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FORTH PROJECT LIVING CASE STUDY

Making the Business Case for Smart, Shared, and Sustainable Mobility Services

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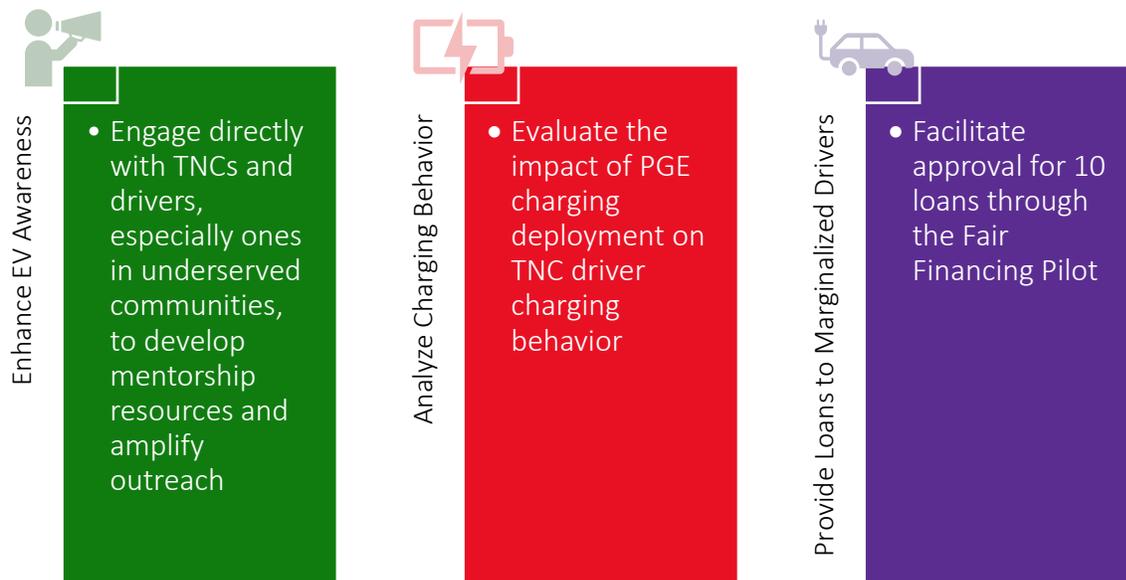
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ATLAS PUBLIC POLICY
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As a part of the EV Shared Mobility project, Forth will use their expertise in raising awareness to advance electric, smart, and shared mobility services and to encourage EV adoption among ride-hail drivers working for transportation network companies (TNCs) like Uber and Lyft. In addition to engaging with drivers directly through different outreach events and online campaigns, Forth is partnering with the electric utility Portland General Electric (PGE) to expand access to DC fast and level 2 charging for TNC drivers. Forth’s project revolves around three core goals of increasing adoption of EV vehicles by TNC drivers, gathering and sharing driver charging and vehicle data, and demonstrating the viability of “Uber Electric” in Portland. To accomplish these goals, Forth developed a project plan with four separate elements: deployment of EVs via collaboration with TNCs and local utility Portland General Electric, outreach and marketing campaign developed with communications agencies in the area, creation of an Fair Financing Pilot to address lack of purchasing options for individuals with low income or poor credit, and direct engagement with drivers to advance shared mobility in marginalized communities. While each of these elements would have their own unique focus, all would work toward the project goals. The graphic below highlights the core components of Forth’s program, strategy, and the partners that are associated with different elements.

PROJECT GOALS



PROJECT SUCCESSES

[Forth](#) has made considerable progress towards the core project goals. This document is meant to be a living case study and will be updated quarterly to reflect this progress. Some of these successes include:

- New partnership established with Lyft.
- Primary components of outreach campaign completed with others on schedule.
- PGE reporting on TNC charging use secured while leading [Electric Avenue](#) marketing; early data suggests TNC drivers account for approximately 50 percent of charging at these stations.
- Soft launch of the Fair Financing Pilot and Credit union and dealership partners secured.
- Relationships developed with existing EV TNC drivers to provide mentoring resources.

CHALLENGES AND PROJECT RESTRUCTURING

Forth has also had to grapple with several challenges that have led to program restructuring. Some of these challenges include:

- Quiet periods for both Uber and Lyft due to their initial public offerings in 2019 and operational restructuring.
- Limited data on current number of EV TNC drivers and education gaps for TNC drivers.
- Ongoing difficulties separating charging use of TNC drivers from the public.
- Delay of the Fair Financing Pilot due to borrower rejections and delay of the [“Charge Ahead” Rebate](#) program, a \$2,500 rebate on new or used EVs for low to moderate income individuals, expected to be available at point of purchase by late Summer 2020.

CURRENT STATUS AS OF Q1 OF 2020

Forth is in the design period for the third and final phase of their outreach campaign. For this phase, Forth will select a new communications partner to assist with the production of materials and execution of the campaign. Forth has collected and standardized the engagement metrics which will serve as the standard metrics across all project partners. Data collected from the campaign so far will influence the remaining outreach efforts and has informed the development and launch of the Driver Goals Campaign, an initiative that engages TNC drivers directly and highlights their unique stories and experience.

Forth continues to work directly with PGE to both market the Electric Avenue stations and gather data from the utility on TNC driver charging. This is facilitated by a partnership between PGE and Lyft that allows drivers unlimited charging during off-peak hours through a [membership program](#) which Lyft pays for. Forth will host events through the remainder of 2020 to continue collecting feedback from drivers to assess the effect of outreach efforts and the Electric Avenue project on EV uptake by TNC drivers.

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Forth has identified early roadblocks following the soft launch of the Fair Financing Pilot in November 2019 with financial partners rejecting some applicants. Forth is working to address these challenges and engaging additional financial partners including a regional bank which may be able to take on riskier borrowers. Forth is also working with partners at the Platt Auto Group to assess the possibility of fronting the cost of rebates as all stakeholders await approval for the statewide Charge Ahead rebate to be available up front rather than after a review process.

PROJECT OVERVIEW

As the only non-governmental city-lead in the EV Shared Mobility project, Forth, a non-profit focused on advancing electric, smart, and shared mobility, plays a unique role within the project. Forth is an expert in EV awareness and focuses on education in all aspects of their work. For this project, Forth will test whether providing education, marketing, and training to TNC staff, ride-hail drivers, rideshare passengers, and a wider consumer audience can increase adoption of electric vehicles within the ridesharing space.

STATE OF THE EV AND SHARED MOBILITY SPACE IN PORTLAND



Local Charging Stations

- 151 DC fast charging ports in the Portland metro area
- 64 ports per 1 million people
- Ranked 8th out of 50 leading metro areas
- 1,006 Level 2 ports
- Ranked 9th out of 50 leading metro areas



Statewide EV Deployment

- 15,531 state BEV sales through June 2019
- 3.86 BEVs per 1k people
- Ranked 4th out of 50 states
- 9,440 state PHEV sales through June 2019
- 2.35 PHEVs per 1k people
- Ranked 3rd out of 50 states

Sources: [Atlas EV Hub EV Indicators Dashboard](#), [Atlas EV Hub State EV Sales & Model Availability Dashboard](#)

Oregon policymakers are seeking to increase EV adoption throughout the state and Forth's work benefits from supportive local and state policies. In particular, the regional [Climate Action Plan](#) sets goals for a 40 percent reduction in carbon emissions by 2040 from 1990 baseline levels. The plan includes a goal to increase the average fuel economy of all passenger vehicles to 40 miles per gallon by 2030, a figure which

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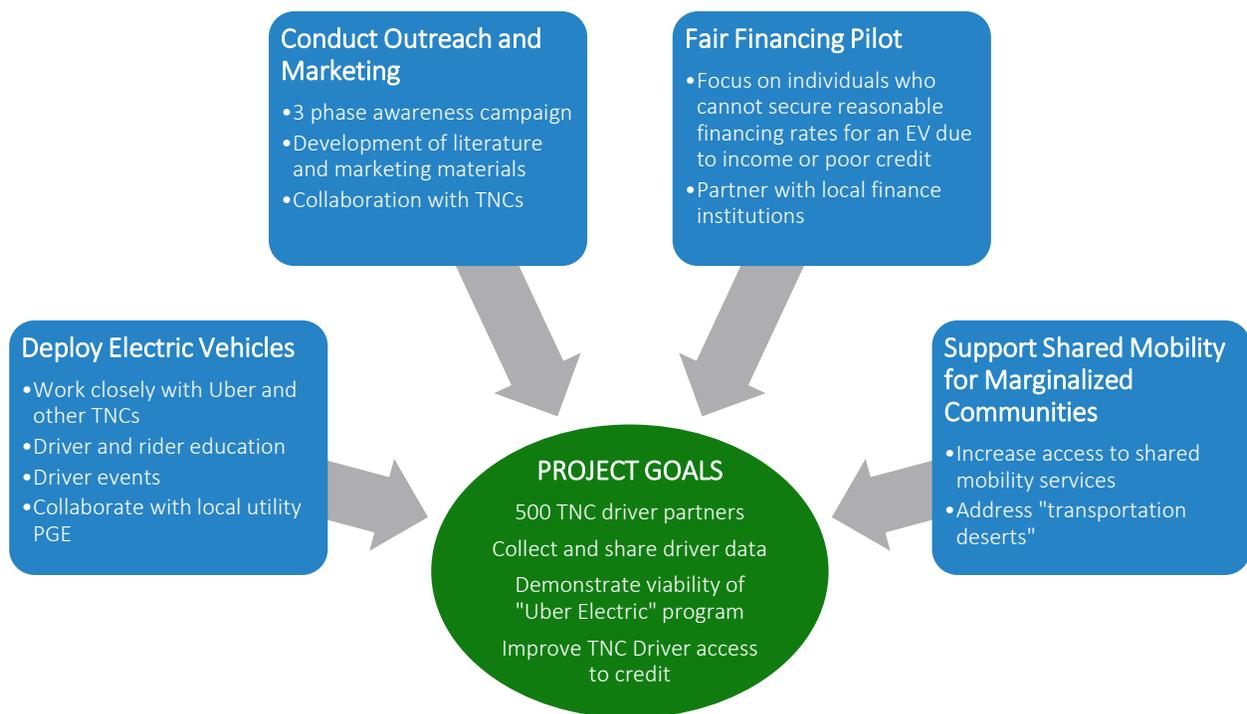
EVs easily surpass on a gasoline-equivalent basis. At the state level, Oregon is working to implement the [Charge Ahead Rebate](#), which will provide low-income to moderate-income drivers a \$2,500 cash rebate on top of the \$2,500 standard rebate currently available to all drivers as a part of the [Clean Vehicle Rebate Program](#). The standard rebate will be available through 2023 and the period of availability for the Charge Ahead Rebate has not been finalized. This program also applies to used vehicles and leased vehicles, increasing access to these programs for the segment of ride-hail drivers who are not in the market for a new EV.

Forth is leveraging these policies as well as used EV auto dealers in the Portland area to expand ride-hail electrification. Estimates from Uber indicate there were only 42 ride-hail EVs in the Portland area in at the end of 2018, a figure which represented less than 5 percent of Uber's active user base. Increased electrification of these high-mileage vehicles can reduce local emissions and accelerate progress toward goals outlined in the Climate Action Plan.

PROJECT STRUCTURE AND CORE GOALS

Forth's project goals are broken up in to two sections, initial and current goals and scope. This distinction helps to emphasize the dynamic nature of the project and adaptations undertaken by the organization in order to advance transportation electrification and raise EV awareness among TNC drivers in Portland.

INITIAL GOALS AND SCOPE



In the initial project proposal, Forth, then called Drive Oregon, proposed goals of recruiting 500 TNC driver partners, collecting and sharing driver data for the U.S. Department of Energy, demonstrating the viability of "Uber Electric", a pilot program later called the [EV Champions Initiative](#) focused on EV adoption created by Forth and Uber and initiated in Portland in April 2017, and improving TNC driver access to credit. To

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accomplish these project goals, Forth crafted a driver-first approach that would require active involvement of TNCs and the electric utility, PGE. This approach would involve four separate elements: deployment of EVs via collaboration with TNCs and PGE, outreach and marketing, creation of a Fair Financing Pilot, and direct engagement to advance shared mobility in marginalized communities. While each of these elements would have their own unique focus, all would work towards the project goals.

For the deployment of EVs, Forth's primary role would be to work alongside Uber on driver and rider education efforts. This work would include the scoping and implementation of an "Uber Electric" program, development of literature for Uber drivers, driver training sessions, and driver education to ensure that drivers understand how EVs work, how to select the best vehicle for their needs and budget, and how to engage with riders who are curious about the vehicles. The Portland iteration of the "Uber Electric" [program](#) was completed in June 2018 and although it was not continued, Uber was able to build on lessons learned and expand the program to seven other cities in the United States and Canada. Findings from Uber's program have already been adapted and implemented by Lyft in their electrification programs in the Portland area. Another key part of vehicle deployment would be Forth's partnership with PGE. Forth would work with PGE to ensure that TNC drivers are a target group for infrastructure investment and coordinate with Uber and PGE to cover the monthly \$25 fee for unlimited charging at the "Electric Avenue" bank of fast charging stations in downtown Portland for the first 250 members of the EV Champions Initiative. The success of these efforts would inform other major Uber markets nationwide.

Forth's outreach and marketing efforts would be focused around a three-phase awareness campaign:

Phase 1	Phase 2	Phase 3
<ul style="list-style-type: none">• Create a campaign concept "Driver Goals"• Create digital assets and print material for distribution at events• Launch social media campaign	<ul style="list-style-type: none">• Create driver-centric videos with "Driver Goals" theme• Host pop-up events at TNC hubs around the city• Expand engagement with the social media campaigns	<ul style="list-style-type: none">• Launch newsletter correspondence with TNC drivers• Solicit and synthesize information gathered at events• Work with TNC and utility partners to recruit drivers

All three phases of the campaign would inform and feedback on one another to maintain a dynamic learning process that Forth can share with other EV Shared Mobility stakeholders, especially the City of Seattle. Education and outreach would constitute the core of Forth's programmatic work and would build on past efforts to increase EV awareness in the region.

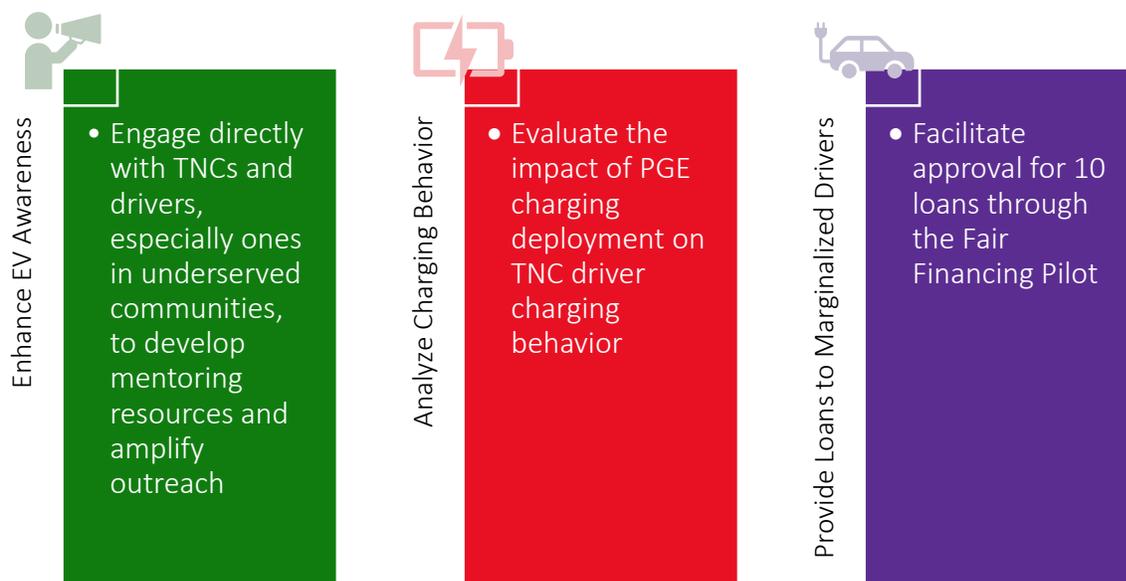
The final two elements of Forth's project, the Fair Financing Pilot and Support Shared Mobility for Marginalized Communities, would target similar audiences as the education and outreach campaign. The Fair Financing Pilot would address the lack of a purchasing option from TNC platforms and include development of a list of creative financing options for individuals looking to build credit. Participants in the

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financing pilot would be provided with education and coaching on how to successfully transition to driving an EV, lower financing rates than would otherwise be available, financial counseling and assistance with credit repair, and increased access to EV ownership. Support Shared Mobility for Marginalized Communities would be focused on increasing access to shared mobility services for marginalized communities. Forth would work with members of these communities to address “transportation deserts” where limited public transit and bike share access exist.

Forth outlined their goals in this way due to their unique role as the only non-governmental city-lead in this project. As an outreach-focused organization, they could leverage their existing direct lines of communication to communities and drivers. This would allow them to focus on developing nuanced resources and plans to engage these communities in a way that puts drivers first and utilizes the organization’s expertise on raising awareness.

CURRENT GOALS AND SCOPE



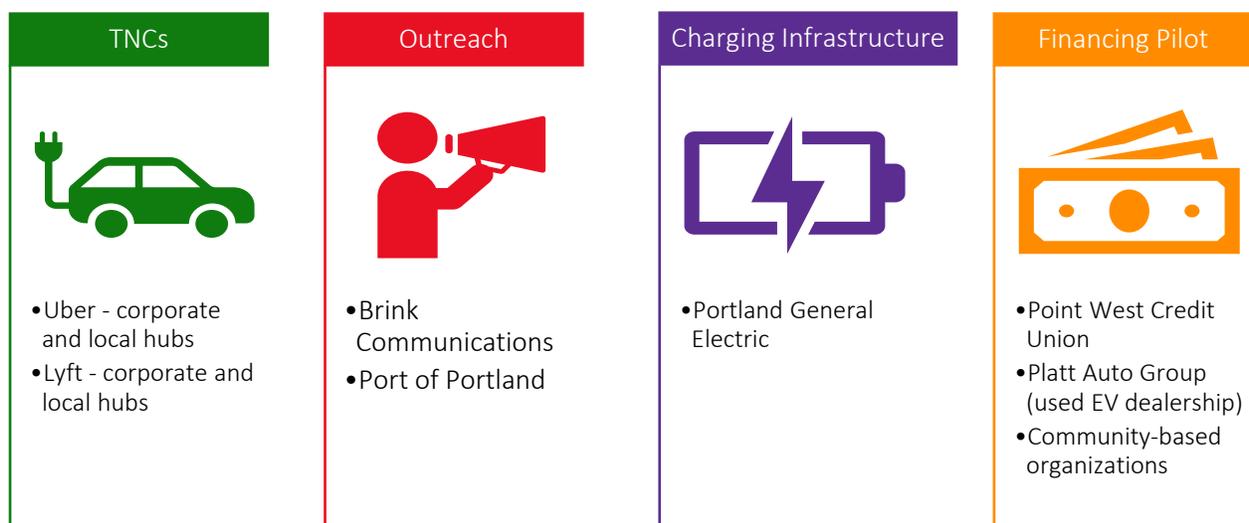
Nearly two years into the project, Forth has gained insights around how difficult it is to collect data from the TNCs and the City of Portland. There is more of an understanding around the baseline numbers and discoveries around the barriers to EV adoption. These challenges are detailed further in the “Challenges and Project Restructuring” section below. Forth has redefined its first goal to include relative number targets, as they will be easier to measure and confirm by TNCs. The other goals of the project remain largely the same.

While Uber has shifted focus from the EV Champions Initiative, which was piloted in Portland in 2018, Forth has worked towards increasing EV drivers in TNC services via their partnership with PGE. The Portland component of Uber’s EV Champions Initiative has been completed and Forth now plans to draw on lessons learned through that process to continue engagement with TNCs and to inform other programs. Forth aims to work directly with Lyft to broker partnerships between the TNC and PGE to encourage drivers to take advantage of unlimited off-peak charging through a membership-based program which Lyft pays for. This includes active involvement in the siting and implementation of fast charging “Electric Avenue” corridors that will be deployed by PGE and will be accessible to the public and could

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benefit ride-hail drivers. One of the first in the country, this charging membership program builds upon a pilot that Lyft launched in April of 2019 called “Green Mode” that enables customers to hail a ride in a hybrid or electric vehicle on the Lyft app. Forth is also leading the awareness and education efforts connecting drivers to these resources. Outreach and marketing efforts are continuing as originally scoped. Phase 1 and 2 of the awareness campaign as defined in *Initial Goals and Scope* are complete and Phase 3 is in the design process as of January 2020. Challenges following the soft launch of the Fair Financing Pilot are being addressed and Forth seeks to facilitate the approval of at least 10 loans by the end of 2020. They are also identifying community groups to engage to ensure underserved drivers benefit from these programs.

PARTNERSHIP BUILDING AND CONTRACTING



Strong partnerships are at the foundation of Forth’s work, especially for education and outreach activities. Forth has been engaged with TNCs directly throughout the course of the project and is building on earlier efforts with Uber to expand EV awareness in the Portland area. The organization targets ride-hail drivers directly and relies on partnerships with TNCs. Forth partnered with [Brink Communications](#) for Phases 1 and 2 to design and amplify outreach efforts centered around the message that EVs can save drivers money and lead to increased revenue. They will issue an RFP to identify a new communications partner for the Phase 3. Forth has also been able to engage Lyft as a collaborator to help spread the word and expand their reach within the TNC driver community.

Forth’s experience in the education and outreach side of transportation electrification has made for a natural partnership with PGE, who have robust [transportation electrification goals](#) themselves. Work with the electric utility extends far beyond Forth’s direct contributions to the EV Shared Mobility project and has helped to ensure that TNC electrification is a priority under utility programs as well.

Additionally, Forth has worked with the Port of Portland, which manages the airport, around the acceleration of fast-charging infrastructure. Forth has hosted pop-up outreach events at the TNC airport waiting lot and gained access to high-traffic EV areas and engaged rideshare drivers at the International Portland Auto Show through a collaboration with the Portland Metro New Car Dealers Association.

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Later phases of Forth’s work, including the Fair Financing Pilot, require new partnerships with local and regional institutions. So far, Forth has been able to secure a formal financing partner with the local Community Development Financial Institution (CDFI) Point West Credit Union. In addition, Forth is exploring a partnership with other regional financial institutions to expand the pool of resources available for the project. Forth is also engaging used car dealerships like Platt Auto Group to ensure that the target groups have vehicles to choose from and are encouraged to participate as they prepare for the Charge Ahead Rebate Program to be implemented at the point of purchase by late Summer of 2020.

DATA COLLECTION AND ANALYSIS STRATEGY

While Forth’s data strategy is still evolving, the organization has independently sought direct input from TNC drivers to inform their outreach efforts. Forth is working with both Uber and Lyft in Portland to assess the current state of TNC EVs in the city and to monitor driving behavior to contribute to general transportation electrification initiatives around the city. The EV Shared Mobility project has an agreement with Uber, and received 2018 data, and Lyft will be providing data on EVs in Portland.

Forth is also working closely with PGE to collect and analyze charging station use data to determine the impacts of fast charging access on ride-hail driver behavior. Separating TNC driver charging from the general public use presents a data collection challenge for Forth. They have begun to address this by coordinating with PGE and pursuing an agreement to share the TNC driver charging data the utility receives from its Electric Avenue charging stations.

Forth engages directly with other local entities on an as-needed basis and plans to convene stakeholder groups to fill in any data gaps and address challenges. Some of these other challenges surround the difficulty of gathering contact information and engaging directly with drivers to ensure they have access to the information and resources they need to make the switch to electric. Forth has also faced difficulty gathering relevant data from the City of Portland and TNCs on the current number of EVs in the citywide TNC fleet. While these challenges are navigated, Forth will focus on data it can acquire, and engagement-based metrics to evaluate program success, including online video views, social media impressions and clicks, drivers engaged (in-person), additional points of contact for drivers engaged, number of test drives, and print materials distributed. These metrics will be used to track progress through the remainder of the awareness campaign.

PROJECT TIMELINE

Forth has experienced early successes and challenges as their intervention in Portland for the EV Shared Mobility project has been implemented. This has revealed lessons that the organization can share to inform efforts in other cities. The figure below outlines the timeline for key project milestones so far.

March 2017

Proposal Submitted

- Forth, along with the City of Seattle, City and County of Denver, City of New York, and 16 other participants submitted the proposal for "Making the Case for Smart, Shared, and Sustainable Mobility Services"

September 2017

Grant Award Issued

- After reviewing the proposal, the U.S. Department of Energy awards the grant to the primary recipient the City of Seattle and work begins

May 2018

First Contract Signed

- Forth signs official contract with project lead City of Seattle

June 2018

EV Champions Initiative Launched

- Uber's EV Champions Initiative which was developed in collaboration with Forth is launched

September 2018

First Project Restructuring Submitted

- To address project delays due to contracting, an amendment was submitted to U.S. Department of Energy revising the scope for Forth and updating budgets

January 2019

Uber's Engagement Decreased

- The loss of the primary local contact at Uber who was championing the EV, the company's shift to regional and national focus. Uber has pointed to research findings around hybrid vehicles being more effective for full-time drivers than electric led to a suspension of the local EV Champions Initiative

April 2019

Phase 1 Outreach Completed

- More than 240,000 social media impressions in ride-hail drivers
- 1,633 clicks
- Engaged more than 200 drivers at outreach events

June 2019

Second Project Restructuring Submitted

- To address project delays and the decreased involvement or complete withdrawal of several project partners, a restructuring proposal was submitted to U.S. Department of Energy. Outside of changes in budget and the addition of a new partner in the Portland Metro New Car Dealers Association, Forth's scope is largely unchanged

August 2019

Phase 2 Outreach Completed

- Phase 2 included the launch of the Driver Goals Campaign and more events to increase direct driver engagement
- Metrics from this phase are under review

November 2019

Project Restructuring Approved and Soft Launch of Fair Financing Pilot

- Following the November approval of the project restructuring, Forth secured the necessary partnerships to soft-launch their Fair Financing Pilot
- Interest generated from initial candidates and more financial partnerships explored

PROJECT SUCCESSES



TNCs

- New partnership established with Lyft
- Launch of EV Champions initiative



Outreach

- Phase 1 and 2 completed, Phase 3 in design process
- Relationships established with EV TNC drivers to build mentoring program



Charging Infrastructure

- Securing data from PGE on TNC charging behavior
- Leading efforts to market Electric Avenue stations



Fair Financing Pilot

- Soft launch of the Fair Financing Pilot
- Credit union and dealership partners secured

The ability to forge new relationships with partners has been a core success of Forth’s work so far and played a key role in each aspect of the project. Through involvement with PGE, Forth has helped to influence charging infrastructure plans and ensure that these programs benefit a wide range of EV users and encourage EV adoption among ride-hail drivers and underrepresented groups. This partnership is facilitated by PGE’s designation of ride-hail drivers as key customers in their [transportation electrification programs](#). Early data suggests TNC drivers account for 50 percent of charging at the Electric Avenue stations.

The partnership with Uber led to the successful pilot of the EV Champions Initiative and will continue to play a role in ongoing outreach and data collection efforts. Securing commitments from the Port of Portland, Portland Airport, and Portland Metro New Auto Dealers Association have helped amplify and expand Forth’s outreach efforts.

In July 2019, Forth successfully completed Phase 1 of their outreach and awareness campaign. Between August 2018 and January 2019, Forth and partners at Brink Communications designed and produced a number of engagement resources including a short animated video, social media messaging, flyers, and a web page to be circulated throughout phase one. This partnership development has led to some measurable outcomes so far, including:

- The generation of more than 240,000 impressions and 1,633 clicks.
- The hosting of the first ever pop-up event in the TNC waiting lot at the Portland airport and engagement of more than 100 TNC drivers.

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Early success will inform the next phases of outreach, allowing Forth to amplify success and reach a wider audience. Phase 2 of the outreach effort has also been completed and the Driver Goals campaign has been launched. Metrics for Phase 2 are still being collected; this is discussed further in the *Current Status as of Q1 of 2020* section. As a part of outreach efforts to engage TNC drivers directly, Forth has established strong relationships with several EV TNC drivers that could provide mentorship services to encourage other drivers to switch to EVs. Forth is also creating a list of community organizations to engage with TNC drivers in underserved communities.

In November 2019, Forth successfully soft launched the Fair Financing Pilot after securing partnerships from the Point West Credit Union and Platt Auto Dealers. While Forth has successfully identified initial candidates who have started the application process, several early challenges have emerged that are discussed further in the *Challenges and Project Restructuring* section below. Forth continues to work to classify barriers and develop a strategy to increase the success of applications.

CHALLENGES AND PROJECT RESTRUCTURING



TNCs

- Uber and Lyft initial public offerings led to quiet periods as both TNCs are undergoing significant shifts in their organizational structures



Outreach

- Limited data on current number of EV TNC drivers
- TNC drivers have limited access to useful information



Charging Infrastructure

- Ongoing difficulties separating TNC driver charging from public usage



Fair Financing Pilot

- Delay of the "Charge Ahead" Rebate availability at point of purchase
- Some borrowers have been deemed too risky for financing

Following early involvement in the EV Shared Mobility project, Uber's engagement has diminished as the project has progressed. Key reasons for this decline in engagement include:

- The loss of key contacts at Uber that were focused on electrification efforts specific to the Portland area. In response, Forth has been building new regional contacts and works with the Sustainability and Policy team.
- Uber's electrification efforts have become regionally and nationally focused, rather than locally focused.

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In response to these challenges, Forth has sought out new contacts to advance project goals. This includes securing a new communications partner to carry out the final phase of the campaign. The organization has successfully established a new contact based in Seattle that is also connected with the City of Seattle, presenting an opportunity for shared progress on TNC electrification between the two cities.

As mentioned above, data gathering has presented significant challenges for Forth. TNCs have been slow to share information on the number of EVs in their fleets and data on electric rides or vehicle miles traveled is even more difficult to assess. These challenges and similar difficulties faced when coordinating with the Port of Portland have led Forth to focus on data gathering through their partnership with PGE and highlight metrics related to their awareness campaign to evaluate the success of the project in its current phase.

Forth has also identified challenges since launching the Fair Financing Pilot in November 2019. Several of the early applicants through the program have been denied by the financial partners. Forth has identified some of the key roadblocks facing potential borrowers and is working with existing and potential financial partners to increase the chances of success.

LESSONS LEARNED

Forth has already begun to articulate early learnings from their outreach work and other elements of the project. When reflecting on their progress and challenges faced so far, the Forth team has found:

- Diverting more resources to the marketing side of their campaign can expand the audience for existing promotional materials.
- Cultivating direct relationships and meeting with TNC drivers in-person is critical to gathering stories and experiential accounts that can influence EV adoption.
- State level rebates, especially ones like the Charge Ahead Program that target low-income individuals, are one of the primary incentives encouraging EV adoption by TNC drivers.
- Directing engagement through TNC channels limits Forth's control and can be time consuming and resource intensive. Establishing multiple relationships is key to ensure promotional goals are met.
- Despite high interest in EVs expressed by ride-hail drivers, many remain misinformed on features like purchase price and are unsure of where to access further information.
- More regular stakeholder meetings with both internal partners to the EV Shared Mobility project and Portland city officials could improve the overall project management and help speed up restructuring efforts at the city level.
- Legislation allowing electric utilities to offer bulk commercial memberships are important for encouraging adoption of EVs by TNC drivers.

Forth continues to learn and adjust its strategy following the completion of Phase 1 and Phase 2 of the outreach work. Challenges with the Fair Financing Pilot, TNC engagement, and data sharing have led the organization to forge new relationships and contacts that will be valuable for the successful implementation of the next phases of work.

CURRENT STATUS AS OF Q1 OF 2020

Current project goals and metrics are still being finalized for Forth. Progress updates for the first quarter of 2020 include:

- Phase 1 and 2 outreach completed and design initiated for Phase 3.
- Forth continuing to plan outreach events with PGE and others.
- Completion of the needs assessment survey and a one-pager for rideshare drivers with information about the benefits of going electric.
- Lyft Green Mode launched in Portland in partnership with Forth. Membership agreement between Lyft and PGE finalized to offer free off-peak fast charging to TNC drivers.
- Forth working with PGE on marketing for Electric Avenue stations to target TNC drivers.
- Several experienced EV TNC drivers identified to provide upcoming mentoring resources.
- Initial borrowers for the Fair Financing Pilot began applications. The partnership with Point West Credit Union has been secured and initial conversations held with regional banks. Eligibility requirements and outreach materials for marginalized communities are in development to encourage participation in the pilot.

The core priority in the current phase of work revolves around expanding engagement with resources included in Forth's [Rideshare Electrification Program](#), an online platform providing information and resources for TNC drivers. These span digital and print media marketing campaigns, pop-up events, focus groups and ride & drives to both raise awareness and develop long-term engagement with the rideshare driver community. Forth has gathered engagement data from the first phase of the campaign and will use it to inform future work, as described in *Next Steps*. Driver testimonials remain a valuable resource for Forth and the organization continues to explore how these drivers can serve as mentors for others and this information could eventually be used to inform the project data dashboards that will outline project progress.

Phase 2 of the awareness campaign concluded in late summer of 2019 and Forth has identified four potential project partners for Phase 3. This work included direct coordination with TNCs where Forth ran a "Call for Stories" with emails through their own website. This was supplemented with three new rideshare driver videos (60 seconds in length) featuring actual rideshare drivers sharing their "Driver Goals."

Forth soft-launched the Fair Financing Pilot in November 2019 and has initiated conversations with regional banks in order to expand the amount of credit available to potential borrowers. They have also made progress on establishing an agreement with the Platt Auto Group to front the value of the Charge Ahead Rebate as the state continues to finalize timing of when the rebate will be delivered to applicants.

Forth is also exploring ways to increase cooperation with TNCs and plans to leverage these partnerships to reduce data gaps and increase access to information. Forth continues to work with PGE to establish assumptions to determine TNC driver charging station usage as the Electric Avenue stations will be accessible to the public. Next steps for this effort include engaging with PGE and their charging service network provider to improve information sharing and gather early charging use data.

NEXT STEPS

Strengthening what is already working and solidifying goals will be a main focus for Forth moving forward. Key focus areas for the next phase of work include:

- Execution of Phase 3 of the outreach campaign and the selection of a new communications partner.
- Continuation of talks with additional financial partners for the Fair Financing Pilot.
- Evaluate data from PGE on TNC driver charging use.

The next steps for Forth's project center around early progress and challenges with the roll-out of the Fair Financing Pilot. Forth has a goal of facilitating loans for 10 TNC drivers by the end of 2020. Forth is working to secure the first successful applications to share with TNCs and other stakeholders who could provide further program support. The Platt Auto Group is working directly with Forth to develop a solution to provide EV rebates in the interim as drivers wait for rebates through the Charge Ahead Program to be made available at the point of purchase.

Along with their efforts to increase access to financing, Forth is looking to expand their audience and will move into Phase 3 of their awareness campaign. In addition to finding a new communications partner, they will rework the social media campaign to align with revised project requirements and enhance efforts that have delivered success so far. They will integrate findings from Phase 1 and 2 to make sure that their marketing strategy is reaching TNC drivers in an effective way and addressing their needs and concerns around EV adoption and charging. Lessons learned already and through the remainder of the campaign will inform a document highlighting outreach best practices.

Forth will work alongside Uber and Lyft to get the word out to drivers about the financing pilot and work to recruit drivers for the program. Efforts to add Ride & Drive events with PGE and Lyft, produce video testimonials from drivers who have driven electric, and recruit existing EV TNC drivers to act as mentors for others. Forth will seek to formalize their work with experienced EV TNC drivers via a mentoring program which they aim to officially begin in the first quarter of 2020.

Awareness efforts will expand to include direct engagement of community organizations, particularly to promote transportation efforts through the Fair Financing Pilot and separate efforts being conducted by PGE. Forth has had initial conversations with the Immigrant and Refugee Community Organization (IRCO) to connect underserved communities with project resources and information on EVs and will expand that work to include other organizations throughout the remainder of the project.

Forth will continue to work with all stakeholders on data collection and assessment. EV deployment figures are subject to change as drivers enter and leave the TNC platforms and the number of EVs in the Portland fleet remains unclear. Forth is working with PGE to assess the possibility of obtaining more granular data on TNC driver charging use. The National Renewable Energy Laboratory (NREL) is also in the process of establishing a data sharing agreement with Atlas Public Policy in order to participate more actively in the EV Shared Mobility Project. Forth will work directly with NREL to recruit drivers for a data gathering program that will shed light on EV driving patterns for ride-share drivers. Opportunities to work with charging service providers such as EVgo to gather information on the optimal mix of charging and vehicles to assess the region's gaps and challenges remain in place.

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