma International Airport's carbon reduction goals.

Access to Charging

Access to charging is a major barrier to electrification, especially for historically underserved communities. Forth builds programs around drivers who have traditionally faced the most barriers to electrification, working to make it as easy to charge a car as it is to park. We work to ensure public investments in charging are efficient, effective and grounded in equity.



Workplace Charging and Clean Commuting

Forth launched the **EVAL (Electric Vehicle Adoption Leadership)** program – a workplace charging certification program offering technical assistance and recognition to organizations promoting clean transportation.

[EVAL's website](#) provides tools, resources, events and recognition for employers implementing workplace EV charging and clean transportation programs.

In 2024, a collaborative and concentrated regional outreach effort resulted in engagement with over **15,000 individuals, leading to over 575 registered worksites, with 455 achieving certification** across sectors **on the EVAL platform**.

Forth and its partners obtained **214 pledges**, resulting in commitments to install **13,532 charging ports**, with over **534 ports installed or under construction** since the program's launch.

Notable Certified Employers

Nike, Amgen, Genentech, OhioHealth, LandMark Ford Inc., Hotel Marcel, Colgate-Palmolive, Washington Military Department, Harvard University, the University of Oregon and 42 City Offices including City of Phoenix, City of West Palm Beach, City of Mesa, City of Largo and City of Madison.

Federal Grant Support



Forth provided technical assistance to priority low-income and overburdened communities to secure funding through the Federal Charging and Fueling Infrastructure (CFI) grants program. Forth supported five applications, successfully securing **\$149.24 million**—representing 28% of the **\$521 million** awarded in Round 2 reapplications.

Notable Awards

- **\$15 Million for Northwest Oregon:** Deployment of 1,000 Level 2 chargers at 125 sites across 17 cities, focusing on underserved communities. Forth played a key role in drafting the grant proposal and coordinating a multi-city application to ensure regional needs were met.
- **\$15 Million for Indianapolis Office of Sustainability:** Supported the city's environmental justice-focused EV charging expansion project to diversify transit options.

- **\$102 Million for the West Coast Truck Charging**

Corridor: Establishment of zero-emission fueling stations along 2,500 miles of freight routes spanning Oregon, Washington and California.

- **\$1.8 Million for Albany, Oregon:** Installation of EV charging stations at four critical locations to enhance access and support electrification goals.

Community Charging Infrastructure

Oregon Department of Transportation's (ODOT) [Community Charging Rebates Program](#) provides financial support for the purchase, installation and maintenance of Level 2 EV chargers at publicly accessible parking locations, workplaces and multifamily housing sites statewide.

For the third consecutive year, ODOT partnered with Forth to increase program awareness, deliver educational resources, and offer technical assistance to potential applicants.

In this second round of the rebate, Forth's support resulted in **\$2.5 Million in funding for 112 EV charging projects, including 506 new Level 2 charging ports across 28 projects at workplaces, 30 multi-family housing and 54 publicly accessible parking sites, with 70% reserved for projects in rural and disadvantaged communities.**

Charging at Multifamily Housing



[Charge at Home](#) provides free resources, education and support for multifamily housing owners, managers and residents to bring EV charging to their properties. This includes EV charging installation toolkits for multifamily decision makers, education and tools for residents to use to advocate for charging where they live, as well as general EV charging education and resources.

EV Charging Access



To make EV charging more affordable for historically disadvantaged communities across California, Forth conducted outreach and distributed free EVgo Plus subscriptions to low-income residents in multi-family housing through the [California Energy Commission's REACH program](#).

Rural EV Charging



In collaboration with Wy'East RC&D, we provided EV and EV charging education and engaged with community stakeholders to understand Wasco County, Oregon's EV charging needs. We provided technical assistance to local governments and stakeholder groups, including business and fleet operators, to help them leverage available funding opportunities to deploy charging infrastructure. We also developed a playbook to guide other rural communities and stakeholders nationwide to expand EV charging access.

Access to Emerging Modes of Transportation

Just as transportation electrification continues to evolve, so does Forth. Through our Access to Emerging Modes work, we're expanding electric mobility beyond cars—making e-bikes and electric cargo bikes more accessible and supporting the electrification of farms and school buses to improve air quality, reduce climate pollution and strengthen community wellbeing.



Electric School Bus Program

Forth continued its efforts to help schools electrify their bus fleets, engaging with over 10 school districts in **Oregon and Washington**, and providing guidance and educational resources to help them electrify their fleets.

We partnered with the Beaverton School District to host an Electric School Bus Ride & Learn event, spotlighting Oregon's largest electric school bus fleet. Over 40 legislators, school district leaders and advocates attended the event to explore the environmental and operational benefits of electric school buses, and to gain insights into maintenance and charging infrastructure.

The GEM (Green Energy and Mobility) Project

Energy-efficient solutions and clean transportation to low-income and at-risk communities.

We advanced climate resilience by helping obtain an efficient cooling system, launching a 30-e-bike library and acquiring three electric passenger vans for the Bybee Lakes Hope Center and Hacienda Community Development Corporation in Oregon.

We hosted an e-bike workshop at the Bybee Lakes Hope Center, engaging 60 staff and participants in hands-on demonstrations and educational activities.

Electric Micromobility

The Portland E-Cargo Bike Library and Education Lot (PEBEL) hosted 10 community events at schools and community centers. PEBEL provided over 100 test rides for hands-on experience to first-time riders and education about local incentive programs.

Forth conducted a Micromobility Market Study with Kittelson & Associates, engaging 66 stakeholders from eight states for recommendations on micromobility programs and initiatives.

At the policy level, we participated in the Oregon Micromobility Network, advising the State Legislature on e-bike safety and equitable infrastructure.

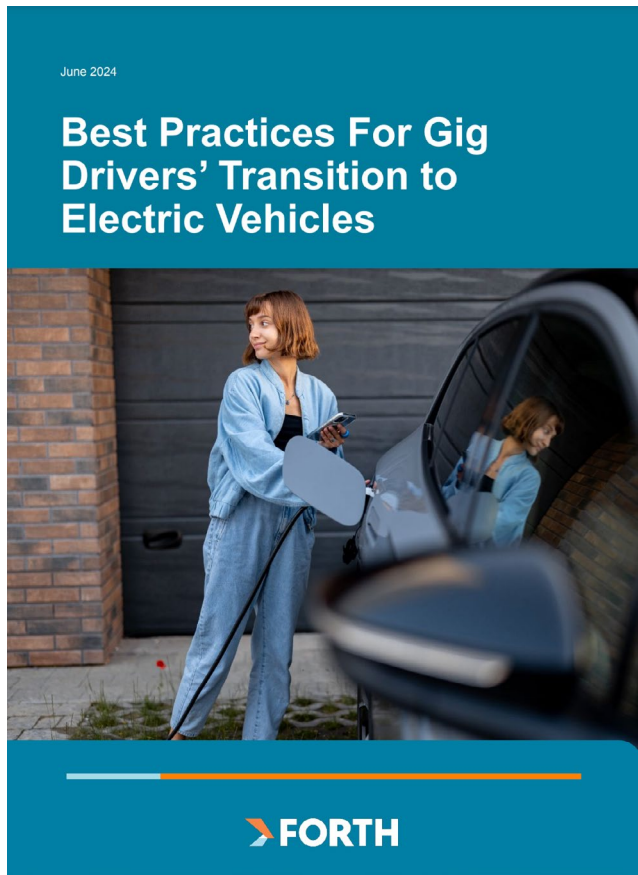
Agricultural Electrification Program (E-Farms)

Forth is advancing the adoption of electric equipment in the agricultural industry through the E-FARMS program along with its partners to drive market demand for electric equipment.

Forth and [E-FARMS](#) partners worked together to demonstrate electric agricultural equipment at six events across Oregon in 2024. We tested electric off-road equipment, including a mini excavator and loaned electric agricultural equipment to a dozen farm operations – bringing emerging electric technology to rural communities.

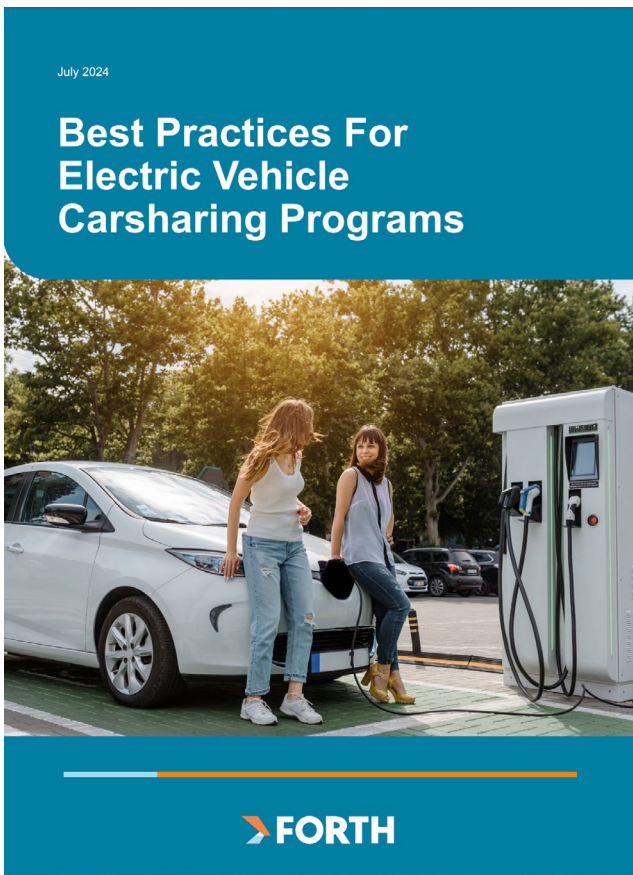
Reports and Publications

In 2024, Forth produced these reports and best practice guides.



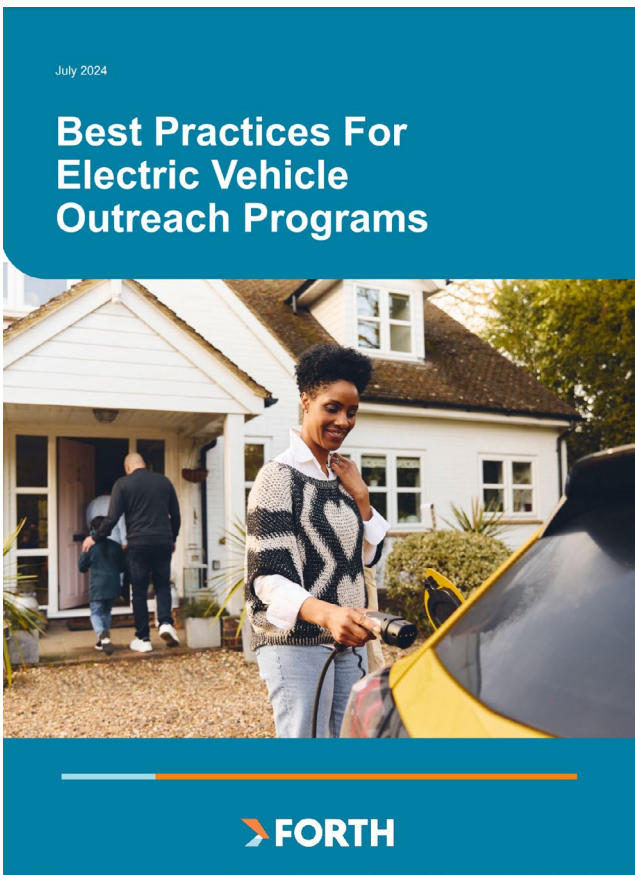
Best Practices for Gig Drivers' Transition to EVs

[View Report](#)



Best Practices for EV Carsharing

[View Report](#)



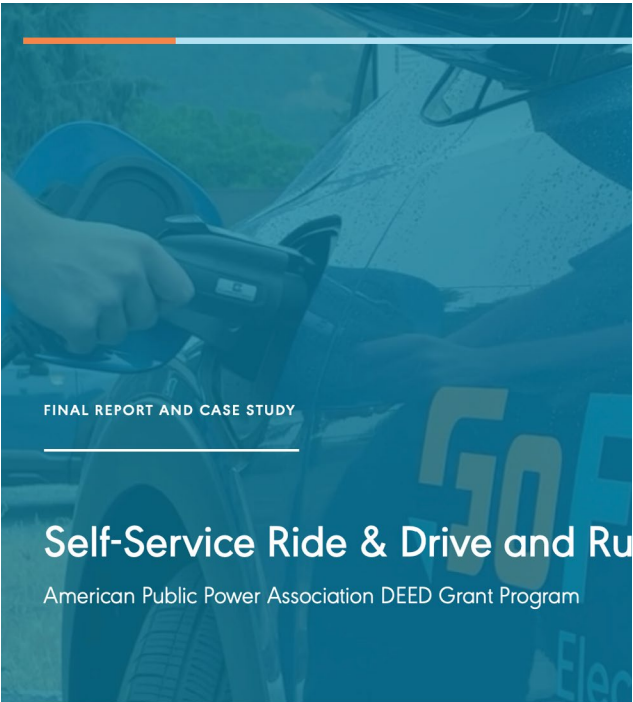
Best Practices for EV Outreach

[View Report](#)



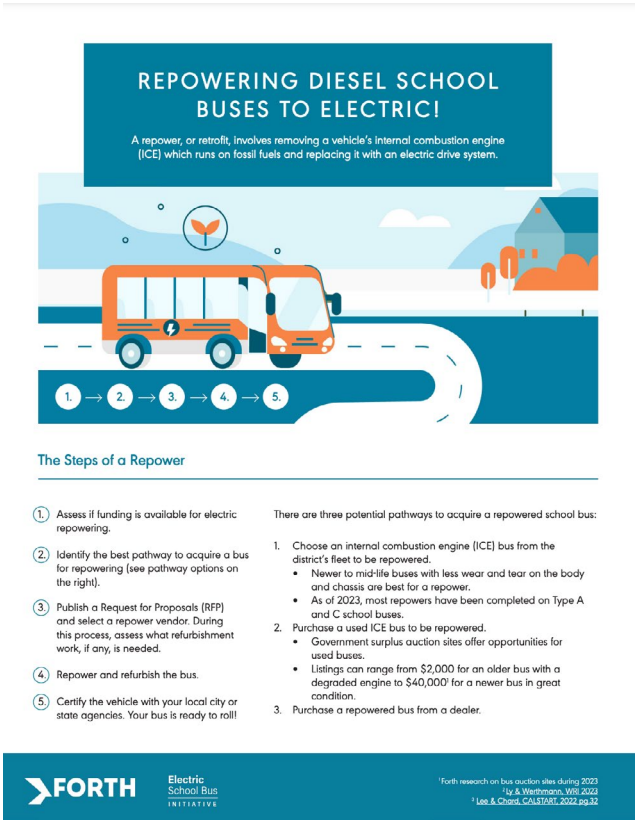
SILVERS - Rides for Seniors

[View Report](#)



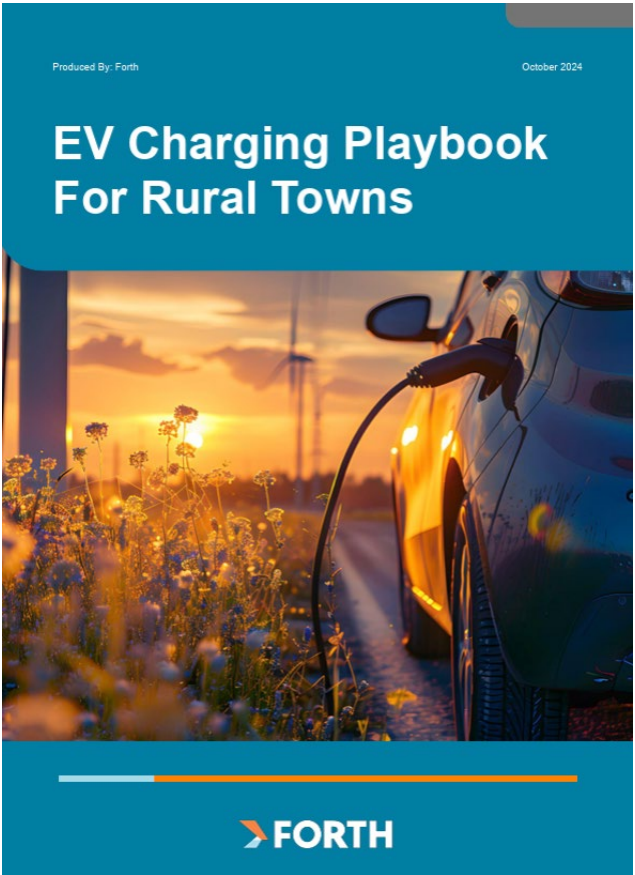
Rural EV Carsharing

[View Report](#)



Repowering School Buses (In collaboration with the World Resources Institute)

[View Report](#)



EV Charging Playbook for Rural Towns

[View Report](#)

Events & Partnerships

Forth convenes diverse stakeholders who collaborate to advance equitable transportation systems, helping them find common ground and ways to work together. We organize and grow outstanding events that engage our key audiences, provide key networking opportunities and spark partnerships.

The Forth Roadmap Conference

The 2024 Forth Roadmap Conference brought together over **1,000 industry leaders from 44 states and 9 countries**. With **39 sponsors and exhibitors, 36 community partners, 8 side events and receptions, and 24 breakout sessions**, the Forth Roadmap Conference continues to be the premier electric transportation event in the U.S.





2024 Forth Roadmap Conference sponsors included UBER as title sponsor, followed by General Motors, DTE, BMW, Stoel Rives, Hewlett Foundation, Heising Simons Foundation, Edison Electric Institute.

The 2025 Roadmap Conference takes place October 14-16, 2025 in Detroit, MI.

Webinars

Forth hosted **10 webinars** reaching **2,047 attendees** representing **25 countries**. In partnership with the Electrification Coalition, we conducted two additional webinars focused on supporting applicants for the Charging and Fueling Infrastructure (CFI) Grants program.



FEBRUARY | [Accelerating the Used EV Market](#)



MARCH | [Accelerating EV Adoption for Gig Drivers](#)



APRIL | [Increasing Community Impact with Meaningful Engagement](#)



MAY | [Bridging the Gap: Rural EV Charging Programs](#)



JUNE | [CFI Grant Program - Overview and Technical Assistance, Addressing The Challenges of Charging at Multi-Family Housing](#)



AUGUST | [Accelerating Equitable EV Adoption: Challenges and Opportunities in the US](#)



OCTOBER | [Transforming School Transportation with Electric School Buses](#)



NOVEMBER | [Plugging into the Curb: Right of Way Charging Innovations and Strategies](#)



DECEMBER | [Year-End Review and Outlook for Transportation Electrification](#)

Funding Workshops

Forth hosted workshops in Washington, DC and Chicago, IL on how to “Design and Fund Equitable Electric Transportation For Communities.” Bringing together leaders, advocates and community stakeholders, these workshops assisted state, city and community transportation representatives to navigate and apply for funding for equitable electric transportation infrastructure.

Key focus areas included:

- Guidance on federal funding opportunities
- Grant requirements and maximizing collaborations for success
- Prioritizing community-centered design and leadership
- Inclusive mobility planning, community collaboration and tailored approaches
- Diversifying funding sources and budgeting as a reflection of values

Members

Forth helps members connect with partner organizations, policymakers and stakeholders to reach new markets and support sector growth to advance equitable electric transportation.

Members

In 2024, Forth launched quarterly member roundtables—bringing together members from across the industry for engaging conversations led by our subject matter experts. We strengthened relationships with top-tier members via one-on-one strategy sessions. And, we were delighted to launch the [Forth Member Portal](#)—an exclusive resource for members to connect directly with each other and participate in community forums.

We hosted our third annual Member Convening at the Forth Roadmap Conference, bringing together representatives from more than forty organizations from across the industry.

Our members receive special discounts for events, workshops, and sponsorships, as well as early access to industry learnings, legislative updates, and other member-exclusive opportunities.



Champion Members



Premium Members



Supporter Members

AAA Oregon/Idaho	Energy Council (IREC)
AAA Washington	Legacy EV
AMPECO	North American Council for Freight Efficiency (NACFE)
AVERE - The European Association for Electromobility	Oregon Department of Transportation - Climate Office
Bonneville Environmental Foundation	Oregon Department of Transportation - Public Transportation Division
City of Portland	Pacific Power
Clark Public Utilities	PEC
CoMotion	Plug In America
Connecticut Green Bank	Schweitzer Engineering Laboratories (SEL)
Consumers Energy	Smart Electric Power Alliance (SEPA)
Cox Automotive	Stoel Rives LLP
Dynalectric	Technology Association of Oregon
Electric Drive	Texas Electric
Transportation Association (EDTA)	Transportation Resources Alliance (TxETRA)
ENGIE	The Street Trust
ENTEK	Toyota Motor North America
Eugene Water & Electric Board	TriMet
EVCS	WeaveGrid
EverCharge	Zipcar
FlexCharging	
Franklin Energy	
Green Sports Alliance	
IBEW 48	
ICF	
Idaho Power	
Interstate Renewable	

Friend Members

5 Lakes Energy
Adopt a Charger
Asset Market
Atlas Public Policy
Black & Veatch
Cadmus
California Electric
Transportation Coalition
CALSTART
Center for Sustainable
Energy
Center for Transportation
and the Environment (CTE)
Charge Across Town
Charging Interface Initiative
North America (CharIN
Inc.)
City of Ashland
City of Hillsboro
Clarity Consulting
Clean Power Research
CleanFuture
CleanTech Alliance
Climate Solutions
COIL, Inc.
Columbia River People's
Utility District

Columbia-Willamette Clean
Cities Coalition
Community Cycling Center
Cyan Strategies
ECOSS
Electrification Coalition
Elonroad
Energy Outreach Colorado
Environment Oregon
Essense Partners
EV4 LLC dba EVGlobal
Evergreen Energy Partners
EVgo
EVHybridNoire
Generation180
GoPowerEV
GRID Alternatives
Grid Forward
Hacienda Community
Development Corporation
Highland Fleets

Friend Members Continued

Hyster	Sierra Club National
Kittelson & Associates	Solar Oregon
Midwest Energy Efficiency	Tacoma Power
Alliance (MEEA)	The Greenlining Institute
Natural Resources Defense	Titan Freight Systems
Council (NRDC)	Upper Peninsula Power
Nissan North America	Company (UPPCO)
Northwest Environmental	VERDE
Business Council (NEBC)	Voltpost
Northwest Public Power	Westside Transportation
Association	Alliance
NW Energy Coalition	Woodland Park Zoo
OpConnect	ZEV co-op
Opinion Dynamics	
Oregon Department of	
Environmental Quality	
Oregon Environmental	
Council	
Oregon Food Bank	
Oregon Metro	
Recurrent	
Renewable Hydrogen	
Alliance	

Policy

Forth provides transportation electrification education to regulatory and elected officials and their staff and builds bridges between equity, environmental, and multimodal transportation organizations to promote transportation electrification at the national, state, and local levels. We work to build the foundation for public and private investment and maximize the equitable impacts of those investments.

Towards Equitable Electric Mobility (TEEM)

The [Towards Equitable Electric Mobility \(TEEM\)](#) Community of Practice is a collaborative program between Forth and the Greenlining Institute, advancing racial and environmental justice through equitable electric mobility. TEEM includes over **30 organizations across five states: Colorado*, Illinois, Michigan, North Carolina, and Virginia.**

In 2024, TEEM hosted the third in-person Annual Convening at the Forth Roadmap Conference in Detroit, MI., bringing together over twenty environmental justice and environmental organizations to analyze federal programs and collaborate on long-term national strategies. In collaboration with the Clean Cities Environmental Justice Initiatives, TEEM also convened stakeholders nationwide to discuss regional opportunities.

TEEM developed [recommendations](#) for federal programs to integrate equity and sustainability into transportation systems nationwide.

Additional work included working to increase Michigan’s state transportation budget to improve equitable access to electric transportation, creating funding outreach materials for Virginia municipalities, and developing a resource library for small and midsize cities in Illinois.

**Until 12/2024*



Federal Policy

As a member of several coalitions, Forth advocated in support of federal investments in transportation electrification to advance equity, including:

- \$3.3 Billion to improve mobility and access through the Reconnecting Communities and Neighborhoods Program
- Funding over 2,900 zero-emission and low-emission buses
- National standards for EV charging
- Expanding Alternative Fuels Corridors
- Funding the Clean School Bus Grant Program
- Providing more than \$2.2 Billion to build a nationwide EV charging network

Forth's policy staff met with the US Joint Office of Energy and Transportation to discuss programmatic improvements to the Charging and Fueling Infrastructure (CFI) Grant Program. Staff also briefed the Congressional Electrification Caucus on key issues, including charging at multi-family housing, carsharing programs, electric school bus initiatives, fleet transitions, EV-ready building codes, clean port programs, annual appropriations for programs such as CFI, NEVI, Community Change Grants, Climate Pollution Reduction Grants, and tax credits for EV and fleet purchases.

Oregon Policy

Through years of transportation electrification research, collaboration, and advocacy, Forth has been instrumental in ensuring Oregon maximizes federal funding and broadens equitable access to clean vehicles.

For example, Forth helped Oregon receive a \$197 Million award through the federal Climate Pollution Reduction Grant, which included \$31 Million to ensure access to electric vehicles for low-income households in 2025. An additional \$23 million was allocated to support medium- and heavy-duty EV incentives and \$10 Million will fund the Community Charging Rebates program. Forth's policy staff advocated continuing and stabilizing the Oregon Electric Vehicle Rebate Program (OCVRP) to avoid the adverse effects of recurring suspensions. Between 2018 and 2023, EV purchases in Oregon have prevented the emission of 875,000 tons of carbon dioxide, or 33 tons per EV.

Forth also joined partners such as the Oregon Environmental Council (OEC), Climate Solutions (CS), and environmental and economic justice partners, such as Verde, to support the continuation of the state's Climate Protection Program to reduce climate pollution.

Washington Policy

Forth collaborated with Climate Solutions and over 500 groups to oppose Initiative 2117 to defend Washington's [Climate Commitment Act](#), which remains law in Washington State. The Act puts environmental and justice equity at the center of the climate policy, supporting new investments in climate-resiliency programs and clean transportation, among other investments.



Workplace Training and Community Engagement

The STELLAR (Supporting Transportation Electrification: Leadership, Learning, Assistance, and Resources) program promotes equitable transportation electrification through technical assistance, workforce training and engaging directly with community-based organizations in Chicago, IL. Forth led a nine-part training series that focused on topics such as electric carsharing, community engagement best practices and securing federal funding for community-based organizations.

Communications

Newsletter

[Forth's monthly newsletter](#) reaches over **17,000 active subscribers** each month, delivering important information and developments within the transportation electrification industry as well as updates on the work of Forth, our members and partners.

Social Media

Forth's **social media channels** are a vibrant source of the latest updates and action within the industry and at Forth. Be sure to follow @Forth on LinkedIn and other platforms.



Financials

Financial Summary

Unaudited Financial Summary for January 1, 2024 -
December 31, 2024

Revenue Sources (FY 2024)

Foundation Grants	\$2,759,403
Government Grants	\$5,226,401
Clean Fuels	\$263,462
Program Fees	\$1,136,474
Donations	\$21,749
Membership Dues	\$245,625
Passthrough Income	\$9,987,626
Ticket Sales	\$441,261
Sponsorships	\$460,650
Interest Income	\$11,628
Total Revenue	\$20,554,283

Expenses (FY 2024)

Program Services	\$19,013,464
Administration	\$669,417
Fundraising	\$589,972
Total Expenses	\$20,272,854

Financial Summary

Unaudited Financial Summary for January 1, 2024 -
December 31, 2024

Change in Net Assets
(\$260,735)

Net Assets, Beginning of Year
\$847,990

Net Assets, End of Year
\$587,254

Staff and Board

2024 Staff

Leadership

Jeff Allen - Executive Director

Ellen Dully - Deputy Director

Gina Avalos-Limardo - Director of Finance and Operations

Steffani Cuff - Programs Director

Cat Plein - Development and Communications Director

Jeanette Shaw - Policy Director

Business Development

Taylor Allen - Senior Manager of Business Development

Anne Ramzy - Business Development Manager

Joanna Jimenez - Business Development Manager

Jack McGrew - Business Development Manager

Shads Shadwick - Senior Business Development Associate

Marketing and Communications

Kevin Friedman - Senior Manager of Marketing and Communications

Akanksha Dureja - Senior Communications Specialist

Ulrike "Rika" Penk - Communications Manager

Policy

Alexa Diaz - Senior Policy Manager

Stuart Green - Policy Manager

Samikchhya Bhusal - Policy Manager

2024 Staff

Events and Partnerships

Ashley Duplanty - Senior Manager of Strategic Partnerships and Events

Simbiat Yusuff-Mueller - Events Manager

Rachel Haverkamp - Partnership and Membership Manager

Stuart Haruyama - Senior Events Associate

Administration

Kristie Steele - Senior Human Resources Manager

Ronald Tran - Senior Finance Manager

Rachel Pippin - Grants Accountant

Cho Heide - Contracts & Compliance Manager

Maria Clark - Systems Manager

Shelley Prange - Senior Human Resources Associate

May Ferrante - Accounting Associate

Access to Emerging Modes

Akhila Suri - Senior Program Manager

David Skakel - Senior Program Specialist

Avery Morris - Program Manager

Lucia Mosca - Program Manager

2024 Staff

Access to Charging

Prateek Suri - Senior Program Manager

Aleksandra Evert - Program Manager

Quincie Doucet - Program Manager

Whit Jamieson - Senior Specialist

Anna Guida - Program Manager

Michael Ryer - Senior Program Associate

Varun Bather - Senior Program Associate

Brittney Breen - Senior Program Associate

Access to Cars

JR Anderson - Program Manager

Connor Herman - Program Manager

Ian Sergeant - Program Manager

Erin Lusch - Program Manager

Ed de la Fuente - Senior Program Manager

Manuel Morales - Senior Program and
Communications Associate

Jennifer Zavon - Program Manager

Courtney Cucchissi - Program Manager

2024 Board

Patti Best - President

Leslie Best - Vice President*

Ben Farrow - Treasurer

Roman Partida-Lopez - Secretary

Wayne Killen

Paul Stith

Tim McMahan

Maurice Muia

Pamela Fann

Nick Nigro

Erika Myers

Terea Macomber

Jenifer Bosco

Jana Gastellum

Christine Reid

Stacy Noblet

Nadia El Mallakh

John Morris

*Board President since 02/2025

