

FORTH MOBILITY FUND BACKSTOP AGGREGATOR FOR THE OREGON CLEAN FUELS PROGRAM



2022 ANNUAL REPORT



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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 relatively large market actors, such as oil companies, biofuel producers or electric vehicle charging networks. 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 into 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. The Forth Mobility Fund is a nonprofit 501(c)(3) organization with a mission to electrify transportation by bringing people together to create solutions that reduce pollution and barriers to access. The Forth Mobility Fund is closely affiliated with a 501(c)(6) organization, Forth, that shares this mission, and we are in the process of transferring all assets and programs of Forth to the Forth Mobility Fund. We refer to the collective enterprise here as Forth.

Impact. This report summarizes Forth's work in 2022 as the Backstop Aggregator. As in previous years, this work was divided into the following three areas: 1) Statewide Consumer Engagement, 2) Utility Engagement and 3) Program Administration. As more utilities have opted into the program, the Backstop Aggregator's role has reduced significantly as the generated credits and resulting revenue have instead been allocated to utilities across Oregon. In 2022, Forth's revenue from these credits was roughly one-third of what it was in 2021 but we continually sought to maximize our impact. Over the course of 2022, Forth utilized its Clean Fuels review to support five programs that we projected to have the maximum impact for Oregonians, despite our more limited resources. We engaged with stakeholders from across the industry, from utilities, municipalities and employers to consumers both in-person and virtually.

Leverage. Forth is constantly seeking other opportunities and funds to advance transportation electrification and manages a variety of projects that leverage Clean Fuels funds including contracts with Oregon utilities, U.S. Department of Energy projects and partnerships with regional environmental groups. In 2022, Forth leveraged over \$383,000 in additional investment into raising awareness of electric vehicles for Oregonians, more than quadrupling the impact.

Introduction

Forth Mobility Fund, hereafter referred to as Forth, entered into a contract with the Oregon Department of Environmental Quality in August 2018. This report summarizes the activities carried out by Forth and any approved subcontractors in 2022. That work is based on a workplan based on the aggregation of credits generated in 2020 from the following utilities: Canby Utility Board, City of Bandon, City of Drain, City of Monmouth Power and Light, Columbia Basin Electric Cooperative, Columbia Power Cooperative, Columbia Rural Electric, Harney Electric Cooperative, Idaho Power, Surprise Valley Electric Cooperative, Umpqua Indian Utility Cooperative, and Wasco Electric Cooperative. The programs described in this report are included to provide a complete picture of the activities Forth has leveraged Clean Fuels Program revenue to carry out.

In the time that Forth has been the Backstop Aggregator for the Oregon Clean Fuels Program, most utilities have opted into the program, leaving fewer credits to the Backstop Aggregator. Forth works closely with DEQ when creating its workplan and throughout the year to ensure the revenue from these credits is spent in a way that best reflects the goals of the Clean Fuels Program. Similar to 2021, Forth's 2022 workplan featured a broad set of programs being served by the revenue generated as Backstop Aggregator. Given that Forth did not receive enough credits from any one utility to signal a clear need for focused work as dictated by our contract with DEQ, this categorization of programs and spending is not captured in this report. Instead, programs are classified as either Statewide Consumer Engagement or Utility Engagement. We still see an important role for utilities in transportation electrification efforts in Oregon and seek to support those efforts, pulling from additional funding sources to complement Forth's revenue as Backstop Aggregator.

Monetization of Credits

In early 2021, Forth received 660 credits as the Backstop Aggregator for credits that were generated during 2020. These credits were monetized through a subcontractor, CleanFuture. The total revenue generated was \$79,200.

Summary of Expenses

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, will be provided separately from this report. It includes “Clean Fuels Program” revenue listed as a separate revenue source.

Statewide Consumer Engagement

Since becoming Backstop Aggregator, Forth has embraced a targeted universalism approach in the design and implementation of its programs. Put simply, that means that we design our programs centering those who face the most barriers to access, and we believe that doing so helps everyone more effectively secure access to clean electric mobility. In addition to partnering with utilities and municipalities, we seek out partnerships with community-based organizations that know their communities' needs best. The nature of Forth's work and approach to collaboration allows us to be truly statewide in our reach. The programmatic report presented below represents the full spectrum of programs that Forth has implemented while leveraging Clean Fuels revenues as Backstop Aggregator.

Workplace Engagement

Research by the U.S. Department of Energy has found that people who can charge at work are six times more likely to drive an electric vehicle ([USDOE, 2016](#)). For people who cannot readily charge at home, workplace charging can also provide an excellent alternative. Our experience shows that some of the largest barriers to employers installing charging infrastructure are awareness and technical expertise. Building on the support from Oregon Clean Fuels Program in previous years, Forth has refined the Electric Vehicle Adoption Leadership (EVAL) certification



CHARGE@WORK
POWERING WORKPLACE CHARGING

program. It is designed to certify and recognize employers and building owners that are driving EV adoption. The EVAL certification program empowers employees at various levels of organizations to help make a case for EV charging and sustainable transportation solutions at workplaces. In 2022, with additional funding from the U.S. Department of Energy, Forth began work to develop EVAL into a national program. The proposed outcomes of LEEP are to increase the number of workplace chargers and employee EV programs

throughout the country through a combination of technical resources, an easily accessible online platform, public recognition, and delivery by trusted advisors.

In partnership with CALSTART, a national campaign is being developed promoting workplace charging called Charge@Work. The program will leverage an [online platform](#) that educates building managers and employers about the benefits of workplace charging. It will provide resources for installation and give workplaces a nationally recognized certification once EVSE is installed. Project planning, coordination and contracting began in 2022 and has laid the groundwork for successful launch and outreach efforts for 2023. Forth, with support from Westside Transportation Alliance, will lead outreach efforts in the Northwest, including Oregon, Washington, Idaho, Hawaii, Alaska, Wyoming and Montana.

In Oregon, the efforts of Charge@Work will directly benefit employers and businesses throughout the state. The “early adopter” employers have tended to be technology companies, healthcare businesses, and universities, but Forth will also focus on blue-collar and service employers. Forth will prioritize involving and partnering with Chambers of Commerce throughout the state to ensure program information and resources reach a wide variety of businesses and regions. Additionally, Forth will tailor messaging to this group to encourage the installation of charging for both their employees and the public as a greater social benefit and recognition in their community. Forth will also target high-recognition employers such as Nike, Columbia Sportswear, University of Oregon, and PGE.

As an increasing share of Oregonians and out-of-state visitors drive electric, they will be looking for charging throughout the trip. Therefore, Forth will also target communities with proximity to tourist destinations. This charging infrastructure can also provide benefits to surrounding communities. Forth will focus on reaching employers and businesses in communities within close proximity to popular travel destinations to encourage the installation of charging infrastructure for their employees and the public. Prioritizing charging at range-convenient locations in communities near attractions will provide a more impactful social benefit by increasing access to and for more community members, in addition to visitors. Forth will start by reaching out to tourist-serving businesses and local Destination Management Organizations (DMOs) to start the conversation and identify which businesses to target for engagement. In addition, Forth will contact Official State Welcome Centers throughout Oregon’s seven tourism regions, including Southern Oregon, Central Oregon, Eastern Oregon, Mt. Hood and the Columbia Gorge, the Oregon Coast, Portland Region and Willamette Valley.

While large government agencies may have access to information and resources to electrify their fleets, tribes and small governmental agencies can also benefit from charging infrastructure at their facilities and extend the social benefit to their communities by installing charging infrastructure on city-owned parking lots and spaces. Public serving government entities such as town halls, libraries, and city parks are more likely to host public customers and could benefit from installing charging stations. Forth will focus on reaching tribal governments, small towns, higher education institutions, libraries and other government buildings. Clean Fuels funding in 2022 has allowed for extensive research, outreach and planning to hit the ground running in 2023.

Accessible EV Financing

Building off of Forth's Fair Financing Pilot Program, which concluded in 2021 and focused on easing the transition of gig and transportation network company (TNC) drivers to electric vehicles, Forth partnered with local social service organization Metropolitan Family Service (MFS) to provide an educational component on their new 'electrified' Ways to Work program. This program is built upon the framework of their pre-existing Ways to Work program, which they have successfully managed for several years. MFS provides assistance in vehicle acquisition, credit repair and financial consulting to low-income borrowers. They partner with Point West Credit Union, which provides below-market-rate loans for people wishing to purchase an EV. They are flexible with income requirements from contract workers, many of whom are rideshare and delivery drivers, a high mileage population.

Forth's role in the electrified Ways to Work program is to provide educational assistance on electric vehicles, including e-bikes, which MFS incorporated into their program in 2022. With the continued high cost of electric cars representing a barrier for most low-income consumers, electric cargo bikes provide a viable alternative. In addition to individual educational assistance for a couple of MFS clients who were referred to MFS from Forth, Forth staff provided one online and one in-person EV 101 workshop for MFS staff and Americorps volunteers in 2022. Moving forward, Forth will continue to provide educational assistance as needed for MFS clients, with the goal of simultaneously training MFS staff and Americorps volunteers on how to hold EV/e-cargo bike educational workshops in the future. Our goal is to facilitate MFS in operating a self-sustaining program that addresses the needs of low-income rideshare and delivery drivers in their transition into electric vehicles and e-cargo bikes.

Agricultural Electrification

Forth, Sustainable Northwest, Bonneville Environmental Foundation, and Wy'East RC&D teamed up in 2020 to launch a new electric tractor pilot program with the goal of increasing awareness, knowledge, access, and adoption of electric farm equipment. The tractors being piloted include remote sensors that will allow the team to measure potential cost savings and collect data on tractor use-cases. Despite the great advancements in the electric passenger vehicle market, the electric agricultural sectors lag behind. This project aims to change that. In 2022, Forth, Sustainable Northwest, Bonneville Environmental Foundation, and Wy'East RC&D continued to push agricultural electrification forward. 2022 saw the four organizations work with four farming producers in Oregon. Some producers included BIPOC-owned farming operations and farming operations with various operational needs. Our farming partners included vineyards, small farming operations and sustainable farming operations. Forth and its partners procured three electric tractors to ensure they had enough tractors for program partners and to display at community outreach events. Through outreach efforts, Forth and its partners were able to reach over 60,000 community members at a variety of events that program partners hosted.

Additionally, in 2022, Forth, through the efforts of Oregon Senator Jeff Merkley, was appropriated \$1.5 million in Congressional dollars to expand the agricultural electrification program in Oregon. Forth and its partners have been recruiting farming operations to expand the Agricultural Electrification



Program and ensure that as many farmers in Oregon are exposed to electrified agricultural equipment. Additionally, this expanded funding has allowed for the purchase of an electric truck to accompany the program and for farmers to test out in their operations. Forth and its partners have also engaged other stakeholders such as OEMs, utility companies and government agencies to increase the visibility of the group's work and to gain support for the expansion of the Agricultural Electrification Program.

Mobile EV Showcase

With funding from Pacific Power’s Clean Fuels-funded grant program, Forth in partnership with The Environmental Center, Sustainable Northwest, and African American Alliance for Homeownership have recreated the experience of Forth’s brand-neutral Downtown Portland Electric Showcase as a mobile display that can be brought directly to communities throughout Pacific Power’s service territory in Oregon. The program seeks to reach at least 4,000 consumers across 8 events in rural Oregon communities. In 2022, Forth conducted six ride and drive events for a total of 510 engagements and 95 test drives:

- April 23, 2022: Earth Day – Bend
 - Engagements: 150
 - Test Drives: 20
- July 9, 2022: Parkrose Marketplace
 - Engagements: 20
- August 13, 2022: Homeowners’ Resource Fair
 - Engagements: 40
 - Test Drives: 15
- September 24, 2022: Green Homes Tour
 - Engagements: 150
 - Test Drives: 25
- October 1, 2022: Talent Harvest Festival
 - Engagements: 100
 - Test Drives: 15
- October 18, 2022: Sustainable Northwest Fall Symposium
 - Engagements: 50
 - Test Drives: 20



Clean Fuels revenue has lightly supported this program but increased Forth’s capacity to staff the events that occurred in 2022. Forth hopes to one day scale this program so we can engage nationwide and continue to knock down barriers to electrification for all communities.

Utility Engagement

Forth continues to believe in the powerful role utilities have to play in the overall adoption of electric vehicles. In 2022, Forth partnered with Bonneville Environmental Foundation and leveraged Clean Fuels funding to provide education and resources for public utilities in Oregon to learn about and advance transportation electrification in their service territories. These efforts primarily took the form of quarterly convenings on utilities to cover different EV projects and topics and reach over 25 utilities. These were as follows:

- April 4, 2022: DC Fast Charging
 - Description: This session focused on DC Fast Charging, discussion of a range of development perspectives regarding equipment availability, site considerations, ownership models and ROI, as well as US and state policies and more.
 - Recording [here](#)
 - Registrations: 55
- July 28, 2022: Program Design and Incentives
 - Description: This session focused on aspects of Effective Program Design & Incentives for utility EV programming.
 - Recording [here](#)
 - Registrations: 55
- October 6, 2022: State NEVI Plans
 - Description: Our October 2022 Utility EV Roundtable highlighted the recently approved state National EV Infrastructure (NEVI) plans with representatives from Montana, Idaho, Oregon and Washington.
 - Recording [here](#)
 - Registrations: 69
- February 12, 2023: EV Use Cases in the PNW (postponed)
 - Description: In this roundtable session, panelists discussed considerations for public and private fleets and for utilities regarding charging medium-duty and heavy-duty electric vehicles. Forth presented updates from the GoForth CarShare and its Agricultural Electrification Program.
 - Recording [here](#)
 - Registrations: 55