



DEADLINE EXTENDED TO FEBRUARY 28, 2020

**Special Support for Drive Electric Earth Day (DEED) Events in
Southern California Edison 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 2020 Drive Electric Earth Day (DEED) event in Southern California Edison (SCE) territory with a plug-in electric vehicle (EV) ride and drive component. Eligible events would be located in SCE territory and can apply to receive monetary support up to \$2,250 to offset costs associated with conducting an EV ride and drive experience as part of their 2020 DEED events, along with training on how to conduct a safe and effective ride and drive. A special thank you to Edison International for funding 2020 DEED EV rides and drives!

Benefits

As a part of this program, funding recipients will receive:

- Up to \$2,250 to offset expenses associated with conducting the ride and drive event;
- Training on how to conduct the ride and drive event (see below for details);
- The services of one (1) event staff person who is trained to record the number of EV test drives and rides completed;
- Training on how to advertise the event using a variety of communication methods;
- Liability insurance (must meet PIA eligibility requirements); and
- Assistance with dealer outreach.

Training would include the following elements:

- A walk-through of the proposed site (virtual or in-person) to determine whether it would be a good fit for a ride and drive event, and suggestions for layout, staffing, and course design.
- A half-day training on all elements of implementing a safe and successful event, based around PIA's existing ride and drive best practices manual.
- Follow-up phone calls and technical support, as needed, in the run-up to the event.

Funds may be used for the following purposes:

- **Location costs** - such as venue fees or permit costs
- **Food trucks, food or catering** - as enticement for ride and drive participants
- **Signage and materials** - customized signs, event flags, printed materials (PIA will provide appropriate branding assets, such as DEED and Edison International logos)
- **Promotional costs** - media promotions, advertising outreach and other promotional costs
- **Translation services** - for signage and collateral, as needed



Plug In America will provide funds in advance of DEED, but funding recipients **must submit receipts** with their final reports, documenting their expenses.

Eligibility

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

- Hold a public, electric vehicle event lasting **at least 4 hours** anytime during April 2020.
- Identify an event and appropriate location. The event must be located in [Southern California Edison territory](#). The EV ride and drive can be part of a larger community event.
- The applicant's team of volunteers and/or staff must be able to support the following event elements:
 - Contact, organize, and schedule at least 3-4 car dealers who will offer test drives at the event in new and used **plug-in electric vehicles**.
 - Contact and organize volunteer electric vehicle owners who can answer questions about their driving and charging experience.
 - Promotion of the event to attendees, together with any partner organizations. This may include promotional signage and literature, emails, and targeted social media.
 - Preparation of the site and logistics planning. 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, EV purchase and charging incentives, and SCE programs and EV incentives. Plug In America and, possibly SCE, can provide limited copies of some collateral, but additional copies may need to be printed by the event organizer.
- Insurance to meet the requirements of the site host (must meet PIA eligibility requirements).
- Outreach to volunteer car owners who can answer questions about their driving and charging experience.
- General promotion of all DEED 2020 events through social media and the PIA website.
- (To a limited extent) Preparation of the site and logistics planning. Coordination of all elements on the day of the event. NOTE: PIA support will be limited to emergencies only after **Friday March 20, 2020**. All site and logistics planning assisted by the PIA team must be completed before **Friday March 20, 2020**.
- If possible, a PIA staff member will attend the event with a Plug In America booth.



Application

All individuals and entities in good standing with Plug In America with a current or proposed event in SCE territory may apply. To apply for this funding, you must fill out the application form below (3-page, double-sided limit) and email it to kmorgan@pluginamerica.org by **Friday February 28, 2020 at 5:30 PM (PT)**. In your email, please use the subject line “**2020 DEED Ride and Drive Funding App**”. No applications will be accepted after **February 28, 2020 at 5:30 PM (PT)**.

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

1. Location - Must be able to designate a safe and effective route for conducting the ride and drive event within the specified geographic location;
2. Impact – Level of community engagement and network; ability to draw people for the ride and drive; and
3. 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 email by **February 28, 2020 at 5:30 PM (PT)** and funding recipients will be announced no later than **Friday March 6, 2020**. For more information about Drive Electric Earth Day, please visit our website at DriveElectricEarthDay.org.

Kylie Morgan, Plug In America
kmorgan@pluginamerica.org



Application Form (3-page double-sided limit):

Name:

Phone and Email:

DEED Event Description (Please provide city, state, date, time, and location of your event. Please also include details about estimated attendance, plans for event activities, and other relevant plans for the event.):

Do you have any current sponsors or partner organizations for your event?

Have you organized this event or one very much like it in the past? If so, please provide details such as the number of exhibitors, the number of attendees, a link to a video or photo gallery from the event, and any other relevant information.

Please provide a brief history of your 2020 event or let us know if this is a new event.

Do you have access to email and an ability to use a video platform for meeting and/or educational purposes?

What is your plan to market your event? Please include a list of channels you will market on (i.e. Facebook, Twitter, radio, local newspaper, etc.) and a preliminary schedule (The schedule can change at a later time.). **NOTE: Funding recipients must spend a portion of their funds on event advertising that attracts attendees or show evidence the event is being substantially advertised by another organization.**

Why would this funding be a good fit for your event? Please include an estimated budget indicating how the funds will be used. Also, include a description of how you would go about completing the event elements listed in the "eligibility" section above. **NOTE: Funding recipients must spend a portion of their funds on event advertising that attracts attendees or show evidence the event is being substantially advertised by another organization.**



Terms and Conditions

- Funding recipients commit to conducting a **safe and successful plug-in electric vehicle ride and drive event during the 2020 Drive Electric Earth Day (April 2020)**. The EV ride and drive activity must have a duration of **at least 4 hours**.
- The event must adhere to Plug In America **best practices**. Funding recipients will receive a guidance document.
- The experience must involve **at least 75 combined drives and rides**. Passengers count toward the total number of participants.
- All drivers must hold a **valid state driver's license and be 18 years of age or older**.
- The vehicle line-up must 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 submit **receipts** documenting their expenses.
- Funding recipients must spend a portion of their funds on event advertising that attracts attendees or show evidence the event is being substantially advertised by another organization.
- 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 for their event.
- **A final report is due to Plug In America on or before May 29, 2020**. Funding recipients will receive a link to a survey form in order to submit all required information. Funding recipients will be asked to provide the following: event summary, estimated number of attendees, total tallies on **numbers of rides and drives per vehicle**, list of all participating vehicle makes and models (including those used for static display), five to ten illustrative photos of the ride and drive event (more are welcome, as are videos), the total amount of funding spent, receipts for expenditures.

Additional DEED Resources

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

- The resource section of the DEED website DriveElectricEarthDay.org.
- Templates, such as press releases, invitations, and flyers.
- Prepared logos.
- No-cost banner and printed collateral including the [PIA EV Guide flyer](#). Note: Event organizer must place an order for the banner and printed collateral by the deadline provided via their DEED online event page and via email in order to receive the materials.
- Training webinars on how to promote the event on social media and how to engage with public officials.
- Personalized online event page with registration tool, which also serves as a platform to promote sponsors and disseminate content, videos and files.
- Editorial support.