

Transportation Electrification in Rural Communities

Kelly Yearick
Senior Program Manager
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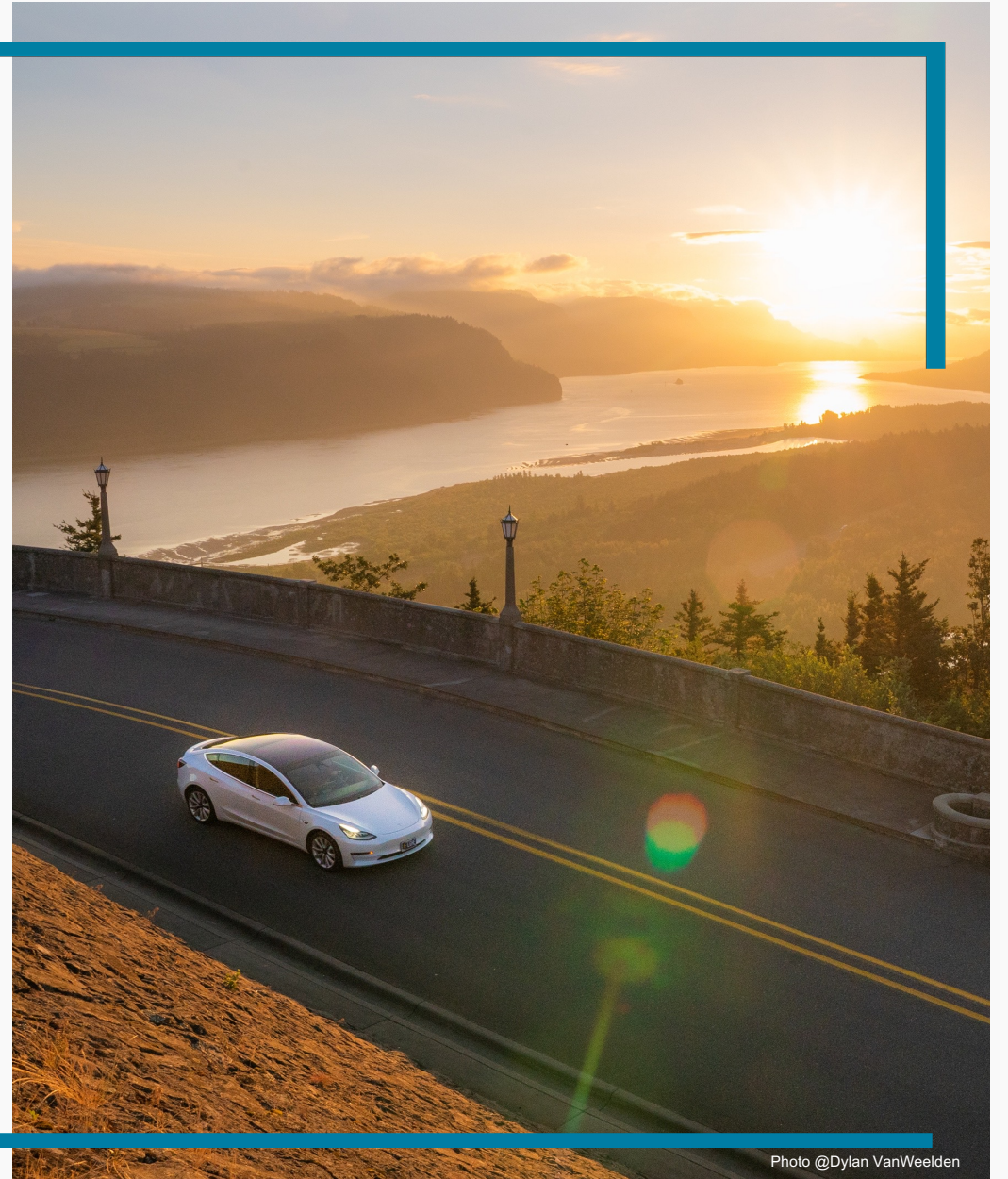


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Forth Is Changing the Way We Get Around

We are active in Four Main Areas

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

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

Demonstrating Smart Transportation - We bring partners together to demonstrate new technologies in real-world projects that help improve our lives and expand mobility options.

Accelerating Market Adoption - We organize events and test drives to showcase the latest technologies and bring the fun, efficiency and money-saving benefits of electric and smart transportation to the public.

Rural Electrification: Opportunities

- Roughly 20% of U.S. population lives in rural areas
- Travel distances are longer (38% longer work commutes, 59% for low-income*)
- Vehicles are **older, larger, less efficient**
 - Savings on fuel and maintenance from EVs are compounded
 - One study found rural drivers can save between \$1,900 and \$2,800 a year*
 - Emissions reductions abound
- More likely to live in **single family homes** lending to improved charging opportunities

*Sources: Bureaus of Labor Statistics, Union of Concerned Scientists

Rural Electrification: Challenges

- Less awareness of electric vehicles
- Reduced access to and exposure to public transportation and mobility services
- Lower average household income, with greater percentage of income spent on transportation
- Aging population requires more outreach but stands to benefit from shared mobility and public transportation
- Technology barriers can be more prevalent
- Vehicle availability and OEM models more limited

Rural Pilot Project Highlights



Rural Electric Carsharing
(CRuSE Project)

Electric Tractor Pilot



Mobile Showroom -
Outreach and Education



Questions?

Kelly Yearick
kellyy@forthmobility.org

