Strategic Plan

Vision

We will achieve a cleaner environment and a stronger economy through the thoughtful implementation of connected, autonomous, shared, electric, fuel cell, and other smart transportation approaches, particularly for communities that have traditionally been excluded from new technology.

Mission

Our mission is to accelerate the use of smart transportation to move people and goods in a more efficient and cleaner way.

Values

- Impact. We are driven to make a difference, and we hold ourselves accountable for results.
- Teamwork. We build strong staff teams and strong partnerships with diverse organizations, and we are committed to building long term relationships.
- Innovation. We embrace change and adaptation. There is always a better way to do things, and we are constantly seeking it.
- Integrity. We do what we say we are going to do, and we acknowledge mistakes as learning opportunities.
- Respect. We actively seek out and respect diverse ideas, input, and perspectives. We elevate good ideas and best practices.
- Equity. We have a responsibility to challenge and disrupt institutional racism and other systems that deprive people of access to clean affordable mobility.
- Passion. We are driven by our mission and take joy in our work.

Priority: Demonstrate Smart Transportation

We bring companies and communities together to test smart transportation technologies and business models. Our demonstration projects explore the benefits, practicality and viability of introducing these technologies in new areas. We draw on our diverse relationships and a collaborative process to discover best practices. We prioritize projects that are scalable, replicable, and center equity in their design and implementation. Our intention is to have at least five of our projects widely replicated by 2025.

Key focus areas for the coming 3-5 years:

- Develop projects that overcome barriers to the use of smart transportation.

- Explore and demonstrate benefits and uses of new heavy-duty electric vehicles and micro-mobility technologies.

- Demonstrate scalable smart charging programs that accelerate electric vehicle adoption.

- Demonstrate how smart transportation can lower transportation costs and improve access for traditionally underserved communities.

Priority: Accelerate Market Adoption

We partner with a broad range of organizations to help increase awareness, improve access, and demonstrate the benefits of smart transportation for potential consumers, especially in traditionally underserved communities. Our demonstration projects and our strong industry and stakeholder relationships help inform our efforts while our policy work helps accelerate innovation. Our intention is to have at least five of our programs widely replicated by 2025.

Focus areas for the coming 3-5 years:

- Develop and evaluate high-impact partnership strategies for increasing adoption of electric vehicles, such as workplace charging and dealer engagement programs.

- Disseminate best practices for increasing adoption of electric vehicles to electric utilities, cities, states, and other partners nationwide.

- Develop clear, coordinated regional, and measurable campaigns that make it easy for consumers to understand and use electric vehicles.

Priority: Strengthen the Industry Network

Smart transportation is quickly bringing diverse stakeholders together in new ways. As existing models of transportation are disrupted, an increasing number of organizations are recognizing new opportunities. One of our most important roles is to bring these diverse stakeholders together to share information, network, and collaborate while including communities that have traditionally been excluded from new technology. By 2025, we intend to have over 5,000 people annually participating in our Roadmap conference and other engagements.

Focus areas for the coming 3-5 years:

- Strengthen our ability to disseminate best practices, case studies and other work through expanded publications, webinars, and speaking engagements.

- Deepen the value of Forth membership by deepening relationships and increasing collaborations.

- Strengthen Forth's international collaborations and relationships.

- Build on the success of Forth's Roadmap conference by expanding education, training, and networking opportunities nationwide.

Priority: Advance Transportation Policy

Rapidly evolving smart transportation technologies and business models require new policies that effectively promote their adoption. Our practical experience, our extensive relationships, and our broad perspective help to make us effective. We focus on practical policies that promote innovation, remove barriers to new technologies, grow the industry, and benefit traditionally underserved communities. Our intention is to have at least five of our policy recommendations widely replicated by 2025.

Focus areas for the coming 3-5 years:

- Develop and promote clear policy positions for Forth based on best practices for cities, states, and utilities.

- Build our capacity to inform and shape national policy.

- Create nationally replicable policy models for accelerating transportation electrification in states where Forth has a strategic presence.

Priority: Strengthen the Organization

Forth expects to continue its growth in order to accomplish the goals set out in this strategic plan and meet the needs of a rapidly evolving industry. This growth requires increased investment in organizational systems and capacity to maintain a nimble, efficient, and inclusive culture. Forth is committed to integrating our commitment to diversity, equity, and inclusion into all aspects of our work. We expect to employ more than 50 staff members by 2025, and we will ensure that our staff and board are reflective of the diverse communities we serve.

Focus areas for the coming 3-5 years include:

- Diversify and increase sources of unrestricted revenue, maintaining at least 15% of total revenue coming from unrestricted sources.

- Build management and organizational systems to support continued growth.

- Develop strong transparent systems for recruiting, supporting, developing, and promoting staff, including a system to increase salaries to market rates.

- Develop and implement an equity action plan that ensures diversity, equity and inclusion are embedded at all levels of the organization.