



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

Plug In America is pleased to announce (a limited number of) mini-grants will be available to individuals or organizations who want to hold an in-person or online 2024 National Drive Electric Week (NDEW) event that targets Southern California Edison (SCE) clients. Eligible events must be located in [Southern California Edison territory or designated target areas](#) and will be eligible to receive monetary support up to \$3,500. Funding recipients will also receive training on how to conduct an impactful and effective EV event. This document contains information about the grant benefits, eligibility and requirements, instructions for submitting an application, and selection criteria. A special thank you to Edison International for funding these awards for 2024 NDEW events!

Benefits

Online events will receive:

- \$1,500 to offset expenses associated with conducting the event
- Training in how to conduct EV events, including:
 - Training on EV event best practices for online events
 - 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
- Follow-up phone calls and technical support, as needed

In-person events will receive:

- \$3,500 to offset expenses associated with conducting the event
- Training in how to conduct EV events, including:
 - Site planning
 - EV test drive best practices
 - 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 Plug In America eligibility requirements)
- Follow-up phone calls and technical support, as needed

Funds for online and in-person events 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, printed materials (Plug In America will provide appropriate branding assets, such as NDEW logo)



- Promotional costs - media promotions, advertising outreach and other promotional costs
- Translation services - for signage and collateral, or during an online event

Eligibility

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

- Hold an online or in-person NDEW event between September 27-October 6, 2024.
- The event must be located in [Southern California Edison territory or designated target areas](#)
- 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 or used plug-in hybrid electric and all-electric vehicles
 - Provide basic electric vehicle information such as purchase incentives and BEV vs PHEV
 - Contact and organize volunteer EV owners who can answer questions about their driving experience
 - Promote events 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

Support provided by Plug In America

- Printed materials with information about 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 2024 NDEW events through paid advertising
- (To a limited extent) Logistics planning
- **Note:** Plug In America support will be limited to emergencies only after September 27, 2024

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
- NDEW logos (new logos for 2024!)



- No-cost NDEW banner and printed collateral including the Plug In America EV Guide (limited supply)
- Webinars or instructional videos that include training on social media advertising and how to engage public officials
- Personalized online event page with registration tool, which also serves as a platform to promote sponsors and email attendees; and editorial support (reviewing marketing materials)

Application

To apply for this award, you must [complete this application](#) form by Sunday, August 18, 2024 at 11:59 PM (PT).

Selection 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 [CalEPA's October 2022 Preliminary SB 535 Disadvantaged Communities map](#), 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

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 marketing reach; ability to draw people for the event;
3. Financial Need: Applicant's need for this funding based on existing resources;
4. Diversity: Ability to reach underserved communities and/or communities of color. This may include Disadvantaged Communities (DACs) as defined by [CalEPA's October 2024 Preliminary SB 535 Disadvantaged Communities map](#), low-income communities, rural or tribal communities, or other underserved locations; and
5. Practicality: Applicant's event can be reasonably and practically executed

Awards and Notification

Please note, funding is limited and submitted applications may exceed the number of awards that can be granted. Recipients will be announced no later than the week of Monday, August 26, 2024.



Terms and Conditions for Receiving Funds

- Funding recipients commit to conducting a safe and successful in-person or online ride and drive event during the 2024 National Drive Electric Week campaign (September 27 - October 6, 2024).
- 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 will utilize the entire \$1,500 (online events) or \$3,500 (in-person events) 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 Plug In America.
- Funding recipients must provide Edison International sponsor recognition on their NDEW event page and in marketing materials.
- Complete a Use of Funds agreement and submit a W-9.
- 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 Sunday, October 20, 2024. Report must include: event summary; estimated number of attendees; total tallies on numbers of rides and drives per vehicle 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.

Have questions or need assistance?

Please contact the Plug In America Events Team at support@driveelectricweek.org