



# FORTH MOBILITY FUND 2019 ANNUAL REPORT

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BACKSTOP AGGREGATOR FOR THE  
OREGON CLEAN FUELS PROGRAM

Produced March 2020  
[www.forthmobility.org](http://www.forthmobility.org)



State of Oregon  
**Department of Environmental Quality**



## 2019 ANNUAL REPORT

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Go Forth.

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## EXECUTIVE SUMMARY

Oregon's Clean Fuels Program is designed to **reduce the carbon intensity of transportation** fuels through an efficient, market-based mechanism based on the exchange of credits.

Generally, these credits are generated or purchased by fairly large market actors, such as oil companies, biofuel producers or electric vehicle charging networks. However, credits are also generated when electricity is used as a transportation fuel by people charging cars at home.

Because it is not efficient to try to have thousands of individual households manage these fairly small numbers of credits, Oregon's program provides that these credits be aggregated and awarded to the electric utility, if it chooses to opt in to the program. If the local utility chooses not to opt in, those credits are awarded to a Backstop Aggregator chosen through a competitive RFP process by Oregon DEQ.

The Forth Mobility Fund was chosen by DEQ as Backstop Aggregator in 2017. Forth Mobility Fund is a charitable 501 (c)(3) organization focused on advancing clean transportation, and is closely affiliated with the 501 (c)(6) organization Forth; this report generally refers to "Forth" for simplicity. There are many advantages of having a statewide Backstop Aggregator.

**Statewide Reach.** While Forth committed to spending focused energy in regions where large numbers of credits were generated, we were able to design and implement a campaign that reached every corner of Oregon.

**Clear and Consistent Campaigns.** There are dozens of electric utilities in Oregon, and having each one design its own outreach strategies, collateral materials, incentive programs, and projects would be inefficient and confusing to consumers. This is doubly so since consumers often travel outside of their utility territory to purchase vehicles. As the Backstop Aggregator, Forth has been able to provide common information and materials based on best practices nationwide, and to implement high impact regional and statewide programs including those dedicated to electrifying shared mobility, improving transportation options in underserved communities, and supporting the adoption of workplace charging.

**Transparency and Accountability.** Under current Oregon law, utilities that are not regulated by the OPUC are not required to spend the proceeds in any particular way. Nor are they required to report publicly on their use of credit revenues. Forth is required to submit an annual workplan for DEQ approval; provide an annual report on its impact; submit to independent annual financial audits to verify its use of credit revenues; and limit administrative expenses to no more than 10% of credit revenues.



**Leverage.** As a mission-driven nonprofit organization, Forth is constantly seeking other opportunities and funds to advance transportation electrification, and manages a variety of projects that leverage Clean Fuels funds. While these activities are not described in detail in this report, they are highlighted in Forth's organizational annual report. Examples include several large USDOE grants to

- Operate the nation's first brand-neutral electric car showroom in downtown Portland;
- Electrify ridehailing services like Uber and Lyft, and to test a financing program for low income drivers to purchase used electric vehicles;
- Develop best practices for providing charging in existing apartment buildings; and
- Launch a rural electric carsharing project in Hood River, designed to develop a sustainable business model for electric car sharing in low income rural areas.

Forth also works under contract with Oregon DEQ to promote the state's electric vehicle rebate, creating additional opportunities for synergy across both programs. Finally, both Portland General Electric and Pacific Power used their own Clean Fuels funds to contract with Forth for ride & drive events and other programs during 2019. All told, over the course of 2019 Forth leveraged over \$600,000 in additional investment into educating Oregon consumers about electric vehicles – nearly doubling the impact of its Clean Fuels revenue.

This report summarizes Forth's first full year of work as the Backstop Aggregator. This work was divided between the following four areas: 1) Statewide Consumer Engagement, 2) Utility Engagement, 3) Focused Local Programs, and 4) Program Administration. We facilitated at least 1,497 test drives and rides and 5,436 impressions with consumers through consumer engagement events and activities. Forth engaged with 27 Oregon utilities to execute 43 in-person engagements in communities across the State, and facilitated an additional 18 events in key areas including Bend, Philomath, Ashland, and Brookings. The 2019 workplan and budget was the result of Forth aggregating credits from 2016 and 2017 for 24 Oregon utilities. Looking ahead, as more utilities opt in to the program and become responsible for managing their own Clean Fuels credit revenues, we will work with them to promote coordination and best practices in the efficient and effective use of these funds.





## INTRODUCTION

Forth Mobility Fund entered into a contract with Oregon Department of Environmental Quality in August 2018. This report summarizes the activities carried out by Forth Mobility Fund and any approved subcontractors in 2019. That work is based on a workplan developed based on the aggregation of credits generated in 2016 and 2017 from the following utilities: Ashland Electric Services, Blachly-Lane, Canby Utility Board, Central Electric Co-op, City of Bandon, Clearwater Power Company, Columbia Basin Electric Co-op, Columbia Power Co-op Association, Columbia Rural, Consumers Power, Coos-Curry Electric Co-op, Douglas Electric Co-op, City of Forest Grove, Harney Electric Co-op, Hood River Electric Co-op, Idaho Power, Midstate Electric Co-op, Milton-Freewater Light & Power, Monmouth Power & Light, Oregon Trail Electric Co-op, Salem Electric, Surprise Valley Electric Co-op, Wasco Electric Co-op, and West Oregon Electric Co-op.

## 1. MONETIZATION OF CREDITS

In late 2018, Forth Mobility Fund received 7,223 credits as the Backstop Aggregator for credits that were generated during 2016 and 2017. These credits were monetized through a subcontractor, CleanFuture. The total revenue generated was \$780,711.08. Some of this revenue was utilized in late 2018 but the rest was incorporated into the workplan for 2019. Though not reflected in the 2019 workplan or the activities described in this report, Forth Mobility Fund received and monetized 5,109 additional credits in 2019. These credits, received in April of 2019, were generated during 2018 and monetized through a subcontractor, CleanFuture, on one occasion. The total revenue generated was \$789,340.50. This revenue was reserved for 2020 activities.

## 2. SUMMARY OF EXPENSES

The following table summarizes all expenses undertaken for work as the Backstop Aggregator of the Oregon Clean Fuels Program in 2019. Forth Mobility Fund is a 501 (c)(3) nonprofit closely affiliated with Forth, which is a 501 (c)(6) trade association. Forth Mobility Fund, the Backstop Aggregator, receives and then deposits revenues generated from the monetization of the Clean Fuels credits while Forth carries out the scope of work outlined in the work plan and the activities described in the annual report. The funds Forth Mobility Fund receives are recognized as a separate revenue source titled Clean Fuels in our accounting system. Forth generates expenses relevant to carrying out the Clean Fuels work such as employee salaries and contracts. These expenses are identified in the Forth accounting system as work specific to the Clean Fuels contract. On a monthly basis, these Forth expenses are outlined in an invoice to Forth Mobility Fund and a transfer between the two entities is completed. Forth then recognizes the revenue source as Clean Fuels funding. An audited report, consolidated for both organizations, is provided along with this report.





The annual audit for year ending December 31, 2019 includes "Clean Fuels Program" revenue listed as a separate revenue source and outlines that 23% of Forth Mobility Fund's revenue was derived from the State of Oregon's "Clean Fuels Program".

EXPENSE CATEGORY	EXPENSE
Statewide Consumer Engagement	\$ 331,196.12
Utility Engagement	\$ 124,708.86
Focused Local Programs	\$ 174,842.22
Administration	\$ 70,083.02
<b>Total</b>	<b>\$ 700,830.22</b>

### 3. DESCRIPTION OF ACTIVITIES PERFORMED

Please note that some activities described below are included here to provide a more complete picture of the activities Forth Mobility Fund, hereafter referred to as Forth, is able to carry out utilizing Clean Fuels Program revenue. As Backstop Aggregator, Forth is able to significantly increase its geographic reach across Oregon and particularly into rural communities that previous funding sources were not sufficient to support. The benefits of transportation electrification extend to areas that have traditionally been underserved in access to and information about electric vehicles. As such, Forth and its community partners have been grateful for this funding opportunity.

In 2019, Forth facilitated over 1,497 test drives and rides and 5,436 impressions with consumers.







## A. STATEWIDE CONSUMER ENGAGEMENT

Throughout 2019, Forth delivered electric vehicle outreach & education throughout Oregon via the standalone and mobile Go Forth Electric Showcase. This entails providing general information related to electric vehicles, charging, and financial incentives through in-person interactions, distribution of physical and digital resources, and online webinars. Additionally, the Go Forth Electric Showcase features five to seven different plug-in vehicles available for test drives and rentals. The Showcase project was started with U.S. Department of Energy funding; Forth's Clean Fuels revenue has been an important factor enabling us to continue the consumer engagement work enabled by that project, as described next. In 2019, Forth hosted numerous events, including new product launches, e-scooter safety workshops, school field trips, and TNC driver orientations at the Go Forth Electric Showcase.

**2,482 total visitors, 651 total test drives + 142 long term rentals**

The following resources are available as printed resources as well as on the Forth website: EV 101 (in nine different languages), Charging 101, Why Workplace Charging, E-bikes 101, E-scooters 101, Financial Incentives of EVs 1-pager.



## RIDE AND DRIVE EVENTS

With the support of the Oregon Clean Fuels Program, Forth was able to host or support 22 ride and drive events throughout Oregon in 2019, for a total of 404 total test drives and rides and 1,484 consumers engaged.

**January 24<sup>th</sup> – 28<sup>th</sup>:** Portland Auto Show

**Location:** Portland Convention Center

**Partners:** PGE, Oregon Auto Dealers Association, USDOE and DEQ

**February 2<sup>nd</sup>:** Wilsonville Chevy Ride and Drive

**Location:** Wilsonville

**Partners:** Wilsonville Chevy, PGE, DOE and DEQ

**March 20<sup>th</sup>:** Ride and Drive at the Capital

**Location:** Salem

**Partners:** Nissan of Salem, BMW of Salem, Toyota, USDOE and DEQ

**April 18<sup>th</sup>:** Hillsboro PGE Electric Avenue Grand Opening

**Location:** Hillsboro

**Partners:** PGE, Waterhouse motors, Oregon Electric Vehicle Association (OEVA), USDOE and DEQ

**May 11<sup>th</sup>:** Touch-a-Truck

**Location:** Independence

**Partners:** PacifiCorp, the City of Independence, USDOE and DEQ

**June 8<sup>th</sup>:** Salem Electric EV 101 Ride and Drive

**Location:** Salem

**Partners:** Salem Electric, USDOE and DEQ

**June 14<sup>th</sup>-17<sup>th</sup>:** EV Roadmap Conference

**Location:** Portland Convention Center

**June 29<sup>th</sup>:** Electric Car Insider Ride & Drive 2019

**Location:** Milwaukie

**Partners:** DEQ, PGE, USDOE, OEVA and EV insider

**July 20<sup>th</sup>:** Da Vinci Days

**Location:** Corvallis

**Partners:** Da Vinci Days staff, PacifiCorp, USDOE and DEQ

**July 23<sup>rd</sup>:** Rose City Vila

**Location:** Milwaukie

**Partners:** Rosa City Vila Farmers Market, USDOE and DEQ

**September 8<sup>th</sup>:** Spring Home and Garden Tour

**Location:** Eugene

**Partners:** Emerald Valley Electric Vehicle Association, Bring Recycling Center, IRAPA, Plug in America, USDOE and DEQ

**September 14<sup>th</sup>:** Lincoln City National Drive Electric Week (NDEW)

**Location:** Lincoln City

**Partners:** PacifiCorp, OEVA, Tesla, Plug in America, USDOE and DEQ

**September 21<sup>st</sup>:** World of Speed NDEW

**Location:** Wilsonville

**Partners:** OEVA, Audi of Beaverton, Jaguar land rover of Portland, Wilsonville Chevy, Nissan of Beaverton, World of Speed, Plug in America, PacifiCorp, USDOE and DEQ

**Oct 10<sup>th</sup>:** Columbia River PUD

**Location:** Saint Helens

**Partners:** Columbia River PUD, Emmert Motors, DEQ

**Oct 16<sup>th</sup>:** Beaverton Police Department

**Location:** Beaverton

**Partners:** Tesla, PGE, Beaverton PD, DEQ

**Oct 26<sup>th</sup>:** PGE 82nd Electric Avenue Grand Opening

**Location:** Gresham/SE Portland

**Partners:** PGE, Platt Auto Group, DEQ

**Oct 31<sup>st</sup>:** Field Office Halloween Ride and Drive

**Location:** NW Portland

**Partners:** Commissary Café, Formula 3, Keen, DEQ

**November 12<sup>th</sup>:** TNC Ride and Drive event

**Location:** Go Forth Showcase

**Partners:** Lyft, Tesla, Platt Auto, PGE, DEQ



## OTHER ACTIVITIES

Community education and outreach in the Portland Metro region also occurred throughout 2019. This included tabling and static vehicle displays at community events as well as presentations about the basics of EVs at community centers. Forth appeared at the following events, engaging with over **1,470 people**.

**January 26<sup>th</sup>:** Fix-it Fair at Ockley Green Middle School

**February 23<sup>rd</sup>:** Fix-it Fair at Floyd Light Middle School

**March 2<sup>nd</sup>:** Repair Fair at Sherwood Library

**March 27<sup>th</sup>:** Evergreen High School Senior Project Seminar

**April 6<sup>th</sup>:** Milwaukie Repair Fair

**April 7<sup>th</sup>:** FUMC Energy Fair

**April 16<sup>th</sup>:** Climate Reality

**April 18<sup>th</sup>:** Corvallis Benton County Library

**April 27<sup>th</sup>:** Troutdale Earth Day Event

**May 18<sup>th</sup>:** Forest Grove Repair Fair

**May 31<sup>st</sup>:** June 2nd: Rose Festival City Fair

**June 8<sup>th</sup>:** Mt. Hood Community College Conservation & Repair Fair

**June 22<sup>nd</sup>-23<sup>rd</sup>:** Good in the Hood

**June 29<sup>th</sup>:** Lake Oswego Repair Fair Tabling

**September 20<sup>th</sup>:** Park(ing) Day

**September 22<sup>nd</sup>:** Sunday Parkways

**October 4<sup>th</sup>:** Sustainability Fair

**October 5<sup>th</sup>:** Eugene Public Library

**October 25<sup>th</sup>:** Salem City Club

**November 23<sup>rd</sup>:** Fix-it Fair at Madison High School

**December 3<sup>rd</sup>:** Scooter Safety Workshop

In addition to general consumer engagement that occurs via the stand-alone and mobile Go Forth Electric Showcase described above, marketing and awareness campaigns undertaken by Forth occurred across our various social media channels and our website, newsletter, and event promotions. Our Facebook page has greater than 700 followers and made over 300 posts in 2019. The Forth Twitter account has greater than 3,000 followers and featured greater than 10,200 posts in 2019. Finally, in September of 2019, Forth launched an awareness campaign called 'Change the Way You Roll'. This campaign featured paid ads on the major social media platforms, Oregon Public Broadcasting, Spotify, Portland Monthly Magazine, Google Ad Words, as well as a billboard in Portland. The reach of this campaign included 1,200 impressions (clicks for online content) and at least 665,946 reached across the other platforms combined.

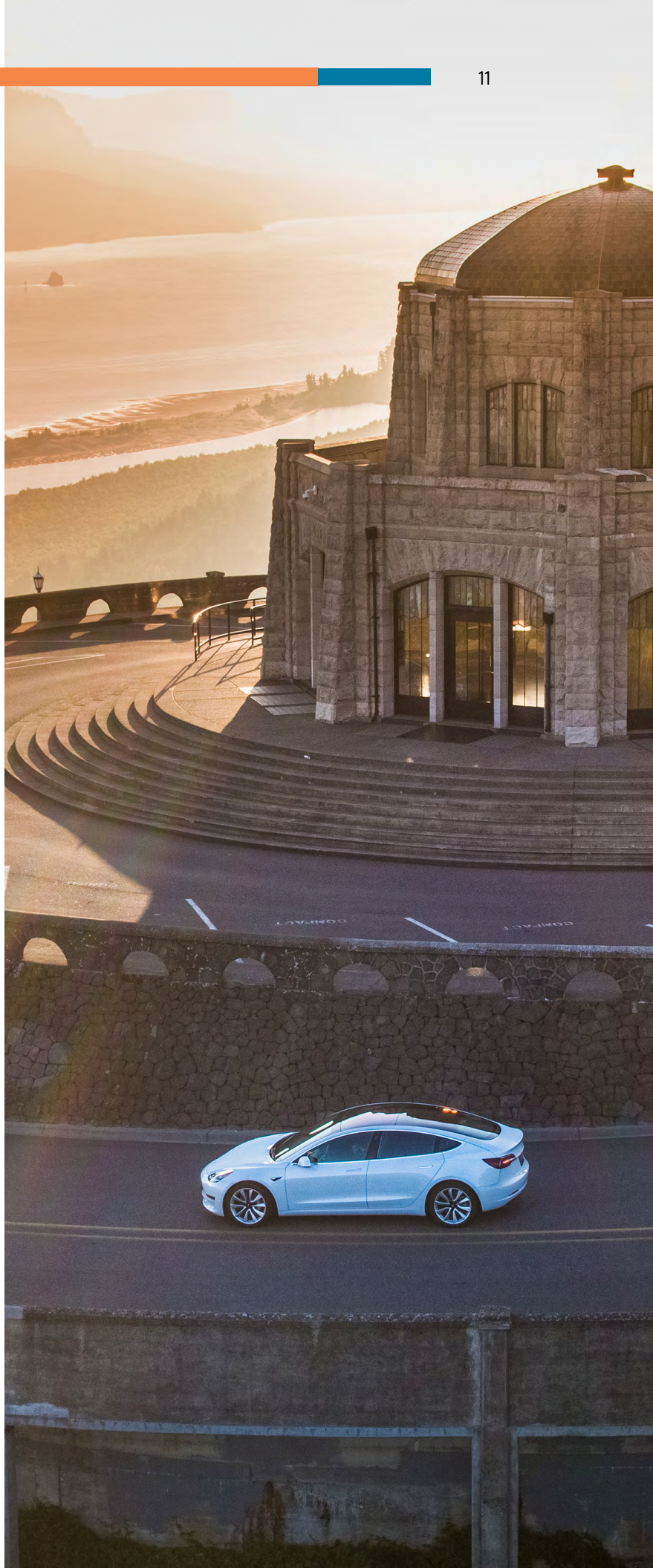


"Change the Way You Roll" Campaign

Forth's e-mail newsletter is sent to over 10,000 people each month and is regularly opened by over 1,100 of those recipients. These recipients include consumers but also representatives from regional employers, industry professionals, and transportation electrification advocates. In addition, there were 26 separate event blasts to this newsletter group. Forth's website received between 2,100 and 4,500 visits per month.

In 2019, Forth began developing a workplace charging certification program that would build on its workplace charging outreach efforts to date, including resources to lower barriers to workplace charging, resources for businesses and employers interested in pursuing workplace charging or engaging their employees about driving electric, and connecting those who have workplace charging with similar businesses/organizations. This program will be expanded upon and launched in Oregon in 2020.

Forth recognizes the importance of electrifying transportation network companies (TNCs) and educating the drivers is crucial in transportation electrification. As a way of overcoming one of the key barriers to EV adoption, access to vehicles, Forth has launched a financing pilot in Portland. This program offers rideshare drivers who are low-income or have poor credit, lower interest rates for a used EV and coaching on which vehicle could be ideal for their driving needs. In 2019, Oregon Clean Fuels Program revenue was used to support this project in the following ways: research, design, and development of the program, securing a financing partner, developing an outreach strategy, and hosting an event for the rideshare community. In addition to the activities described above for the financing pilot, Forth also deployed a number of educational resources for riders in plug-in Lyft and Uber vehicles and hosted several pop-up events at PDX Airport in 2019 to increase awareness to the general public. These resources and outreach activities are components of Forth programs that have other sources of revenue to support them but leveraging our Clean Fuels revenue extends the reach of those programs and demonstrates the opportunity the Oregon Clean Fuels Program presents for greater investments in transportation electrification.



Forth supports a Confluence AmeriCorps Member each year. This member leads our youth education programming in addition to supporting our outreach efforts to the general public. The youth education programs range from in-classroom and after-school presentations about the future of transportation, to electric car building challenges, to school visits to the Go Forth Electric Showcase. The outreach efforts reach hundreds of youth each year. In 2019, Forth supported over ten unique school partnerships as well as two school field trips to the Go Forth Electric Showcase.

In an effort to engage stakeholders across the region, regardless of ability to attend in-person activities, Forth hosts monthly webinars. In 2019, we featured the following webinars, with a total of 869 attendees:

<b>January 15<sup>th</sup>:</b> The Community e-Bike Project	28 attendees
<b>February 12<sup>th</sup>:</b> Equity in Transportation Electrification	82 attendees
<b>March 12<sup>th</sup>:</b> Small Utilities' Approach to Transportation Electrification	80 attendees
<b>April 9<sup>th</sup>:</b> Reach Your Driver Goals: The TNC Campaign	41 attendees
<b>May 14<sup>th</sup>:</b> Building Codes and the Future of EVs	56 attendees
<b>August 6<sup>th</sup>:</b> The Forth Guide to Ride and Drives	138 attendees
<b>September 10<sup>th</sup>:</b> Dealership Engagement: Making the EV Case to Dealerships	102 attendees
<b>October 8<sup>th</sup>:</b> Overcoming Barriers to Smart Transportation for Underserved Communities	164 attendees
<b>November 12<sup>th</sup>:</b> The Micromobility Policy Playbook	104 attendees
<b>December 10<sup>th</sup>:</b> Reviewing 2019 and Looking Forward to 2020	74 attendees

Forth interacts with countless employers in its outreach efforts across the region. While it is not possible to create an exhaustive list of employers and organizations engaged, in 2019, Forth had direct contact with at least 60 organizations that are mentioned throughout this report. In addition, Forth conducted outreach and technical support to over 40 community-based organizations in the Portland Metro to apply for funding of EV initiatives through the Portland General Electric Drive Change Fund. This opportunity alone expanded our reach to underserved communities and the organizations that serve them. Though not all of these organizations have been funded to date, we feel we've guided these organizations toward making serious commitments and, where possible, investments in the adoption of EVs.

Finally, in 2019, Forth partnered with Travel Oregon to highlight where EVs can take you in Oregon. This partnership featured capturing photographs in well-known places in Oregon, such as Crater Lake and Smith Rock, that can be accessed in an electric vehicle. The resulting photos from this project are featured throughout this report.



## B. UTILITY ENGAGEMENT

Forth's utility engagement in 2019 continued to build on the momentum that started in 2018. We spent time reaching out to utilities that both had and had not opted-in to the Clean Fuels Program already. Another strategy we incorporated into our outreach was to engage with utility associations that already had extensive relationships with their members. We feel this expanded our ability to reach more utilities through e-mail messages they would send on our behalf. We feel the role of making introductions within this space for technical questions and experiential advice is a huge value that Forth is able to provide to utilities. In other cases, Forth is able to provide direct advice to utilities on program design, consumer engagement strategies, and general best practices. We had direct contact with the following utilities and utility associations in 2019:

Consumers Power  
Blachly-Lane Electric Co-op  
Salem Electric  
City of Ashland  
Eugene Water & Electric Board  
Springfield Utility Board  
Lane Electric Co-op  
Coos-Curry Electric Co-op  
Forest Grove Power & Light

Central Lincoln PUD  
Columbia River PUD  
West Oregon Electric Co-op  
Oregon Trail Electric Co-op  
Portland General Electric  
Pacific Power  
Hood River Electric Co-op  
Central Electric Co-op  
Midstate Electric Co-op

Idaho Power  
Northern Wasco PUD  
Emerald PUD  
Clatskanie PUD  
Bonneville Power Administration  
OMEU  
NRU  
BEF  
OPUDA



## RESOURCES PROVIDED

Co-branded EV101, Workplace Charging, E-bikes, White Paper: Transportation Electrification Strategies for Electric Utilities, Introductions to Industry Contacts (other utilities, charging station providers, electricians), EV FAQs, Charging 101 (also co-branded), Financial incentives one-pager.



## UTILITY WORKING GROUP

Forth continued to convene quarterly utility working group webinars while also convening two workshops for regional utilities and stakeholders to discuss challenges and strategies for implementing transportation electrification plans.

### **March 12<sup>th</sup> – Forth Webinar ‘Small Utilities’ Approach to Transportation Electrification’**

- 80 attendees

### **March 21<sup>st</sup> – Utility Working Group Workshop**

- Location: Portland
- Topics Covered: Oregon Clean Fuels Program Updates + Programs, Equity in Transportation Electrification, Dealer Engagement, Consumer Engagement
- Over 50 attendees

### **March 26<sup>th</sup> – Utility Working Group Webinar ‘Pacific Northwest Utility Programs’**

- 45 attendees

### **May 7<sup>th</sup> – Utility Working Group Webinar ‘EVs in the Workplace’**

- 60 attendees

### **September 5<sup>th</sup> – Utility Working Group Webinar ‘Technology Solutions for Customer Barriers to EV Adoption’**

- 83 attendees

### **November 6<sup>th</sup> – Utility Working Group Workshop**

- Location: Eugene Water & Electric Board
- Topics Covered: Oregon Clean Fuels Program Updates, Equity in Transportation Electrification, Smart and Managed Charging, Consumer Engagement
- Over 50 attendees

### **November 19<sup>th</sup> – Utility Working Group Webinar ‘Electric Vehicle Managed Charging’**

- 49 attendees



## OTHER ACTIVITIES

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The extent of Forth's utility outreach in 2019 featured a wide range of activities ranging from presenting at utility-focused or utility-adjacent (utilities or their stakeholders would be present) events and meetings, to seeking new strategic partnerships with utility groups, to developing and launching new programs. While much of our effort was focused on outreach to utilities for which Forth is the Backstop Aggregator, Forth also sought out opportunities to engage with any and all Oregon utilities in an effort to inform how they might spend their own Clean Fuels revenue on transportation electrification. These activities are described below.

**January 29<sup>th</sup>: Presented at Affiliated Tribes of Northwest Indians Energy Committee Meeting,** 30 attendees

**May 18<sup>th</sup>: Coordinated Ride and Drive Event at Efficiency Exchange Conference,** Utility representatives from all over the region were present, 300+ rides given

**June 17<sup>th</sup>-20<sup>th</sup>: Utility Workshops at Roadmap Conference**

Each year in June, Forth hosts the nation's largest electric mobility conference, Roadmap, in Portland. In 2019, Forth was able to offer significantly discounted tickets to this conference to Oregon utilities for which it was the Backstop Aggregator. In addition, Forth hosted two utility workshops in coordination with the Roadmap Conference and the fees for these workshops were waived for Oregon utilities for which we were the Backstop Aggregator. The first of these workshops on June 17th featured an overview of the electric vehicle market, a panel on electric vehicle charging, and basic electric vehicle education. Attendees also visited the Go Forth Electric Showcase to see a first-hand example of brand-neutral consumer engagement. Finally, we covered the basics of designing EV programs at utilities, while including a focus on equity.

The second, more advanced, workshop on June 20th offered attendees a deeper dive into utility strategies for smart and managed charging. Presentations included a discussion of ratepayer benefits, a national overview of state EV policies, current smart charging technologies and strategies for implementing managed charging. Attendees also received an in-depth look at the latest learnings from advanced utility EV programs across the country and visited several utility-funded charging infrastructure projects around Portland.

In total, over 90 utilities were represented from across the country at these workshops, including 21 utilities from Oregon alone.

**June 20<sup>th</sup>: Presented at Oregon Municipal Electric Utilities' Annual Board of Directors Meeting**

Representatives from 7 municipal utilities were present

**August 21<sup>st</sup>: Bonneville Power Administration Transportation Fair,** 40 engaged

**September 13<sup>th</sup>: Presented at Associated Professionals of Energy Management Conference Held at Clark PUD,** 50 attendees

**September 27<sup>th</sup>: Presented at ZEVIWG public meeting,** 20 attendees

**November 21<sup>st</sup>: Presented at Association of Oregon Counties Conference,** 50 attendees

Throughout 2019, Forth following and participated in hearings, meetings, and forums, around the Clean Fuels Programs being proposed by both Pacific Power and Portland General Electric. Though we were not aggregating any credits on behalf of these utilities, we see a tremendous importance to what these large utilities are doing to set the precedent for transportation electrification investment while also demonstrating the opportunity presented by the Oregon Clean Fuels Program. We will continue to monitor their efforts for these reasons.

In response to the challenges associated with dealership availability of and commitment to selling EVs, Forth invested resources in 2019 to develop a dealership engagement program. This program would, at its core, be closely tied to utilities as they are an important connector between consumers and the dealership and are well positioned to drive consumers to the dealership that are well informed and motivated to purchase EVs while also incentivizing and supporting dealerships to carry and sell EVs. In addition, Forth partnered with Chargeway, a company hoping to simplify the conversation around EVs, to launch their app-based platform throughout Oregon. An extension of their app is a tool specifically designed to support dealerships, called a Chargeway Beacon, which acts as a digital sales assistant and, when positioned inside dealerships, can help salespeople talk about the incentives and logistics involved with switching from gasoline to electric fuel. In addition to sponsoring Chargeway's presence at the Portland Auto Show and its Roadmap Conference, Forth hosts a Chargeway Beacon in its Electric Showcase in Portland and has secured a second Beacon to deploy in Bend in 2020. We look forward to the continued engagement with this resource and the resulting impact on dealerships' interaction and acceptance of EVs as well as EV adoption more broadly. Finally, Forth deepened its relationship with Bonneville

Environmental Foundation (BEF), a nonprofit that has close relationships with consumer-owned utilities throughout the Pacific Northwest. This relationship grew into a true partnership as BEF shared Forth's desire to encourage greater utility investment in transportation electrification and increase awareness of the Oregon Clean Fuels Program. Early in 2019, Forth supported and provided an advisory role as BEF embarked to commission a study with the consulting firm, E3, to quantify the benefits of transportation electrification for BPA load-following utilities of the Bonneville Power Administration. The results of the study were quite encouraging and the subsequent report to summarize the findings should be made available to utilities in Q2 of 2020. In addition to commissioning the E3 study, BEF proved to be a crucial partner and provided Forth with introductions to Oregon utilities that were proving challenging to foster on our own. We look forward to the continuation of the partnership in 2020.



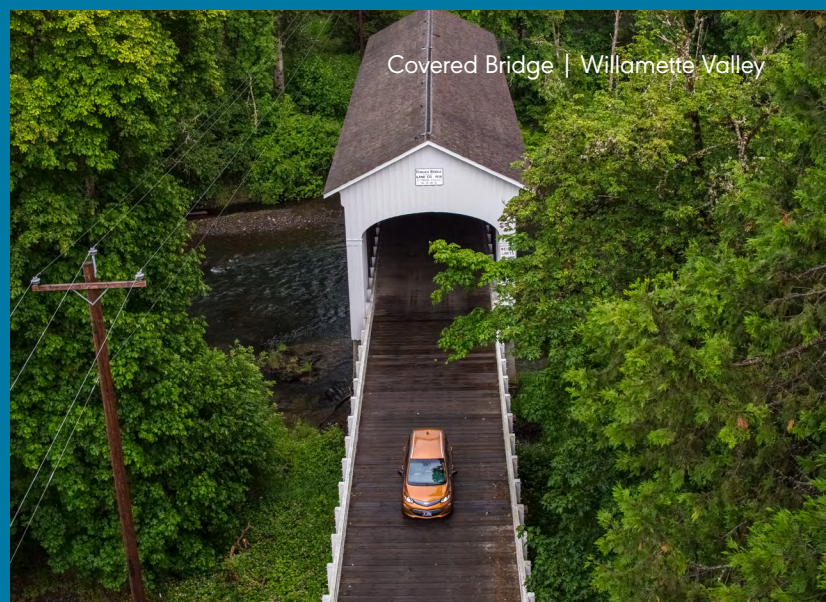
## C. FOCUSED LOCAL PROGRAMS

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Forth aggregated credits for a variety of utilities across Oregon. Some of these utilities have seen a significant uptake of registered electric vehicles and therefore generated credits. In these areas, Forth dedicated some revenues to put back into targeted programming, designed in coordination with the local utility and community organizations. Focused local programs were developed for the following utilities: Central Electric Co-op, Consumers Power, Coos-Curry Electric Co-op, and Ashland Electric Services. The outreach and programming in these areas was broken down into three main geographical groupings based on the associated utilities:

**Southern Oregon (Ashland Electric Services and Coos-Curry Electric Co-op), Central Oregon (Central Electric Co-op), and Willamette Valley (Consumers Power).**

Throughout the year, Forth worked with its partners and contractors in these areas to brainstorm and plan events, presentations, and phone calls to highlight and promote electric transportation to stakeholders and community members.







## CENTRAL OREGON

In 2019, focused local programs in Central Oregon were developed to reach the customers of Central Electric Cooperative. Given the territories of utilities in this part of Oregon, we recognized that our efforts in Central Oregon would also benefit the customers of Midstate Electric Cooperative and Pacific Power. For much of our work in Central Oregon, Forth continued to subcontract with The Environmental Center, based in Bend, as we had in 2018. This organization is well respected in the community and we felt confident in their ability to increase awareness and adoption of electric vehicles.

## RIDE AND DRIVES

The Environmental Center hosted three (3) ride and drive events in 2019, one of which was supported with a Forth staff and vehicle.

*Total test drives/rides: 30*

*Engaged: Over 375 people*

**April 20<sup>th</sup>:** Earth Day Fair

**Location:** Bend

**Partners:** Environmental Center, Forth, Smolich Nissan, Bend Kia, Bend EV Owners Club

**August 8<sup>th</sup>:** Power Hour

**Location:** Bend

**Partners:** Environmental Center

**September 28<sup>th</sup>:** Green Home Tour

**Location:** Bend

**Partners:** Environmental Center, Smolich Nissan, Bend Kia



## OTHER ACTIVITIES

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**Group Buy:** The Environmental Center worked with Central Electric Co-op and Midstate Electric Co-op to sign up for the Nissan Group Buy discount, allowing for up to an additional \$3,500 off the purchase of a new Nissan Leaf or Leaf Plus. Previously this incentive was only available to Pacific Power Customers in Central Oregon. We considered this a huge win to be able to promote the opportunity to all Central Oregonians.

**Dealership Outreach:** The Environmental Center conducted in-person meetings at 7 regional dealerships to provide education about the Oregon Clean Vehicle Rebate Program and encourage them to sign up as a 'Cash on the Hood' dealer, enabling discounts at the point of purchase. Of these, two are currently signed up as Cash on the Hood Dealers and have even processed one rebate at the point of purchase. Finally, the Environmental Center, in coordination with Forth, worked to identify a dealership in Bend to host a Chargeway Beacon, which is a tool to support dealers in selling EVs by simplifying the conversation about charging. This beacon will be delivered in early-mid 2020.

**Tabling Events + Lunch and Learns:** The Environmental Center tabled at seven (7) events and provided direct education through lunch and learns throughout Central Oregon in 2019, providing general information about EVs, financial incentives, and offering static displays of vehicles and charging stations. In total, over 660 people were directly engaged about EVs at the following events:

- Prineville Farmers Market
- Redmond Music in the Pines
- High Desert Museum Energy Exhibit Kick-off
- Mt. Bachelor Earth Day Event
- Cascade Cycling Classic
- Bend Fall Fest
- Green Home Tour
- Thermo Fisher Scientific Lunch and Learn
- Bend Parks and Recreation Lunch and Learn

**Utility Engagement:** The Environmental Center regularly met with Central Electric Co-op and Midstate Electric Co-op to support and advise on EV program planning. In addition, Forth encouraged and supported the Environmental Center to attend its annual Roadmap Conference in Portland and several utility-focused workshops throughout the year.

**Grant Consulting:** Environmental Center advised on 6 Pacific Power Electric Vehicle Charging Station Grant applications.

**City Engagement on Transportation Electrification Planning:** The Environmental Center engaged in multiple meetings with city staff on including transportation electrification in city transportation planning, advocated for Bend Climate Action plan to recognize the value in increasing EV adoption, and advised City of Prineville on charging options for future infrastructure improvements.

**Electric School Bus Advocacy:** Hosted preliminary meetings with utilities and school district, assisted in finding grant opportunities to apply for in Q2 2020.

**Go Clean Energy Conference:** In October 2019, Forth supported and presented at 350Deschutes' Go Clean Energy Conference. The presentation to over 60 people featured the basics of EVs, financial incentives available and the future of EVs and charging infrastructure in Central Oregon.



## SOUTHERN OREGON

While Forth has been connected with some organizations in Southern Oregon, including Ashland Electric Services, for a number of years, we recognized the need to leverage a local partner to increase the reach of our network of contacts. Forth contracted with JWA Public Affairs, located in Medford, OR to support its outreach efforts in the Rogue Valley and Southern Oregon Coast. This contractor was responsible for making introductions to local businesses, dealerships, and organizations for Forth and then facilitate the planning and execution of presentations and events. These presentations were conducted by Forth staff and included several in-person visits. This work is described below.

### RIDE AND DRIVES

Forth delivered 5 ride and drive events in 2019 in the Ashland-Medford area and two along the Oregon Coast. Details are below.

*Total test drives/rides: 71*

*Engaged: 204 people*

**July 10<sup>th</sup>:** Oregon Shakespeare Festival-Talent Facility

**Location:** Talent

**Partners:** Oregon Shakespeare Festival, USDOE and DEQ

**August 20<sup>th</sup>:** Coos-Curry Electric Co-op Member Event

**Location:** Brookings

**Location:** Coos-Curry Electric Co-op, USDOE and DEQ

**August 21<sup>st</sup>:** Coos-Curry Electric Co-op Member Event

**Location:** Port Orford

**Partners:** Coos-Curry Electric Co-op, USDOE and DEQ

**October 4<sup>th</sup>:** City of Ashland Ride and Drive

**Location:** Ashland

**Partners:** City of Ashland, TC Chevy, KTVL Medford news, DEQ

**November 1<sup>st</sup>:** Phoenix-Talent School District

**Location:** Talent

**Partners:** Phoenix-Talent School District, TC Chevy, DEQ



## OTHER ACTIVITIES

**Pilot Project Exploration:** Forth met with the following five organizations in Southern Oregon to explore potential pilot/demonstration projects with electric vehicles in traditionally underserved communities: Southern Oregon University, Oregon Shakespeare Festival, KDA Homes, Housing Authority of Jackson County, and Asante. Ultimately, KDA Homes decided to move forward to implement an EV car share on their development in progress, to be deployed in 2020. In addition, Oregon Shakespeare Festival has expressed interest in adding an electric vehicle to its fleet of shared vehicles for employees and contractors and is preparing for that transition by installing charging stations in a new housing property currently being constructed.

**Fleet Managers Engaged:** Through in-person meetings, presentations, and test drives, Forth provided direct support and encouragement around fleet electrification to the following organizations' fleet managers: City of Ashland, Oregon Shakespeare Festival, Rogue Valley Transit District, Mercy Flights.

**Employer Outreach:** Forth conducted outreach to employers and organizations throughout Southern Oregon. This outreach included informational phone calls, presentations, assistance with identifying potential funding sources, and providing printed or digital collateral. Organizations were briefed on the benefits of electric vehicles, incentives and rebates available locally, the importance of workplace charging, and opportunities to learn more and test drive vehicles nearby. This included the following businesses:

City of Ashland	Rogue Valley Credit Union	City of North Bend
Southern Oregon University	Rogue Valley Transit District	Southwest Community College
Oregon Shakespeare Festival	Mercy Flights	Advanced Health
Asante	Coos County	KDA Homes
Medford School District	Curry County	Housing Authority of Jackson County
Phoenix-Talent School District	City of Florence	Josephine County Transportation

**Dealer Outreach:** Though Forth hoped to connect with a number of dealerships throughout Southern Oregon to brief them on the Oregon Clean Vehicle Rebate Program and invite them to ride and drive events locally, we were only successful at establishing contact with Town and Country (TC) Chevrolet. TC Chevrolet has proved to be an excellent partner and resource locally and Forth is hopeful that this dealership's leadership in selling EVs will transfer to other dealers in the region.



## WILLAMETTE VALLEY

Outreach in this area proved more challenging as Forth did not have a significant number of connections throughout the more rural communities in the Willamette Valley. We were able to maintain and build on a relationship with Consumers Power. Our contacts at Consumers Power were able to participate in the numerous workshops and webinars we hosted through the utility working group, described earlier, and we spent time conducting outreach to community organizations in Corvallis and Benton County. We also worked with Consumers Power to plan a ride and drive at their annual customer appreciation day event, described below.

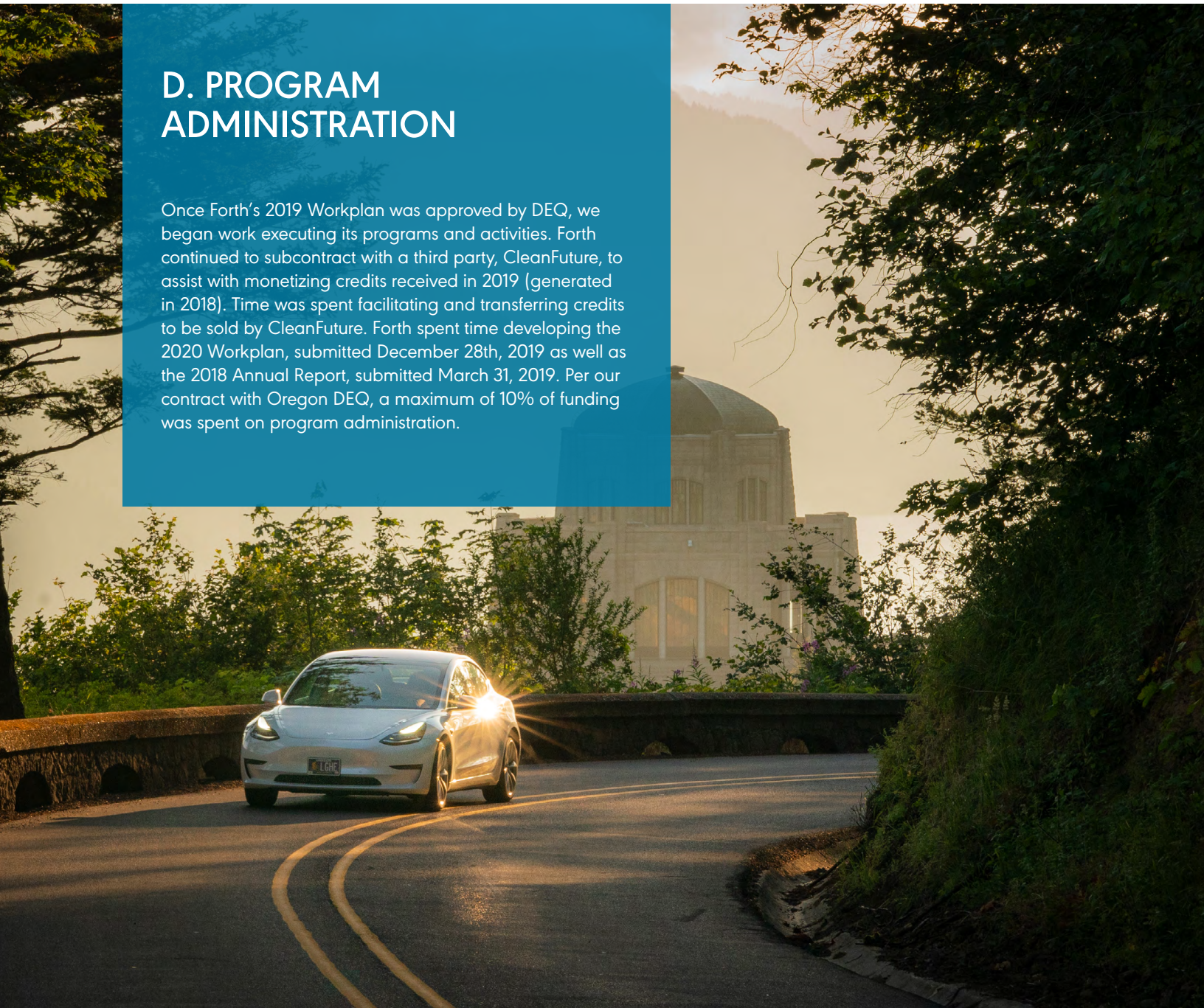
**September 7<sup>th</sup>:** Consumers Powers Customer Appreciation Day

**Location:** Philomath

**Partners:** Consumers Power, USDOE and DEQ

### D. PROGRAM ADMINISTRATION

Once Forth's 2019 Workplan was approved by DEQ, we began work executing its programs and activities. Forth continued to subcontract with a third party, CleanFuture, to assist with monetizing credits received in 2019 (generated in 2018). Time was spent facilitating and transferring credits to be sold by CleanFuture. Forth spent time developing the 2020 Workplan, submitted December 28th, 2019 as well as the 2018 Annual Report, submitted March 31, 2019. Per our contract with Oregon DEQ, a maximum of 10% of funding was spent on program administration.



# CONCLUSION

Forth budgeted in its workplan to spend \$750,000 in 2019 but ended up only spending \$700,830.22. The remainder of the budgeted revenue was carried over to spend in Forth's 2020 activities. We look forward to building on the momentum gained in 2019 and the resulting impact of our activities on consumer awareness and adoption of EVs in Oregon.

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