

Electrification for All

- Moderator:
 - **Jeff Allen**, Executive Director, Forth
- Speakers:
 - **Bryan Hannegan**, President and CEO, Holy Cross Energy
 - **Joel Espino**, Environmental Equity Legal Counsel, Greenlining Institute



Electrification for All

Jeff Allen, Executive Director, Forth

#WeTheStates

Welcome!

Electrification for All





WHO WE ARE:

Forth is a nonprofit 501c6 trade association and advocate for electric, shared, and smart mobility with a closely affiliated 501c3 charity

Based in Portland, we have over 160 members, including most car companies and charging companies, many utilities, consulting firms, and new mobility companies. Roughly 20 staff, \$3.2M budget.

Active in 4 main areas:

1. Industry growth and development
2. Policy advocacy
3. Demonstration and pilot projects
4. Direct consumer engagement

Industry Development

Portland to host world's largest electric vehicle conference

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An electric bus from BYD at the EV Roadmap conference at the Oregon Convention Center this week.
DEPT. HANKY / PORTLAND BUSINESS JOURNAL

TRENDING

MANUFACTURING

Longtime community advocate donates \$13M for Beaverton arts center

TECHNOLOGY

Navex Global changes PE hands in deal north of \$1.2B

HOME OF THE DAY

Executive Home with Lake Easement
SPONSORED LISTING

- Monthly networking events and webinars
- Connect companies & resources
- Roadmap June 2019
www.roadmapforth.org
- EVS 2020 in Portland
<http://www.evs33portland.org/>

Policy Advocacy

- SB 1547 (OR), directed utilities to accelerate transportation electrification
- HB 2017 (OR) secured EV rebate & Charge Ahead rebate (up to \$5,000 total)
- Currently working WA legislation to re-create incentives and fund equity pilots
- Advisor to NGA, NASEO, etc.



Demonstration Projects

- Community EV Project
- Community E-bike Project
- Electrifying rideshare drivers
- Increasing community of color access to ridesharing
- Community needs assessments





HACIENDA CDC

PORTLAND, OR

April 2019 | Forth

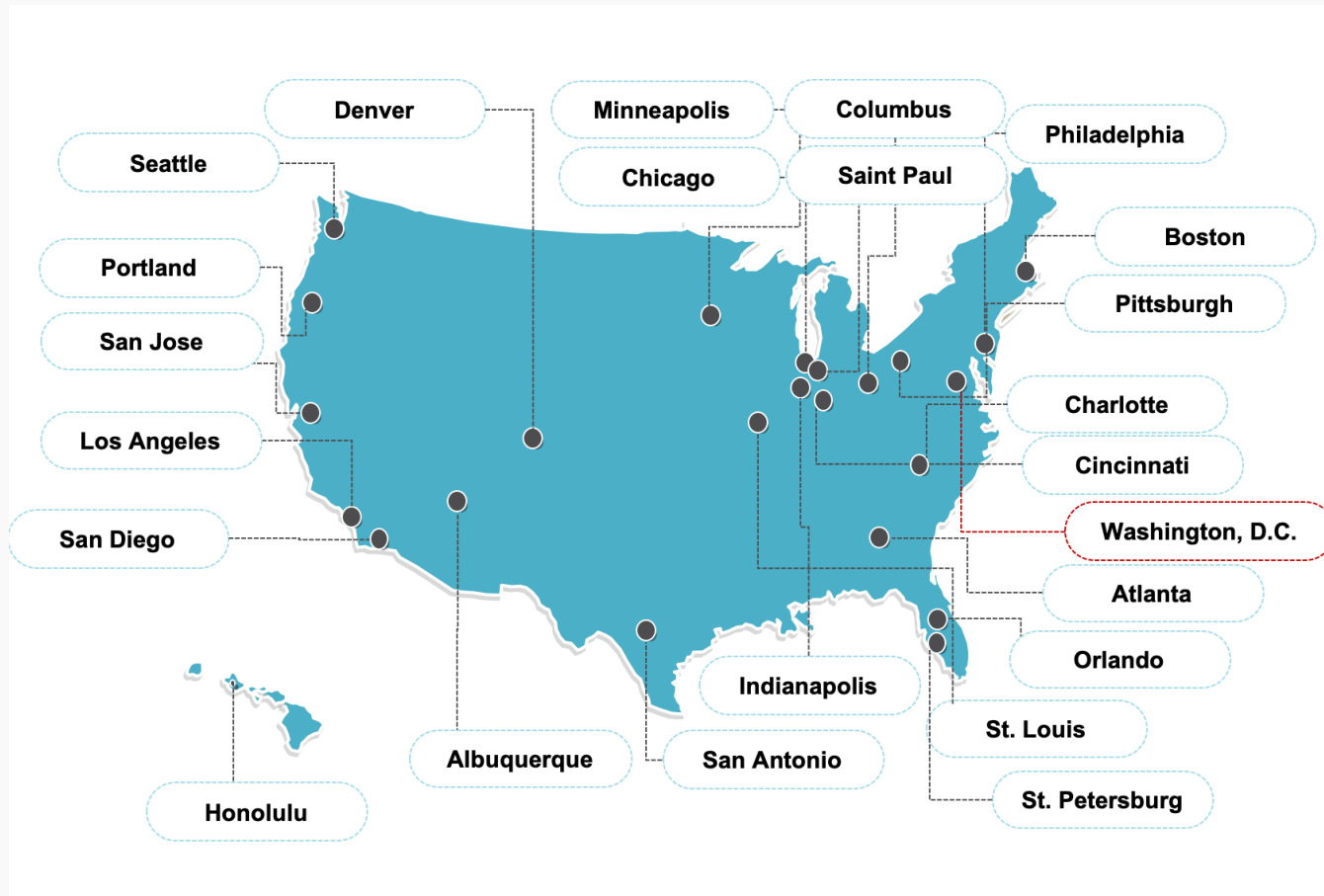


PORTLAND, OR

COMMUNITY E-BIKE PROJECT

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Demonstration Projects: Bloomberg American Climate Cities Challenge



Consumer Engagement

- NW Electric Showcase
- 20+ ride & drive events/year
- “EV 101” materials in 8 languages
- Helped Electrify America increase low income participation in California ride & drives
- Technical assistance for electric utilities
- Workplace charging



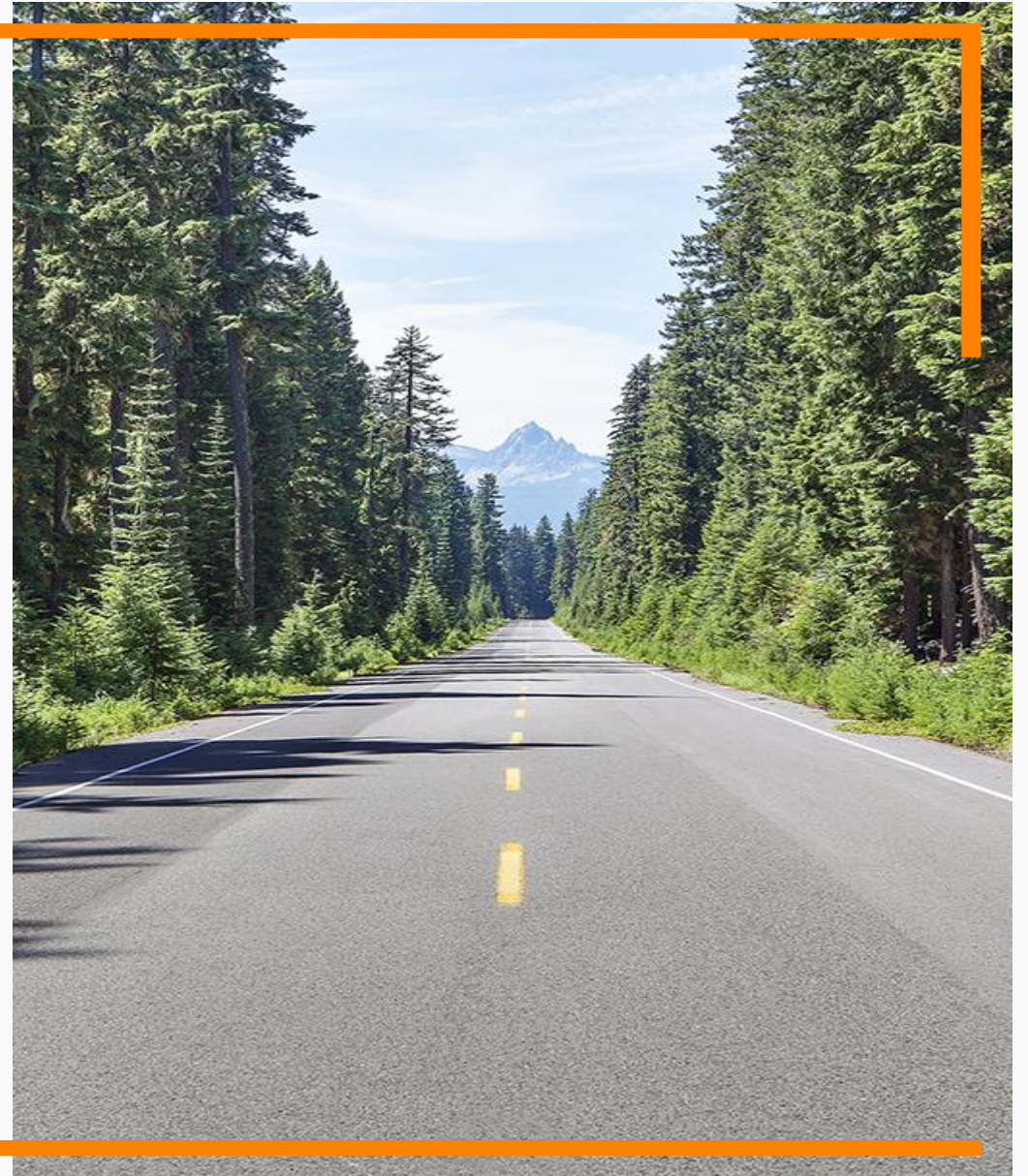
Consumer Engagement



Discussion!

Jeff Allen, Executive Director
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@forthmobility





Electrification for All

Bryan Hannegan, President and CEO, Holy Cross Energy

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Joel Espino, Environmental Equity Legal Counsel,
Greenlining Institute

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A young girl with dark hair in pigtails is sitting at a wooden table. On the table are various art supplies, including a box of markers and some papers. One of the papers has a drawing of a green car and the text '#ChargeAhead'. The girl is looking towards the camera with a slight smile.

EQUITY IN ELECTRIC MOBILITY

Joel Espino, Environmental Equity Legal Counsel



@joelespino_24



Building a nation where
communities of color
thrive and race is never a
barrier to opportunity



refuse (a loan or insurance) to someone because they live in an area deemed to be a poor financial risk.

NS FORM-8

8-28-37

AREA DESCRIPTION

1. NAME OF CITY OAKLAND, CALIFORNIA SECURITY GRADE RED AREA NO. D-18
2. DESCRIPTION OF TERRAIN. Level
3. FAVORABLE INFLUENCES. Convenience to schools, local shopping districts, local and San Francisco transportation; proximity to industry increases demand for class of residences in this area.
4. DETRIMENTAL INFLUENCES. Infiltration of Negroes and Orientals (see below). Many cheap type cottages and old homes detract from otherwise generally fair appearance of area. Distance from Metropolitan center

San Francisco Chronicle

Blacks, Latinos live with state's dirtiest air

FAMILY WEALTH BY RACE



WHITE



ASIAN



LATINO



BLACK



Equality



Equity

THANK YOU

Joel Espino
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