Transportation Equity Strategies

Kelly Yearick, Program Manager
10.25.2019
Forth Is Changing the Way We Get Around

We Are Active in Four Main Areas

• Industry Development - We bring together businesses, utilities and communities to support growth, create living-wage jobs and strengthen our economy.

• Policy Advocacy - We advocate for smart laws and policies that strengthen emerging mobility solutions and ensure cutting-edge technologies benefit us all.

• Demonstration Projects - We bring partners together to demonstrate new technologies in real-world projects that help improve our lives and expand mobility options.

• Consumer Engagement - We organize events and test drives to showcase the latest technologies and bring the fun, efficiency and money-saving benefits of electric and smart mobility to the public.
Understanding the Barriers + Opportunities

Barriers
• New mobility technologies typically arrive in affluent communities first
• Access to transportation is often reliant on access to other technologies
• Outreach language/communication style
• Lower infrastructure investment made in certain communities (sidewalks, safety, charging stations)
• Upfront cost of EVs without financing options

Opportunities
• Access to transportation → access to social mobility
• Transportation typically accounts for 25% or more of low income household spending → EVs can save money
• Environmental benefits are even greater in some places, incl. for medium and heavy-duty
• Community-based organizations understand the needs of their communities best and are often open to outside support
Strategies to Foster Equity

- Show up, listen, be flexible
- Support community based needs assessments
- Co-lead demonstration projects
- Ensure culturally appropriate outreach (language, technology, affordability)
- Develop policies that center equity, e.g. higher rebates
Local Approaches

- OPAL & PSU Transportation Needs Assessment

- Forth’s Demonstration Projects
  - Community Electric Vehicle and Bicycle Projects
  - Shared Mobility Financing Pilot

- Portland General Electric’s Drive Change Fund

- Pacific Power: Grant Matching
Purpose: Demonstrate potential for a successful EV car share in rural Oregon.

Place 5 Honda Clarity EVs around Hood River for use by affordable housing residents, City officials, Hood River Community and tourists

3 year pilot project will test effectiveness of variable pricing structures, alternative payment methods, and bilingual technology platforms

Closed-loop car share model with dedicated charging stations
Thank you!

Kelly Yearick
kellyy@forthmobility.org
www.forthmobility.org