



Special Support for Drive Electric Earth Day (DEED) Events Targeting 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 an in-person or online 2023 Drive Electric Earth Day (DEED) event that targets Southern California Edison (SCE) territory. Eligible events must be located in or target people in [SCE territory](#) and can apply to receive monetary support up to \$3,000. Funding recipients would also receive training on how to conduct an impactful and effective EV event. A special thank you to Edison International for funding these awards to support up to three 2023 DEED events!

Benefits

As a part of this program, 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, 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:

- \$3,000 to offset expenses associated with conducting the event;
- Training in how to conduct EV events, including:
 - Site planning,
 - EV test drive best practices, 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 DEED logo);
- **Promotional costs** - media promotions, advertising outreach and other promotional costs; and/or
- **Translation services** - for signage and collateral, or during an online event.

Eligibility - Online and In-Person Events

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

- Hold a DEED event between April 1-30, 2023.
- 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 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 electric vehicle 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.

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

- 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 2023 DEED events through paid advertising;
- (To a limited extent) Logistics planning; Note: PIA support will be limited to emergencies only after **April 1, 2023**.



Additional DEED Resources

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

- The [Event Planning Guide](#) on DriveElectricEarthDay.org;
- Templates, such as proclamations, press releases, invitations, and [social media graphics](#);
- Prepared logos;
- No-cost DEED banner and printed collateral including the PIA EV Guide;
- 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 **February 24, 2023 at 11:59 PM (PT)**.

Awardees will be selected by Plug In America 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 [CalEPA’s October 2021 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 2023 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.



Please contact Brittany Swinson at bswinson@pluginamerica.org for additional information. Up to three funding recipients will be announced no later than **March 10, 2023**.

Terms and Conditions

- Funding recipients commit to conducting a safe and successful in-person or online ride and drive event **during the 2023 Drive Electric Earth Day campaign (April 1-30, 2023)**.
- Event must be **at least one hour long** and be registered on DriveElectricEarthDay.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 (online events) or \$3,000 (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 PIA**.
- **Funding recipients must provide Edison International sponsor recognition on their DEED 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 May 12, 2023**. 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.