



DEADLINE EXTENDED TO FRIDAY AUGUST 20, 2021 AT 11:59 PM (PT). FUNDING RECIPIENTS TO BE ANNOUNCED BY FRIDAY AUGUST 27, 2021.

Special Support for National Drive Electric Week (NDEW) Events in Southern California Edison (SCE) Territory

We're pleased to announce that Plug In America (PIA) is launching a program to support any individual or organization who wants to hold a **2021 in-person or online NDEW event** in SCE territory. Eligible events must be located in or target people in SCE territory and can apply to receive monetary support up to \$1,500. Funding recipients would also receive training on how to conduct a safe and effective EV event. A special thank you to Edison International for funding these awards to support up to 4 NDEW 2021 events!

Benefits

As a part of this program, online events will receive:

- Up to \$1,500 to offset expenses associated with conducting the event;
- Access to and training on PIA's virtual conferencing account to host an event that can accommodate up to 100 people;
- Training in how to conduct EV events, including:
 - Training on EV event best practices for online events, and
 - How to advertise the event using a variety of communication methods;
- Assistance with dealer outreach;
- Access to one or more pre-recorded virtual EV test drive videos to use during the event; and
- Follow-up phone calls and technical support, as needed.

As a part of this program, in-person events will receive:

- Up to \$1,500 to offset expenses associated with conducting the event;
- Training in how to conduct EV events, including:
 - Guidance on site planning for in-person events,
 - Training on EV event best practices for in-person events, and
 - How to advertise the event using a variety of communication methods;
- Assistance with dealer outreach;
- Liability insurance to meet the requirements of the site host (must meet PIA eligibility requirements); and
- Follow-up phone calls and technical support, as needed.



For online and in-person events, funds may be used for the following purposes:

- **Location costs** - such as venue fees, permit costs, or an online conference platform;
- **Technical support** - videographer and/or technical support staff person;
- **Prize drawing** - prizes such as gift cards to encourage attendee participation;
- **Signage and materials** - customized signs, event flags, printed materials (PIA will provide appropriate branding assets, such as NDEW logos);
- **Promotional costs** - media promotions, advertising outreach and other promotional costs; and/or
- **Translation services** - for signage and collateral, or during an online event.

Plug In America will provide funds in advance of NDEW, but awardees must submit receipts with their final reports, documenting their expenses.

Eligibility - Online and In-Person Events

To be considered for this funding, you must meet the following requirements:

- Hold a NDEW event between Sep 25-Oct 3, 2021.
- The event must be located in or target people in [Southern California Edison territory](#).
- The event can be in-person or online.
- The applicant's team of volunteers and/or staff must be able to support the following event elements:
 - Organize virtual or in-person test drives in new and used plug-in hybrid electric and all-electric vehicles;
 - Basic electric vehicle information such as purchase incentives and BEV vs PHEV;
 - Contact and organize volunteer electric vehicle owners who can answer questions about their driving experience;
 - Promotion of the event to attendees, together with any partner organizations. This may include promotional signage and literature, emails, and targeted social media;
 - Administer a pre and post survey of drivers (surveys provided by Plug In America);
 - Logistics planning; and coordination of all elements on the day of the event.

PIA's team can provide support in the following areas:

- Printed materials with information about charging networks and home charging;
- Printed materials with information about related SCE programs and EV incentives;
- Outreach to volunteer car owners who can answer questions about their driving experience;
- Promotion of all NDEW 2021 events through paid social media and the NDEW website;
- (To a limited extent) Logistics planning; and coordination of all elements on the day of the event. NOTE: PIA support will be limited to emergencies only after **Friday September 17, 2021**.



Additional NDEW Resources

In addition, all NDEW event organizers have access to support resources such as:

- The [Event Planning Guide](#) on [DriveElectricWeek.org](#);
- Templates, such as proclamations, press releases, invitations, and [social media graphics](#);
- Prepared logos;
- No cost event kits and printed collateral including the [PIA EV Guide](#);
- Webinars that include training on social media advertising and how to engage with public officials;
- Personalized online event page with registration tool, which also serves as a platform to promote sponsors and email attendees; and
- Editorial support.



Application

All individuals and entities in good standing with Plug In America with a current or proposed online or in-person event in or targeting SCE territory may apply. To apply for this award, you must [complete this application form](#) by **July 26, 2021 at 11:59 PM (PT)**. No applications will be accepted after **July 26, 2021 at 11:59 PM (PT)**.

Awardees will be selected by Plug In America and submissions will be judged based on the following criteria:

Online Events

1. Impact – Level of community engagement and marketing reach; ability to draw people for the event;
2. Financial Need – Applicant’s need for this funding based on existing resources;
3. Diversity – Ability to reach underserved communities and/or communities of color. This may include Disadvantaged Communities (DACs) as defined by CalEnviroScreen 3.0, low-income communities, rural or tribal communities, or other underserved locations; and
4. Practicality – Applicant’s event can be reasonably and practically executed.

In-Person Events

5. Location – Must be able to designate a safe and effective route for conducting the ride and drive event within the specified geographic location;
6. Impact – Level of community engagement and marketing reach; ability to draw people for the event;
7. Financial Need – Applicant’s need for this funding based on existing resources;
8. Diversity – Ability to reach underserved communities and/or communities of color. This may include Disadvantaged Communities (DACs) as defined by CalEnviroScreen 3.0, low-income communities, rural or tribal communities, or other underserved locations; and
9. Practicality – Applicant’s event can be reasonably and practically executed.

Please contact Kylie Morgan at kmorgan@pluginamerica.org for additional information. Applications are due by **July 26, 2021 at 11:59 PM (PT)**. Up to 4 funding recipients will be announced no later than **August 4, 2021**. For more information about National Drive Electric Week, please visit our website at DriveElectricWeek.org.

Kylie Morgan, Plug In America
kmorgan@pluginamerica.org



Terms and Conditions

- Funding recipients commit to conducting a safe and successful in-person or online ride and drive event **during the 2021 National Drive Electric Week (Sep 25-Oct 3, 2021)**.
- Event must be **at least one hour long** and be registered on DriveElectricWeek.org.
- The event must adhere to Plug In America best practices. Funding recipients will receive a guidance document.
- For in-person events, the experience must involve **at least 50 drives or rides**. Passengers count toward the total number of participants.
- All events must have **at least 100 attendees** (to the best of your ability) and **be open to the public**.
- **Online events** must include **at least one virtual test drive**.
- Events that can use the entire \$1,500 will be prioritized. Up to \$500 can be spent on staff time for organizing the event. Budget must include funds for advertising the event, unless this is being done by another organization.
- All drivers must hold a valid state driver's license and be 18 years of age or older.
- The vehicle line-up must include both plug-in hybrid electric vehicles and all-electric vehicles and include **models representing at least three different manufacturers**. Cars may be pre-owned or new but must represent plug-in electric vehicle **models available for sale currently in California**.
- Funding recipients must administer a **pre- and post- event survey provided by PIA**.
- Funding recipients must submit **receipts** documenting their expenses.
- Funding recipients must provide **Edison International sponsor recognition** on their NDEW event page and in marketing materials.
- Event insurance will be provided by Plug In America on a case by case basis. Generally, individuals not associated with a non-profit organization, business, or other organization can receive insurance coverage from Plug In America.
- **A final report is due to Plug In America on or before October 15, 2021**. Report must include: event summary; estimated number of attendees; total tallies on numbers of rides and drives for in-person events; all pre and post surveys; list of all participating vehicle makes and models; list of all participating exhibitors and dealerships; event recording for online events; two to five illustrative photos of the event (more are welcome, as are videos); total amount of grant funding spent; receipts for expenditures.