



ANNUAL REPORT 2019



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LETTER FROM THE EXECUTIVE DIRECTOR

It has been a year of significant growth and change in the field of electric and smart transportation.

Major vehicle manufacturers announced a number of exciting new products and investments, while electric utilities proposed unprecedented levels of support toward transportation electrification. Increasingly, key stakeholders, from environmental advocates to city leaders, are recognizing the critical role of cleaning up transportation in order to address the climate crisis.

The fight over vehicle efficiency standards in the United States has injected unhealthy polarization and uncertainty into the development of this industry, but the long-term global movement to electrify the transportation of people and goods continues to accelerate.

Forth has experienced dramatic growth in membership, attendance at our Roadmap conference, and the number of projects we have underway. We are also expanding our work across the United States and internationally. To support this growing portfolio, we doubled our staff team – while maintaining our nimble, empowering, entrepreneurial culture. I am deeply proud of our team and their accomplishments, as outlined in this annual report.



Looking ahead, Forth is doubling down on our core approach: bringing diverse stakeholders together to support a growing industry, demonstrating innovative new business models, transforming consumer awareness, and pursuing common-sense policies.

We will expand our work to promote best practices through publications, webinars, and events. We will also continue our work to overcome decades of inequitable transportation investments and make smart transportation accessible to traditionally underserved communities.

Our society is still at the early stages of a profound transformation of the way we move ourselves and our products. I hope you will join us on the road ahead!

Jeff Allen,
Executive Director

OUR WORK

Forth accelerates the use of smart transportation to move people and goods in a more efficient and cleaner way.

The thought leadership that's displayed by Forth is important to move the process forward for shared mobility that's cleaner, greener, and lower cost.

Maurice Henderson,
Director, Government Partnerships, Bird

We focus our work in four primary areas:

Strengthen Industry Networks

Accelerate Market Adoption

Demonstrate Smart Transportation

Advance Transportation Policy

STRENGTHEN INDUSTRY NETWORKS

We connect companies with new opportunities and strengthen industry relationships. We raise the profile of industry leaders and community stakeholders, and we advocate for transportation electrification with policymakers, the public and the press.

Forth is an organization of leaders in transportation electrification. They're great at convening, they're great at policy advocacy and EVgo is proud to be a member.

Jonathan Levy,
VP of Strategic Initiatives, EVgo



ROADMAP CONFERENCE

Forth's annual Roadmap conference further expanded its position as the nation's leading event in the electric and smart transportation space this year. We saw a **40% increase from 2018** to nearly **1,200 attendees**. Over **120 speakers representing 16 nations** discussed topics from equity-based transportation projects to the future of fast charging.

Forth presented the first annual **Roadmap Awards** at the conference, honoring individual and organizational leaders in the transportation electrification industry.



THOUGHT LEADERSHIP: FORTH AROUND THE WORLD

Representatives from Forth spoke at 20 conferences throughout 2019 including: EVS32, the Nordic EV Summit, the Green Transportation Summit & Expo, the Shared Mobility Summit, Solar Power International, Enterprise Ireland's CASE: Driving the Future Transatlantic Forum on Future Mobility, and more.

Forth in France

A Forth delegation attended, spoke and exhibited at EVS32 in Lyon, France. Forth staff presented papers on Equitable E-Mobility, Consumer Engagement Best Practices, and Energy Provider Actions on Electric Transportation.

Forth in Norway

Jeanette Shaw, Forth's Sr. Director of Public Affairs and Policy, attended the Nordic EV Summit in Oslo, Norway along with approximately 500 other attendees representing over 24 countries.

Forth in Ireland

Ashley Duplanty, Forth's International Marketing Manager, attended CASE: Driving the Future forum in Dublin, Ireland to speak on the role of U.S. cities to drive EV adoption.

THE ROAD AHEAD

Forth has set the stage for Portland as the next host city of the **International Electric Vehicle Symposium (EVS33) in June of 2020**. This marks the first time the **world's largest conference on transportation electrification** will be held in the Pacific Northwest.

MEMBERSHIP

Forth membership increased by 35% this year to 185 members.

Our members are the companies and organizations whose trailblazing ideas, innovative technologies, and thoughtful advocacy transform how we get around.

Forth is committed to helping members connect with partner organizations and policymakers to reach new markets to advance transportation electrification.

Membership provides networking opportunities with our broad industry, non-profit, and government connections, and grants access to member-only programs, resources, and events.

We introduced a new membership structure in 2019, providing additional member-only benefits, resources and connections.

We hosted ten networking events over the course of the year focused on the various elements of smart transportation, including micromobility, heavy-duty electrification, autonomous vehicles and financing tools to increase access to EVs.

Our monthly webinars explored community projects, equity in transportation electrification, EV infrastructure in building codes, and utilities' approach to smart transportation.

Our events and webinars included speakers from Daimler, Sierra Club, Echodyne, Uber, Beneficial State Bank, the City of Seattle, Lyft, the City of Portland, and more.

THE ROAD AHEAD:

We are planning an expanded program of webinars to make the newest and best information readily available to our members, wherever they work. We will also expand our networking receptions and events across the country, deepening relationships with our current members while also creating more opportunities for new members to engage.



ACCELERATE MARKET ADOPTION

Working with diverse partners, we showcase new technologies and bring the broad range of electric transportation opportunities to the public.

We bring people together to show what the future looks like and how to make these technologies more accessible to people who need them the most.

Zachary Henkin,
Deputy Director, Forth



FORTH ELECTRIC SHOWCASE

The Forth Electric Showcase is a brand-neutral electric vehicle showroom with a fleet that includes electric cars, scooters, bikes and charging technology.

We provide a sales-free environment with friendly and knowledgeable staff providing test drives and information to people interested in learning about electric transportation and more.

In 2019 we hosted **2,760** visitors to the showcase and conducted **784 test drives**.

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THE ROAD AHEAD

The showcase will continue to serve as an important hub for transportation electrification workshops, demonstrations, test drives and trainings.

We'll also host product launches and work with local electric vehicle dealers to highlight new electric vehicles for test drives and information.

We also work with micromobility companies to host scooter safety **workshops** at our showcase and in communities to promote safe riding.

Lyft used the Forth showcase to launch its **Green Mode** program, which offers electric and hybrid cars to ride-hailing customers in Portland, OR.



RIDE & DRIVES

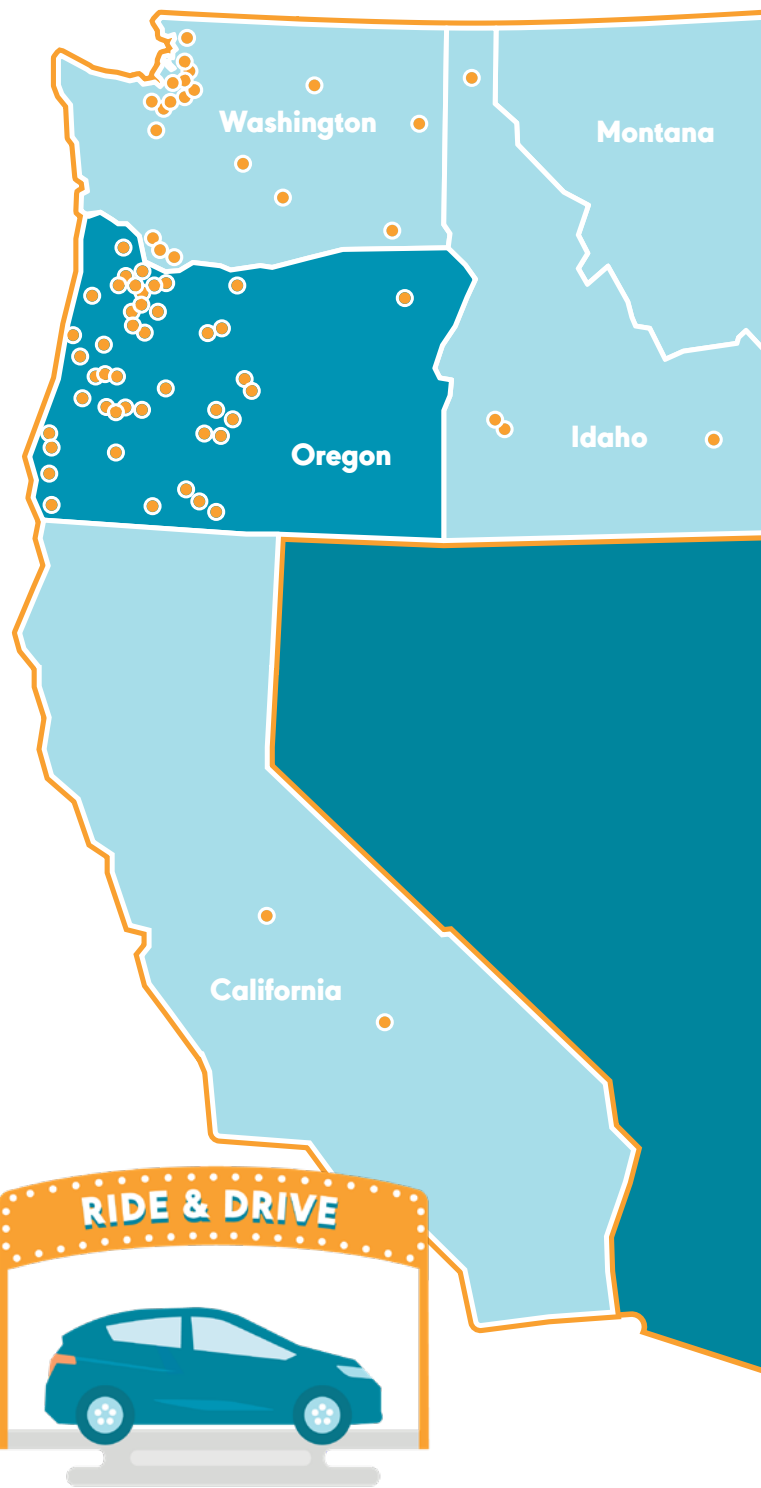
Forth partners with regional utilities, auto dealerships, and local events to conduct consumer outreach and expose people to the joys of driving an electric vehicle.

In 2019 our ride and drive program focused on adding events that created opportunities to engage with rural communities. We held over **30 ride & drives** working with over **25 unique communities** and over **30 different dealerships**. We engaged with **2,237 people**, provided **362 test drives**, **271 test rides** and displayed over 20 electric vehicle models. We partnered with over **25 professional organizations** and more than **10 community-based organizations**.

In 2019 we held 29 ride and drives working with over 25 unique communities and over 30 different dealerships.

THE ROAD AHEAD

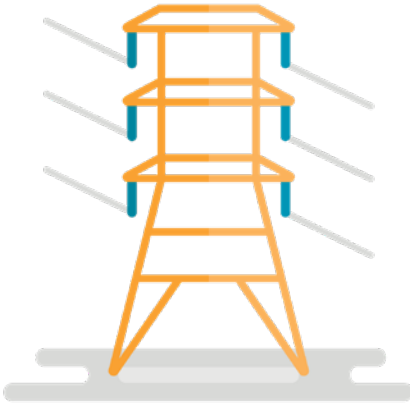
Forth will continue bringing electric vehicles to communities that have limited exposure to the vehicles and technology, seeding the concept of electrification, encouraging additional infrastructure and engaging new stakeholders. We'll be providing ride & drives with Pacific Power along the west coast, and with Portland General Electric at the launch of multiple "Electric Avenue" public charging stations in Portland.





AUTOMOTIVE DEALERSHIP ENGAGEMENT PROGRAM

This is an emerging partnership with utilities and municipalities to drive increased EV adoption by recruiting and certifying a local network of EV-friendly dealerships and driving prospective customers to certified dealers.



UTILITY ENGAGEMENT

Forth serves as the Backstop Aggregator for the Oregon Clean Fuels Program, administered by the Oregon Department of Environmental Quality. The revenue generated from these credits is put back into transportation electrification outreach and education statewide.

We conduct outreach across Oregon to inform utilities about the Clean Fuels Program, create co-branded collateral, support utility events with information about electric vehicles, assist with transportation electrification strategies, sponsor studies on the value of electric vehicles to consumers, and host trainings with utilities to go over the importance, benefits and best practices of developing programs promoting transportation electrification.



THE DRIVE CHANGE CAMPAIGN

Forth provided outreach and technical assistance to community-based organizations in Oregon working to submit grant applications to the Portland General Electric Drive Change Fund to electrify vehicles used in their daily operations. Forth assisted in the submission of **29 grant applications**, requesting over **\$3.2 million**.



WORKPLACE CHARGING

Forth encourages major employers to provide charging for employees by offering technical assistance, information about local financial incentives, and public recognition.



OREGON CLEAN VEHICLE REBATE PROGRAM

Forth is working with Oregon's Department of Environmental Quality on education, outreach and promotions for the state's electric vehicle rebate program.

DEMONSTRATE SMART TRANSPORTATION

We bring companies and communities together to test new transportation technologies and business models. We draw on our diverse relationships and a collaborative process to discover best practices and collaboratively develop projects that center equity in their design and implementation.

We not only talk to folks who are heavily involved in the industry, we're also talking to community members to ensure that transportation is available to everyone.

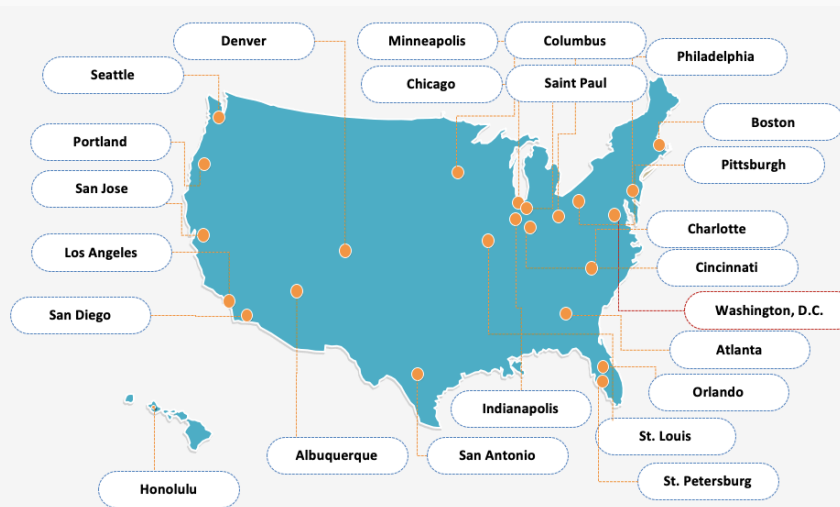
Gina Avalos,
Associate Director, Forth



AMERICAN CITIES CLIMATE CHALLENGE

The American Cities Climate Challenge is a Bloomberg Philanthropies initiative that aims to accelerate and deepen efforts to create a positive climate impact through 2020 and showcase the benefits – good jobs, cleaner air, and cost savings – that can result for U.S. cities.

Forth's main areas of focus include **advising cities about education and incentives for electric vehicle adoption, electric charging infrastructure, and market transformation.**



Forth supported **Indianapolis** with the creation and execution of a consumer education and marketing campaign that helped **inform 10,000 residents** on electric transportation and developed new incentives to get drivers to buy EVs.

Forth helped the City of **St. Louis** explore strategies to **center equity in electric mobility programs**. We worked with a local Community Development Corporation to identify opportunities for their residents to benefit from electric mobility.

Forth helped the City of **Boston** introduce their unprecedented **EV Readiness ordinance**, one of the most ambitious in the country, which supports the city's **goal to increase electric car purchases five-fold**. Forth worked with the city to develop the policy and its implementation guidance, including crafting a point system to enable flexible compliance.

THE ROAD AHEAD

Forth is deepening our engagement with cities within the Challenge, working with municipalities and utilities on infrastructure, fleet electrification, workplace and public charging, community engagement and outreach, automotive dealer engagement, carsharing electrification, multi-unit dwelling infrastructure, ride and drives, micromobility safety trainings, budgeting, policy and best practices.



ELECTRIFYING RIDESHARE

Forth is bringing together utilities, charging network providers and ride-hailing companies to provide a framework to support drivers with electric vehicles. Forth provides education, marketing, and training to transportation networking company staff, drivers and passengers to increase adoption of electric vehicles within the ridesharing space.



RURAL CARSHARING

This project will be the first of its kind, bringing a plug-in electric vehicle carsharing model to rural communities, providing cleaner and more efficient mobility options to local businesses and visitors. Forth received funding for the Clean Rural Shared Electric Mobility (CRuSE) Project from the U.S. Department of Energy's Vehicle Technologies Office.



MULTI-UNIT DWELLINGS

Forth is collaborating with Energetics and the Center for Sustainable Energy on a U.S. Department of Energy-funded project that aims to evaluate the barriers to charging at multi-unit dwellings. The project will demonstrate innovative technologies and create a toolkit with resources to address barriers identified and lessons learned to accelerate the facilitation in multi-unit dwellings and apartment buildings.



ELECTRIFY YOUR EARNINGS

This fair financing pilot program will help rideshare drivers, who experience significant barriers to entry, secure financing for a used electric car. Participants receive education and coaching on how to successfully transition to driving an EV, lower financing rates than would otherwise be available, as well as financial counseling and assistance with credit repair.

ADVANCE TRANSPORTATION POLICY

With smart policy, we're motivating change.

We're advancing smart laws and policies to support the emerging electric and smart transportation industry, and to make it easier to choose sustainable ways of getting around. Through strategic action and strong collaborations with members, elected officials and industry partners, we're changing the future of transportation.

Forth is our anchor and our advocate out in the community. They lead the path for policies that will work for EV drivers from state to state and utility to utility.

Dave Robertson
VP of Public Policy, PGE

LEGISLATIVE ACCOMPLISHMENTS



**WEST COAST
ELECTRIC
HIGHWAY**

WEST COAST ELECTRIC HIGHWAY

Forth lobbied successfully for the allocation of \$650,000 to fund upgrades and expansion of the West Coast Electric Highway, in Oregon.



WASHINGTON SALES TAX EXEMPTION

Forth was active in re-establishing the sales tax incentive for electric vehicles, including used vehicles.



COALITION BUILDING

Forth worked with Climate Solutions, the Oregon Environmental Council, and Verde to build a strong coalition to advance transportation electrification policy in Oregon. This effort led to new funding and staff capacity in all of these organizations, and a gathering of dozens of diverse transportation advocates to identify shared concerns and priorities. This work is laying the foundation for stronger action in the years ahead, and creating a model for other states.

THE ROAD AHEAD

Forth is strengthening its work to support the full range of electric vehicles, from scooters and micromobility services to medium and heavy-duty vehicles. In 2020, we will launch a new project to support collaboration between environmental advocates and equity organizations in multiple states around the country, and play a more active role in national policy discussions.

DIVERSITY, EQUITY & INCLUSION

Forth is committed to building diversity, equity, and inclusion into all aspects of our work. It is critical to build relationships and trust with community-based organizations, seeking first to understand the communities and their needs before proposing solutions.

It's really important to have partners like Fort who are able to get electric vehicles into the hands of people who wouldn't be able to have them otherwise.

Hana Creger,

Environmental Equity Program Manager, Greenling Institute



- In 2019 we completed a case study on our experience managing Uber Community Impact Initiative (CII) programs, **Hacienda CDC** in Portland, OR and **Seattle Housing Authority** in Seattle, WA.
- We helped **Puget Sound Energy** design a project implementation plan to deliver a multi-family car share project in low-income communities throughout their service territory.
- We worked with **Portland General Electric (PGE)**, to provide outreach and assistance to community-based organizations as they submitted applications for transportation electrification projects to the PGE Drive Change Fund.
- We secured funding to launch an EV car sharing program in rural Oregon.
- We've developed collateral in ten different languages to serve a diverse community with access to critical information on transportation electrification.
- Our annual Roadmap Conference included multiple equity-focused sessions and a keynote focused on the importance of equity in transportation. We also expanded our equity scholarship program, which supports attendance by those working in traditionally underserved communities.
- An understanding of equity is a focus area when we interview candidates for employment. All interview panels include at least one person of color.
- Based on a recent survey, 9 of 21 staff and 2 of 12 board members identify as a person of color while 10 of 20 staff and 3 of 15 board members identify as female.
- All members of our leadership team have participated in a "Reframing Racism" training at Portland's Center for Equity and Inclusion.
- We include discussions centered around DEI at staff meetings and board meetings, and created an internal DEI book club to expand our conversations.

THE ROAD AHEAD

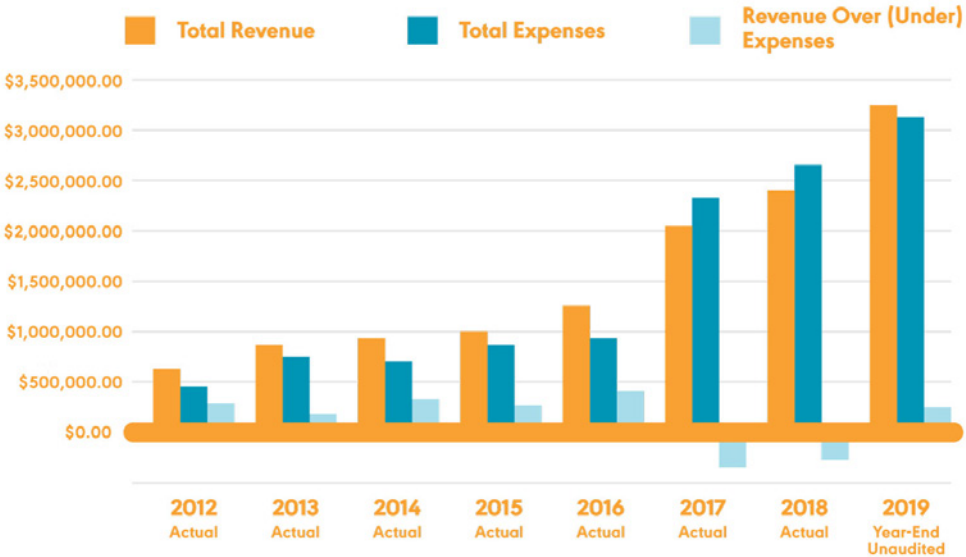
Equity is not a program, or a box to be checked - it is a set of skills and practices that we have to continuously develop. We don't believe we can be successful in advancing smart transportation unless we are also successful in advancing equity.

FINANCIALS

Established in 2011 with Oregon Lottery funds, we are now financially independent and have cultivated funding from diverse sources including membership dues, event sponsorships and ticket sales, government and foundation grants, and private contracts.

The Forth Mobility Fund also serves as the backstop aggregator under Oregon’s Clean Fuels Program.

Forth is a 501(c)(6) nonprofit with a closely affiliated 501(c)(3), the Forth Mobility Fund. The two organizations work closely together and file a consolidated audit.



We are deeply grateful to our many funders and partners, who have helped us dramatically grow our work to accelerate clean mobility. The following financial snapshot provides additional detail. Our annual audits, as well as our IRS Form 990 tax filings, are available on our website at: <https://forthmobility.org/legal-financial>

REVENUE (FY 2019)

• Foundation Grants	-	\$673,837
• Government Grants	-	\$695,229
• Clean Fuels	-	\$703,430
• Program Fees	-	\$256,952
• Membership Dues	-	\$193,449
• Event Income	-	\$386,888
• Sponsorships	-	\$268,406
• Donations/Interest/Other Income	-	\$16,685
• Total Revenue	-	\$3,194,876

EXPENSES (FY 2019)

• Program Services	-	\$2,733,083
• Administration	-	\$263,601
• Fundraising	-	\$81,993
• Total Expenses	-	\$3,078,677

• End of Year Assets	-	\$1,771,001
• Beginning of Year Assets	-	\$1,517,870
• Change	-	\$253,131

The financial statements above are drafts and have not been audited.

TEAM FORTH

FORTH STAFF

- Jeff Allen – *Executive Director*
- Zach Henkin – *Deputy Director*
- Gina Avalos – *Associate Director*
- Jeanette Shaw – *Sr. Director, Public Affairs and Policy*
- Ashley Duplanty – *International Marketing Manager*
- Steve Gutmann – *Sr. Program Manager*
- Thor Hinckley – *Sr. Program Manager*
- Kevin Friedman – *Communications Manager*
- Simbiat Yusuff – *Communications Associate*
- Kelly Yearick – *Program Manager*
- Tegan Molloy – *Program Manager*
- Erin Galiger – *Program Manager*
- Steven Alaman – *Program Manager*
- Sergio Lopez – *Program Manager*
- Connor Herman – *Program Manager*
- Anne Ramzy – *Program Manager*
- Eric Huang – *Program Manager*
- Maria Clark – *Office Associate*
- Nadison Kannan – *Program Associate*
- Whit Jamieson – *Program Associate*
- Joe Wachunas – *Program Associate*
- Sean Brosnihan – *Communication Engagement Specialist*
- Manuel Morales – *Community Engagement Intern*

BOARD MEMBERS

- Amy Hillman – *President*
- Tim Miller – *Treasurer*
- Linda White – *Secretary*
- Charlie Allcock
- Sean Bagsby
- Patti Best
- Ben Farrow
- Rep. Jake Fey
- Sue Gander
- Gordon Hoffman
- Wayne Killen
- John Morris
- Román Partida-López
- James Price
- Dexter Turner

MAJOR VEHICLE MANUFACTURERS

- American Honda Motor Company
- Arcimoto
- Audi
- BMW North America
- BYD
- Daimler Trucks North America
- Electra Meccanica
- Fiat Chrysler Automobiles
- Ford
- General Motors
- Jaguar Land Rover
- Mercedes-Benz
- Mitsubishi Motors North America, Inc.
- Mobility Cubed Inc.
- Nissan North America
- Proterra
- Subaru
- Toyota Motor North America
- Volkswagen Group of America

COMPONENT SUPPLIERS

- IES-Synergy
- Mentor, A Siemens Business
- Molex
- moovel
- PhihongUSA
- Silver Eagle Manufacturing Company
- Unico Power Corporation

CHARGING STATION FIRMS

- | | |
|----------------------------|-------------------------|
| • ABB | • Electrify America |
| • ampUp | • FlexCharging |
| • Blink Charging | • FLO |
| • ChargeHub | • FreeWire Technologies |
| • Chargeway | • Greenlots |
| • Clipper Creek | • Hubject - U.S. Office |
| • Efacec | • KERBspace |
| • Electric Vehicle Support | • National Car Charging |
| • EV 4 | • OpConnect |
| • EV Box | • PlugShare |
| • EV Connect | • SafeConnect Systems |
| • EVgo | • SemaConnect |
| • EVmatch, Inc. | • Wallbox |

UTILITIES

- | | |
|---------------------------------------------|---------------------------------|
| • Blachly-Lane Electric Cooperative | • Midstate Electric Cooperative |
| • Central Lincoln People's Utility District | • Northern Wasco County PUD |
| • Chelan County PUD | • Pacific Power |
| • Clark Public Utilities | • Portland General Electric |
| • Columbia River People's Utility District | • Puget Sound Energy |
| • Emerald People's Utility District | • Rocky Mountain Power |
| • Eugene Water and Electric Board | • Salem Electric |
| • Idaho Power | • Seattle City Light |
| | • Tacoma Power |

SHARED MOBILITY

- Bird Rides Inc.
- Envoy
- EVO Scooters
- Lime
- Lyft
- MTR Western
- Razor USA
- Spin
- Swiftmile
- Uber

PROFESSIONAL SERVICE FIRMS

- Atlas Public Policy
- Black & Veatch
- Brazell & Company
- Burns & McDonnell
- Cadeo Group
- Charlie Allcock Consulting LLC
- CleanFuture
- Collaborative Efficiency
- Connecticut Green Bank
- Cox Automotive
- Cyan Strategies
- D+R International
- DKS Associates
- Durst Energy LLC
- Electric Commute Consulting
- EMI Consulting
- FleetCarma
- Green Rising Marketing
- Learned On, LLC
- Mast Collaborative
- Northwest Partners LLC
- Pacific Mobility Group Inc.
- Rare Comet LLC
- Research Into Action
- Ride Report
- S Curve Strategies
- Social Enterprises Inc.
- Stoel Rives LLC
- Thorn Run Partners
- ZappyRide

AFFILIATED ORGANIZATIONS

- California Transportation Electrification Coalition
- CALSTART
- Center for Sustainable Energy
- Charge Across Town
- ChrgEVC
- Electric Auto Association
- Electrification Coalition
- EVHybridNoire
- FIER Automotive
- IBEW 48
- Northwest Environmental Business Council (NEBC)
- Northwest Public Power Association
- NW Energy Coalition
- Oregon Electric Vehicle Association (OEVA)
- Plug In America
- Renewable Hydrogen Alliance
- Sierra Club - Oregon Chapter
- Smart Electric Power Alliance (SEPA)
- The Greenlining Institute
- Institute of Energy Studies - Western Washington University

RENEWABLE ENERGY FIRMS

- A&R Solar
- Clean Energy Works
- Clean Power Research
- Electric Vehicle Support, A Division of Puget Sound Solar
- Energy Northwest
- Energy Trust of Oregon
- Puget Sound Solar LLC
- Ulupono Initiative

DEALER/SERVICE SHOPS

- AAA
- Automic Auto
- Community Cycling Center
- Cynergy E-Bikes
- Platt Auto
- Ravin Energy LLC
- SHIFT Electric Vehicles

GOVERNMENT AGENCIES

- City of Ashland
- City of Hillsboro
- City of Portland
- City of Seattle
- Lane Regional Air Protection Agency
- Oregon Department of Administrative Services
- Prosper Portland
- TriMet

NONPROFIT ORGANIZATIONS

- Alliance of Automobile Manufacturers
- Bonneville Environmental Foundation
- CleanTech Alliance
- Climate Solutions
- Columbia-Willamette Clean Cities Coalition
- ECOSS
- Environment Oregon
- GRID Alternatives
- Hacienda Community Development Corporation
- Natural Resources Defense Council (NRDC)
- Oregon Environmental Council
- Oregon Food Bank
- Solar Oregon
- Technology Association of Oregon
- The Center for Transportation and the Environment
- VERDE
- Westside Transportation Alliance

A white Nissan Leaf is driving away from the viewer on a two-lane asphalt road that curves to the right. The scene is set during a golden sunset, with the sun low on the horizon behind a mountain, casting a warm orange glow over the entire landscape. The road is flanked by dry grass and shrubs, with a line of white posts marking the edge. In the background, a forested hillside rises under the bright sky. The car's shadow is cast onto the road ahead.

www.forthmobility.org

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