

FORTH Strategic Plan

Mission:

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

Approach:

We work in partnership to build lasting program and policy models that significantly expand equitable access to electric transportation in the U.S. By 2030, we will implement a portfolio of these transformative models at scale to meet the urgent need for zero-emission, affordable and accessible transportation.

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.

Vision:

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

Increase Access to Electric Cars

- Demonstrate and scale models for organizations to offer shared EVs
- Demonstrate a replicable model for effective EV outreach nationwide
- Demonstrate and scale models to help gig drivers and other underserved driving-dependent workers transition to electric vehicles
- Develop and scale financial tools to reduce cost barriers to EV adoption

Increase Access to Charging

- 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
- Make it as cheap and easy to charge on the street as it is to park

Increase Access to Emerging Modes

- Demonstrate and scale models to increase access to electric micromobility
- Develop and scale strategies to electrify farm equipment

Strengthen Transportation Electrification Policy

- Strengthen partnerships to advance equitable transportation electrification
- Advocate at the federal level for policies that advance our organizational objectives
- Advocate in key states for policies that advance Forth's organizational objectives

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
- Diversify Forth's revenue portfolio
- Help communities, governments, and utilities develop and implement transportation electrification programs

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