



Oregon Clean Fuels Backstop Aggregator 2021 Workplan

This workplan is informed by the source of and revenue from the 2,445 credits Forth Mobility Fund received in early 2020. These credits were generated in 2019 and were aggregated by Forth Mobility Fund on behalf of Blachly-Lane Electric Cooperative, Canby Utility Board, City of Bandon, City of Monmouth Power and Light, Columbia Basin Electric Cooperative, Columbia Power Cooperative Association, Coos-Curry Electric Cooperative, Douglas Electric Cooperative, Forest Grove Power and Light, Harney Electric Cooperative, Hood River Electric Cooperative, Idaho Power, McMinnville Water & Light, Milton-Freewater Light & Power, Oregon Trail Electric Cooperative, Salem Electric, Surprise Valley Electric Cooperative, Wasco Electric Cooperative, and West Oregon Electric Cooperative. The sale of these credits resulted in \$273,840.00 of revenue.

Forth Mobility Fund has been the Backstop Aggregator in the Oregon Clean Fuels Program since 2018 and, in that time, most utilities in Oregon have opted into the program, leaving fewer credits to the Backstop Aggregator. As the credit allocation continues to decrease, Forth Mobility Fund and DEQ recognize the need for greater flexibility and creativity around the revenue spending. Unlike in previous years where our workplan was structured to allocate funds to Statewide Consumer Engagement, Focused Local Programs, and Small Utility Engagement, the 2021 workplan will feature a larger collection of programs being served by the revenue generated by the Backstop Aggregator. Additionally, Forth Mobility Fund did not receive enough credits/revenue from any one utility to signal a clear need for focused work as dictated by our contract. Our workplan features program that are rooted in consumer engagement but seek to increase awareness of electric transportation throughout a variety of communities. Additionally, we are still seeking out opportunities for new and strengthened relationships with consumer-owned utilities across Oregon as they become an increasingly important player in the growth of transportation electrification.

Forth Mobility Fund, like most organizations, quickly pivoted and adapted its work to be carried out virtually in 2020. Programs that required travel or in-person engagement were either put on hold or transitioned to take place online. Looking into 2021, the outlook for in-person events remains uncertain and Forth Mobility Fund is planning for a majority of its consumer education programs to be held virtually. We're pleased to be introducing a few new programs that are particularly adapted to a virtual format. We believe 2021 will be an exciting year in the transportation electrification sector as the first electric light-duty pickup trucks will be brought to market and new offerings from multiple automakers are introduced.

We have allocated our funds based on the following principles:

1. Where possible, leverage other funding streams
2. Implement programs believed to have largest impact on sales
3. Seek opportunities and partnerships outside of Portland Metro and/or in historically underserved communities
4. Balance efforts with market realities to increase EV awareness and EV adoption



5. Provide a portfolio of programs to increase impact of Clean Fuels Program

Forth Mobility Fund is pleased to share the following planned programs and activities which will utilize its Backstop Aggregator Clean Fuels revenue:

Workplace Engagement

Most broadly, this includes engaging with employers about encouraging and supporting EV adoption among employees. Forth Mobility Fund will continue its outreach to employers in Oregon to encourage and support the adoption of workplace charging. Forth Mobility Fund’s recently launched the Electric Vehicle Adoption Leadership (EVAL) technical assistance and certification program will be made available to Oregon businesses to become among the first certified as e-mobility-friendly. This work will leverage DEQ’s Employee Commute Options program, Metro’s Regional Transit Options program and regional transportation management agencies. As employees slowly transition back to offices in 2021, we see a tremendous opportunity to introduce employees and employers to the benefits of electric transportation.

PNW Utility Engagement

As mentioned in the introduction, most utilities in Oregon have opted into the Clean Fuels Program and are receiving their own credits. Forth Mobility Fund will continue to provide an environment for Oregon utilities to learn about new topics in transportation electrification and share best practices among other utilities in the Pacific Northwest. We will host workshops and webinars in which utility representatives and staff can network with one another and learn from industry experts about the latest trends in transportation electrification. Forth Mobility Fund will also push consumer owned utilities to invest their Clean Fuels credits in transportation electrification projects and provide consulting support as needed.

Dealer Engagement

This includes work to engage and train dealers to sell EVs while also creating a marketing push to drive traffic to participating dealerships. Forth Mobility Fund will wrap up its EV-Drive Dealership Certification pilot which it has been conducting in Eugene in partnership with EWEB and EPUD. We will look at opportunities to continue engaging and educating dealerships about EVs and providing consumers the best EV-purchase experience through the Electrifyze platform which began development in 2020.

EV Ambassadors

EV owners and advocates are a great resource for driving consumer adoption because they bring enthusiasm and experience which reinforces the benefits of going electric. However, due to the inability to host in-person events, our plans for building out this program changed in 2020. In 2021 we plan to ramp down this program in favor of other programming options while maintaining contact with our robust volunteer network and inviting them to into other programs such as our webinar series.

Clean Rural Shared Electric Mobility (CRuSE) Project



This program will launch an electric carshare in the rural Oregon community of Hood River. In 2021, this program will launch to the public and Forth Mobility Fund will work to increase awareness and utilization of the carshare platform while making technology upgrades to increase accessibility for low-income residents, city employees, and tourists. It is mostly funded by the U.S. Department of Energy and is also supported by Pacific Power.

Fair Financing Pilot

This program aims to increase EV adaption among low-income rideshare drivers who often do not have the resources to overcome the initial financial barriers. Designed specifically to benefit drivers, the program provides education on how to successfully transition to an electric car coupled with fair financial access that many drivers can't secure otherwise. To do this, Forth Mobility Fund has created a loan loss reserve fund for this program that will be used to assist these drivers with interest rate and down payment reduction. This program is largely funded from other sources, to be lightly supported by Clean Fuels funding.

Virtual Consumer Engagement Programs

During the COVID pandemic, Forth Mobility Fund has pivoted to virtual community engagement through a series of webinars, articles and newsletters. Forth Mobility Fund holds several consumer-focused educational webinars every month on a variety of topics to consumers, businesses, community groups, workplaces, and the general public. We combine these webinars with articles written on the subject and published in the international blog Cleantecnica as well as newsletter to our 5,000-person consumer listserv. In 2021, Forth Mobility Fund will host at least one consumer-facing webinar each month and continue to grow its virtual presence throughout Oregon.

Mobile EV Showroom

In partnership with Pacific Power's Clean Fuels program, Forth Mobility Fund will build and display a mobile EV education center through communities across Oregon. The Mobile EV Showroom will be a portable Electric mobility education center that is sleek, compelling and modern. It will serve as an event attraction to help educate and motivate the general public on how and why to make the switch to electric transportation. The showroom will feature cutting edge electric vehicle technology like smart residential chargers as well as interactive displays like digital maps of charging stations and fast charging travel options. It will also contain information on rebates, vehicle types, e-tractors, e-bikes and electric motorcycles. The Mobile showroom will build on the success of Forth Mobility Fund's first in the nation EV showroom and bring education across the state. It will appear at COVID safe events like contactless Ride and Drives as well as be loaned to communities for extended periods.

Below is the estimated budget for these programs. The total expenses shown are lower than the revenue we received from the sale of these credits as some of this revenue was utilized as part of 2020 programming. A full report of our 2020 activities will be submitted in March 2021. Forth Mobility Fund has appreciated the opportunity to be the Backstop Aggregator for the Clean Fuels Program. We look forward to implementing this workplan in 2021 and will work with Oregon DEQ as we continue to watch the pandemic and its implications evolve in Oregon.



Estimated budget through December 31, 2021	
Program	Expense
Fair Financing Pilot	\$ 27,000
CRuSE	\$ 9,000
Mobile Showroom	\$ 4,500
Virtual Consumer Engagement	\$ 18,000
Self-Serve Ride and Drives	\$ 22,500
EV Ambassadors	\$ 4,500
NW Public Utility Engagement	\$ 49,500
Workplace Engagement	\$ 67,500
Dealer Engagement	\$ 32,500
Administration	\$ 25,000
Total Expenses (with Indirect Overhead)	\$ 260,000