Roadmap 2021 Call for Proposals
Case Studies, Speakers, & Breakout Sessions

June 29-30, 2021 | Oregon Convention Center – Portland, OR
Proposal Submission Deadline: November 20, 2020

Event Summary

Forth’s Roadmap Conference is the leading electric and smart mobility conference in the United States with a growing international footprint. Returning to an in-person event in 2021, Roadmap includes over 100 national and international speakers, dozens of exhibits, regional smart mobility tours, and high-energy interactive breakout sessions. With nearly 1,100 in-person participants in 2019 and over 2,000 virtual attendees in 2020, Roadmap continues to be the premier forum to explore emerging industry trends and best practices with a diverse mix of industry, utility, and government leaders. Take a look at the full 2019 Program and our 2020 webinar series – and make plans to join us in 2021!

As an impact-based organization, Forth holds racial equity as a pillar of our values. We strive to give visibility and airtime to speakers whose voices have been historically ignored, and who are more reflective of historically underserved communities. This includes ensuring gender and racial diversity in all programming.

The Roadmap Conference is scheduled to return to an in-person event in 2021. Forth will be closely monitoring the COVID-19 situation and will make any conference format changes as needed to ensure the safety and well-being of our attendees.

Areas of Interest

The Roadmap Conference will be shaped around the theme of Adapt. Accelerate. Advance Smart Transportation. We are particularly interested in leading developments, case studies, best practices and emerging questions that will shape the future of electric, shared, connected and autonomous mobility, especially during the COVID-19 global pandemic and Black Lives Matter movement. The following list is just meant as a starting point – we welcome your creative ideas!
Accelerating the Market for Smart Mobility

- What are the new barriers to expanding the market for electric and “smart” mobility, and how can they be overcome?
- How do we make the inclusion of historically underserved communities more central in the smart mobility industry to ensure they receive the benefits of clean transportation?
- How have outreach and education strategies changed since the outbreak of COVID-19 and what strategies have been the most effective to help drive market growth?
- How can automobile dealers be more effectively engaged in a period of increased social distancing and economic downturn?
- How can fleet electrification be most effectively accelerated?
- How can automakers, dealers, government agencies, utilities, and NGOs work together more effectively to expand these markets?
- What is it going to take to fast track EV deployment in the U.S., which lags behind many leading countries in EV adoption rates?

Electric Vehicle Charging & Infrastructure

- What new challenges and opportunities are being created as fast chargers increasingly move from 50 kW to 150 kW, 300 kW, and beyond?
- How are charging standards and protocols evolving?
- What are the prospects for wireless charging?
- How is hydrogen fueling infrastructure evolving and expanding?
- How can workplace charging be made a more commonplace employee benefit?
- What are the opportunities for charging options in multi-unit dwellings?

Smart Charging and the Smart Grid

- How are electric vehicles and the “smart grid” converging, and what impacts will this have on both?
- What are the most effective strategies to enlist consumers in smart charging efforts?
- How effective and important are time of use rates, relative to other tools?
- What business models will effectively move smart charging from pilot projects to widespread adoption?

Equitable Transportation Electrification

- What programs, policies and projects have been the most effective in providing smart transportation options to historically underserved communities and what can we learn from them?
- What considerations need to be taken into account to ensure the benefits of smart transportation reach historically underserved communities?
- How can advancements in smart transportation support the disruption of institutional racism in the United States?

Utility Programs

- What is the appropriate role for utilities in promoting electricity as a transportation fuel?
- How are utilities successfully supporting their customers in the transition to electric transportation, particularly those from historically underserved communities?
- What programs are most effective for smaller and more rural utilities?
- How valuable are electric vehicles to utilities and the grid, and how can we best capture that value?
- What are the opportunities for transportation electrification to contribute to renewable energy and climate goals?

**Connected & Autonomous Mobility**

- How quickly are connected and autonomous features coming and what are the key variables?
- Will a period of increased social distancing practices and “norms” be a key driver in the advancement of autonomous vehicles?
- How are connected car technologies impacting electrification – and vice versa?
- What roles should various stakeholders in the smart transportation ecosystem be playing?

**Smart Cities & Energy Efficient Mobility Systems**

- How are leading “smart cities” around the world integrating electric and smart mobility, and what lessons do they have for other regions?
- What are the prospects in light electric vehicles, such as electric assist bicycles and scooters? How might their adoption be accelerated?
- How can local governments make their codes, permitting and planning processes more “EV-friendly?”
- What are the prospects and barriers to electrifying car sharing, ride hailing, and other shared mobility platforms?
- How are cities centering equity in their transportation electrification plans?

**Transforming Freight & Heavy-Duty Vehicles**

- How are electrification and other advanced mobility technologies transforming freight transport around the world?
- As electric buses and industrial equipment become increasingly competitive, what is being done to accelerate electrification in these markets?
- What does the future hold for exciting new vehicle types such as electric ferries, cargo ships and aircraft?
- What policies, programs, and technology breakthroughs will have the greatest impact?

**Public Policy & Partnerships**

- What are the most effective programs and projects being undertaken by public agencies to support autonomous, connected, electric, and shared mobility?
- What are the policies in place to ensure smart transportation benefits communities of all socio-economic backgrounds, particularly historically underserved communities?
- What actions are most effective at the local level? The state/province level? The national and international levels?
- What does the future hold for key policy drivers, such as the Zero Emission Vehicle mandate and federal autonomous vehicle legislation in the United States?
- What specific roles do transportation agencies, local government planners, developers, and other stakeholders have to play in a rapidly evolving market?
- What are the challenges to effective public/private collaboration and how to we most effectively address them?
Smart Transportation Technology & Design *(New This Year!)*

- What are the most recent developments in the design and engineering of zero emission vehicles and charging infrastructure?
- What new electric vehicle prototypes are coming and how will they impact the market?
- What does the future hold for battery technology?
- What are the new and exciting solutions to watch out for that will make vehicles cheaper with improved performance?

**Session Types**

The Roadmap Conference is known for its engaging, interactive approach and its rich content. We are interested in a range of session types, including:

- **Presentation.** Traditionally, most of Roadmap consists of thematic panels featuring 3-4 speakers and a moderator, with presentations of 10-20 minutes each. We are always interested in new topical presentations or case studies highlighting interesting new findings or projects.
- **Panel session.** If you have a fully formed idea for a panel, with multiple speakers from different perspectives, tell us about it!
- **Interactive workshop.** Forth welcomes suggestions for hands-on, experiential learning sessions; let us know how you would structure such a session, what outcomes could be expected, and what you would require in terms of time or technology.
- **Solutions lab or “mini-charette.”** These sessions will tackle a real-world problem and engage participants to develop solutions in real time.
- **Keynote address.** Roadmap typically has very few keynote speeches or plenary sessions – but if you have a compelling and inspiring message, we’d love to hear about it.
- **Lightning round.** These lively sessions will include “Ignite” style presentations of 5-6 minutes each.
- **Other.** Be creative! Ted talk, poetry slam, video, live audience participation, interpretive dance, you name it – tell us how you’d like to engage!

**Submission Requirements**

Please submit the following through our online submission form. Only proposals submitted through is online form will receive full consideration.

- **Title** 20 words maximum.
- **Session Type**
- **Abstract** 500 words maximum.
- **Relevant Audience(s)** Please indicate the target audience: OEMs, utilities, government agencies, charging companies, etc.
- **Learning Objectives** Please list a few lessons/insights the audience will take away from your proposed session and be able to use in their work.
- **Speaker Details** Including name(s), affiliation, professional title, email address & phone number, bio (100-250 words), and 1-3 examples of speaking experience (event, presentation title, length, date, and audience size).
• **Submitter’s Contact Information** The "submitter" is the individual completing the online form, and who will be available to answer any logistical questions about the submission.

**Review Criteria**

Diversity of gender, race, discipline, and geographic representation is a priority for Forth in developing the conference program. Forth will use the following criteria as a means for evaluating proposals:

- Represents an innovative contribution to a timely and important topic of interest in the electric and smart mobility industry (sample topics noted above).
- Expertise, experience, and diversity of presenters, as demonstrated by presenter bios, speaking experience, etc.
- Originality and demonstrated commitment to enhancing learning of leaders in the advanced mobility ecosystem.

**Program Policies, Guidelines and Expectations**

Forth requests that all proposals focus on educational outcomes, including sharing of best practices and tools, exploring ideas, proposing actionable steps, and summarizing projects and lessons learned. Presentations should not be a platform for business promotion. If a presentation relates to a specific business, product, technology, or project, the emphasis should be on the underlying research or innovation, with the objective of providing insight that attendees can apply to their own work. Forth seeks diverse representation from different geographic regions and disciplines, as well as race and gender diversity, to ensure the program reflects the diversity of the field.

Selected session speakers will be offered a deeply discounted $149 full conference registration rate and are encouraged to attend the full conference.

**How to Submit**

Please submit all proposals in our [online submission form](#). Proposals not submitted through the online submission form will not be considered.

Forth reserves the right to modify submissions, change the suggested format, and accept partial panel speaker suggestions in order to bring the most innovative and relevant content possible to our audience.

**Review and Selection Process Timeline**

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>September 2020</td>
<td>Call for Proposals issued</td>
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<tr>
<td>November 20, 2020</td>
<td>Deadline for proposal submissions</td>
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<tr>
<td>January 15, 2021</td>
<td>Announcement of accepted proposals</td>
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<tr>
<td>February 10, 2021</td>
<td>Deadline to confirm participation with bio and headshot</td>
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>> March 24, 2021  Program launched online

>> June 29-30, 2021  Roadmap Conference, Portland Oregon

**Additional information**

Questions? Please email [sierra@socialenterprises.net](mailto:sierra@socialenterprises.net) or visit [www.roadmapforth.org](http://www.roadmapforth.org)