



Special Support for National Drive Electric Week (NDEW) Events

We're pleased to announce that Plug In America (PIA) is launching a program to support any individual or organization who wants to hold an online 2020 National Drive Electric Week (NDEW) event in California. Eligible applicants would be based in California and organize events targeted toward people in California. Eligible events can apply to receive monetary support up to \$2,000 to offset costs associated with conducting an online EV ride and drive experience as part of their 2020 NDEW events, along with other support.

We hope you'll join us in creating a strong, online National Drive Electric Week program this Fall, as many Americans shelter in place due to the COVID-19 pandemic. A special thank you to Electrify America for funding online 2020 NDEW EV rides and drives!

Benefits

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

- Up to \$2,000 to offset expenses associated with conducting the event.
- Access to one or more pre-recorded virtual EV test drive videos to use during the event.
- Plug In America assistance with outreach to volunteer car owners who can answer questions about their driving and charging experience.
- Training on how to conduct an online ride and drive event (see below for details).
- Training on how to advertise the event using a variety of communication methods.
- Assistance with dealer and speaker outreach.

Training would include the following elements:

- Training on all elements of implementing a successful online event.
- A run-through of the event with a PIA staff person to review the event plan and provide suggestions.
- Follow-up phone calls and technical support, as needed, in the run-up to the event.

Funds may be used for the following purposes:

- **Prize drawing** - prizes such as gift cards to encourage attendee participation
- **Technical support** - videographer and/or technical support staff person
- **Promotional costs** - media promotions, advertising outreach and other promotional costs
- **Translation services** - for event promotion and translation services during the event, as needed

Plug In America will provide funds in advance of NDEW, 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, online electric vehicle event lasting **at least one hour** anytime during NDEW 2020 Sep 26-Oct 4, 2020.
- The applicant must be an organization that is based in California.
- The applicant's team of volunteers and/or staff must be able to support the following event elements:
 - Contact, schedule, and manage at least one car dealer to offer virtual test drives and/or vehicle tours in a new or used **plug-in electric vehicle**.
 - 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 emails and targeted social media.
 - Preparation of the event agenda and all logistics planning. Coordination of all elements on the day of the event.
 - Conduct pre- and post- event survey data to evaluate EV perception, knowledge, and willingness to purchase or lease an EV (surveys provided by Plug In America).
 - Each online event would allow attendees to virtually experience visiting a dealership and taking a test drive. Each event must include the following elements:
 - EV 101 presentation that outlines basic information such as all-electric vs. plug-in hybrid vehicles, how to charge an EV, and financial incentives.
 - At least one virtual test drive with a dealership sales representative in a new or used EV.
 - The event moderator would ask the dealer a series of questions to demonstrate what consumers should know about before purchasing an EV.
 - Dealership sales representative would take a virtual test drive and describe their experience. For example, they might describe instant torque, regenerative braking, and checking their dashboard to monitor the vehicle's range.
 - At least one virtual test drive with a volunteer EV owner in their EV
 - See the following link for an example of a virtual EV test drive:
https://www.youtube.com/watch?v=r3-Yu1Dc_6g
 - Q&A with EV owners/experts and attendees
 - All attendees would receive information about the following resources:
 - EV Support Program
 - PlugStar
 - EV Purchase Guide that outlines questions to ask a dealer salesperson



PIA's team will provide additional support in the following areas:

- General promotion of all NDEW 2020 events through social media and the PIA website.
- (To a limited extent) Logistics planning and coordination of all elements on the day of the event.

Application

All individuals and entities in good standing with Plug In America with a current or proposed event in Electrify America 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 September 4, 2020 at 5:30 PM (PT)**. In your email, please use the subject line **"2020 NDEW CA Electrify America Funding App"**. No applications will be accepted after **September 4, 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. History – Applicant has a history of similar or equivalent experience.
2. Impact – Level of community engagement and network; ability to draw people for the event; 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 **September 4, 2020 at 5:30 PM (PT)** and funding recipients will be announced no later than **Friday September 11, 2020**. For more information about National Drive Electric Week, please visit our website at DriveElectricWeek.org.

Kylie Morgan, Plug In America
kmorgan@pluginamerica.org



Application Form (3-page double-sided limit)

Name:

Phone and Email:

Event Description (Please include details about estimated attendance, event activities, and other relevant plans for the event.):

Please provide a brief history of your event or let us know if this is a new 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, and any other relevant information.

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, 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. Up to \$500 can be allocated toward staff time used to plan the event.**



Terms and Conditions

- Funding recipients commit to conducting a **successful plug-in electric vehicle online ride and drive event during the 2020 National Drive Electric Week (Sep 26-Oct 4, 2020)**. The event must have a duration of **at least one hour**.
- The event must adhere to Plug In America **best practices**. Funding recipients will receive a guidance document.
- Events must have at least 75 attendees.
- 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. Event advertising must include the Electrify America and Plug In America logos.
- **A final report is due to Plug In America on or before October 30, 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 information: pre- and post-event survey results, list of vehicle makes and models displayed, name(s) of participating dealership(s), a recording of the event, number of attendees, total amount of funding spent, and receipts for expenditures.

Additional NDEW Resources

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

- The resource section of the NDEW website DriveElectricWeek.org.
- Templates, such as press releases and invitations.
- Prepared logos.
- 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.