



Special Support for Northeast National Drive Electric Week (NDEW) Events

We're pleased to announce that in 2018, Plug In America is launching a program to support City Captains who include a ride and drive component in their Northeast NDEW events. **City Captains in Vermont, Rhode Island, Connecticut, and Massachusetts can receive monetary support up to \$2,500 to offset costs associated with conducting a ride and drive experience as part of their 2018 NDEW events.** The funds originate from the US Department of Energy (DOE). Awards will be made on a rolling basis while funds last. No applications will be accepted after August 15, 2018. Please note: funding is limited and will be distributed as winning proposals are accepted, so do not delay your proposal.

Benefits

As a part of this program, awardees will receive:

- Up to \$2,500 to offset expenses associated with conducting the ride and drive event;
- Loan of two tablet computers for use in administering the event according to Plug In America best practices, including a pre and post survey of drivers. (Tablets to be returned to Plug In America with final report.);
- Onsite or on-call assistance in conducting the ride and drive event;
- Liability insurance; and
- Qualified dealer contacts. These dealers will provide specially trained EV client advisors along with vehicles to support your ride and drive event.

Funds may be used for the following purposes:

- **Location costs** - such as venue fees or permit costs;
- **Signage and materials** - customized signs, event flags, printed materials (PIA will provide appropriate branding assets, such as NDEW logos);
- **Promotional costs** - wire services, advertising outreach and other promotional costs; and/or
- **Translation services** - for signage and collateral, as needed.

Plug In America will provide funds in advance of NDEW, but awardees must submit receipts with their final reports, documenting their expenses.

Funds may not be used for the following purposes:

PLEASE NOTE: The program **CANNOT include reimbursement for driver incentives such as food or other gifts.** You may use the funds to market the event and garner sponsorships to

cover such incentives, however, and we encourage you to do so. Please also note, all City Captains will receive kits with giveaways to entice ride and drives.

Eligibility

All 2018 NDEW City Captain volunteers and entities in good standing with Plug In America and located in Vermont, Rhode Island, Connecticut, and Massachusetts may apply. Applications should be no longer than two pages, including an estimated budget indicating how the award funds will be used. **Please email your application** to Eric Cahill ecahill@pluginamerica.org and Kat Urquhart kurquhart@pluginamerica.org with the subject line “Northeast Ride and Drive Award”.

Please note: Subrecipients under the DOE EV Showcase award (EE-0007789) are **not** eligible for this grant program.

Awardees will be selected by Plug In America based on the quality of their proposal.

Submissions will be judged as follows:

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; and
3. Practicality.

Please contact Eric Cahill ecahill@pluginamerica.org and Kat Urquhart kurquhart@pluginamerica.org for additional information.

Terms and Conditions

- Winning awardees commit to conducting **a safe and successful ride and drive event during the 2018 National Drive Electric Week (Sept. 8-16, 2018)**;
- The event must adhere to Plug In America **best practices**. Awardees will receive a guidance document;
- The experience must involve **at least 50 drives or 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 EV models available for sale currently in Vermont, Rhode Island, Connecticut, and Massachusetts**;
- Awardees must administer a **pre- and post-ride-survey furnished by DOE**. Plug In America will provide training and tablet computers to assist with administration of the survey. Onsite support may be provided where available. Otherwise, on-call support will be made available.
- Awardees must submit **receipts** documenting their expenses.

Final report

- **A final report is due to Plug In America on or before September 30, 2018.** Report must include: event summary; total tallies on numbers of rides and drives; list of all participating makes and models; three to five illustrative photos of the ride and drive event (more are welcome, as are videos); total amount of grant funding spent; receipts for expenditures incurred between today and September 16. Dates and amounts must be indicated on receipts. Scanned copies of the receipts are acceptable.

Submit the final report to:

Plug In America

Attn: Accounting

6380 Wilshire Blvd, #1000

Los Angeles, CA 90048

accounting@pluginamerica.org with the subject line “Northeast Ride and Drive Award Final Report” and cc Kat Urquhart kurquhart@pluginamerica.org

Additional NDEW Resources

In addition, city captains have access to support resources such as:

- The resource section of the NDEW website;
- Templates, such as proclamations, press releases, invitations, and fliers;
- Support from Sierra Club and PIA for press outreach:
 - SC also provides a customized contact sheet for reporters in the event area plus additional SC support if located near SC offices;
- Prepared artwork and logos;
- City captain kits including signage and giveaways from Nissan;
- No-cost printed collateral (via website login, limited amount per city captain);
- Webinars that include training on social media, best practices for ride and drives and how to engage with officials;
- Personalized online event page with registration tool, which also serves as platform to promote sponsors and disseminate content, videos and files; and
- Editorial support.