

Best.Drive.EVer.

SMALL GRANTS ELECTRIC CAR RIDE-AND-DRIVE PROGRAM OVERVIEW

APPLICATION PROCESS, FUNDING CRITERIA AND LEVELS

Program Overview:

The California Plug-in Electric Vehicle Collaborative (PEVC)'s small grant project will financially assist organizations with \$1,000-\$5,000 grants to expand the number of statewide electric car ride-and-drive events, with the goals of getting more people behind the wheel of electric cars and broadening PEVC's partners. This small grants program is part of the PEVC's 2017 ride-and-drive program being administered by PEVC's contractor Charge Across Town.

These small grants are expected to result in additional ride-and-drive events over and above those planned and staffed by the Best.Drive.EVer. campaign team, but also provide key data gathered from drive-to-purchase survey work completed before and after test drives. The application for funding is attached. In the application form, please respond to the questions in the space provided and then email the completed form to Meg Ruxton at meg@chargeacrosstown.com. The completed form should not exceed one page. **The deadline for submissions is April 17, 2017 at 5 p.m. (PDT). Awards will be announced by 5 p.m. (PDT) on May 1, 2017.**

Funding Criteria:

The criteria for funding includes the following: geographic location, previous test drive successes, number of participants, number and diversity of vehicles onsite, partner participation, co-funding needs, marketing plan, ride-and-drive management, staff and volunteers, and insurance.

An organization may submit more than one application but will only be approved for one grant per open solicitation period.

In order to receive funding, at minimum the grantee must agree to:

- provide certificate of insurance with at least \$1 million general liability prior to the event which also satisfies venue requirements and includes PEVC as an

additional insured and require automaker/dealership participants to provide \$1 million general liability insurance in order to participate;

- provide outline of test drive management, including procedure for registration of participants and execution of waiver forms;
- provide how funds will be used, estimated number of participants and estimated number and make/model of participating ride-and-drive vehicles;
- display Best.Drive.EVer. outdoor banners and appropriate materials on the day of the event;
- pickup and return Best.Drive.EVer. materials from Best.Ride.EVer. campaign team;
- place Best.Drive.EVer. logo on collateral and mention in advertising, including but not limited to websites, media outreach, emails and printed materials;
- If social media is a component of the event, the following Twitter handles should be tagged in social media posts: @CaliforniaPEVC, @BestDriveEver and @AreYouEVReady;
- survey participants using Best.Drive.EVer. online survey (CAT will handle collection of drive-to-purchase metrics on behalf of the PEVC);
- provide photographs of the event (quality non-professional photography is acceptable; photo releases may be needed for public use of photos), and
- provide post event follow up report.

Ride-and-Drive Funding Levels:

To assist with determining funding levels, below are criteria for various engagements:

- \$1000 – for events with at least 40 estimated test drive participants and 4 test drive electric cars.
- \$2500 – for events with at least 70 estimated test drive participants and 6 test drive electric cars.
- \$5000 – for events with 100 or more estimated test drive participants and 8 test drive electric cars.

Questions and Additional Information:

Contact Meg Ruxton at meg@chargeacrosstown.com if you have questions or need additional information.