

Community Outreach INCENTIVE



Description and Eligibility

for the Emotive Community Outreach Incentive Program (2018)

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Emotive Program

Emotive is an outreach and awareness program that encourages the accelerated adoption of Electric Vehicles (EVs) in BC by promoting EVs in communities across the province. It is a collaborative campaign with many implementation partners, and overseen by a Brand Advisory Committee, consisting of the Province of BC, Metro Vancouver, City of Vancouver, City of Surrey, and Fraser Basin Council.

The Emotive Outreach Incentive Program offers financial assistance to BC communities and local governments to assist them in delivering local/regional Emotive campaigns. The intent of the support program is to empower communities to deliver locally-appropriate Emotive Campaign activities that raise the awareness and the profile of EVs throughout BC.

Funding for this Outreach Incentive is provided by the Province of BC, and administered by Plug In BC (a program of the Fraser Basin Council).

Community Outreach Incentive Program Scope

We recognize that communities have different challenges and barriers around EV adoption and outreach options. The Plug In BC team will provide tools, open source Emotive Program

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content, consultation, and training to assist successful applicants in their EV education and outreach efforts. The desire is to develop capacity, identify local champions, and create the spark to initiate sustainable, community-driven EV education and outreach efforts.

Support Options

The Emotive Event Kit

The Emotive Event Kit includes either a digital and/or physical Emotive Event Kit, that includes limited printed collateral and various digital files branded with the Emotive logo that facilitate increased EV awareness (e.g. list of EVs available in BC, event FAQ, incentive literature, etc.).

Interested parties can email info@emotivebc.ca to request an event kit.

Level 1 Event Support (A & B) [Apply](#) for financial or staff support to run EV event(s) in your community (such as a test drive or public engagement forum). Both options also come with an Emotive Event Kit, and Emotive brand training.

Level 1 A is the Emotive Event Incentive. Organizations can apply for up to \$5000 to support their event and EV outreach activities. You will also receive a digital Emotive Event Kit, training, and limited staff support from Plug In BC.

Level 1 B is the Emotive Event Support Team. Organizations can apply for an Emotive support team to help deliver an EV event or activity. Organizations that have limited staff time and capacity to run an event should apply for Level 1B to retain an event coordinator who can be available to supplement organizational capacity.

Level 2 Campaign Support

Level 2 Emotive Campaign Incentive: [Apply](#) for up to \$15k for your EV campaign activities. This incentive targets larger campaign initiatives, such as multiple events (3+), or a series of engagement activities. Support includes a digital Event Kit, training and limited staff support from Plug In BC.

Plug In BC Support

Fraser Basin Council Staff on the Plug In BC team are able to offer limited support via email or phone. Support includes advice on: engagement event/activity logistics, local partner and ally search, marketing and communications, connecting with emotive ambassadors, and connecting with the Campaign Network to share success stories. Support depends on staff availability and may be deferred to the Campaign Network or an Emotive Ambassador.

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Applicant Eligibility

Levels 1 and 2 support eligibility

Eligible applicants include NGOs, businesses, local governments and First Nations in British Columbia.

Applicants must meet the following Eligibility Criteria:

1. Eligible applicants include NGOs, businesses, local governments and FN in BC
2. Activities must aim to raise awareness about EVs
3. Applicant must meet minimum engagement targets (as defined under relevant questions in Appendix B - Application Questions)
4. Applicant must track # of people engaged at each activity/event

Terms and Conditions

1. Applicant cannot profit financially from the Emotive brand
2. Promotion must be brand neutral with respect to vehicle makes and models
3. Event staff must review provided Emotive training materials
4. Applicant must sign the Emotive Official Mark Consent Agreement
5. Applicant must have staff and volunteers sign a Photo Waiver (use the downloadable template provided [here](#))
6. After event applicant must submit a Post Event/activity Report online

Submission and Evaluation Process

Application Process

Application process to receive Level 1 and 2 supports

1. Review the Emotive Outreach Incentive Program description on the Emotive website
 - a. Read carefully the eligibility, evaluation criteria, submission and evaluation process in this document.

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2. Prepare your application and complete the Budget template
3. Submit your application online through LimeSurvey between June 4 – June 24, 2018*

*We may continue a rolling intake after June 24 if funds remain. There will also be a second intake round for 2019.

Award Process

Award incentive process to receive Level 1 and 2 supports:

1. Upon acceptance, applicants must submit the following documents, prior to the release of 75% of funds, via email: The Official Mark Consent Agreement (applicant and partners sign) and Contract (signed). Once received, applicants are sent an Emotive Support package via email.
2. Successful Applicants are strongly recommended to join the Emotive Campaigns Network to collaborate on best practices, challenges and activities in local and regional campaigns to deliver a more powerful province-wide Emotive Program.
3. Upon completion of the event/campaign recipients must submit the following documents, prior to the release of the remaining 25% of funds: Post-event/activity report, budget and Photo waivers.

Questions and Support

Contact Sara Fralin at sfralin@pluginbc.ca or info@emotive.ca

Appendix A - Background

The Province of British Columbia's (BC) Clean Energy Vehicle (CEV) Program is designed to reduce barriers to the adoption of CEVs to realize both their environmental and economic benefits. The CEV Program has been highly successful in starting the transition to a transportation system that is powered by clean energy. The CEV Program goal is to achieve 5% of new vehicles purchased in BC being clean energy vehicles by 2020. A key component of the CEV Program is public outreach to increase awareness and access to clean energy vehicles.

Appendix B - Application Questions

All application questions must be submitted online via LimeSurvey. WE WILL ONLY ACCEPT APPLICATIONS VIA THE ONLINE SURVEY PORTAL [\[link here\]](#)

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A. Applicant information

A.1. Applicant name

A.2. Organizational title

A.3. Organization Name

A.4. Organization address

A.5. Type of organization: (drop down selection)

- Local Government
- First Nation
- NGO
- Business
- Individual

B. Funding Stream

B.1. Which Emotive funding stream are you applying for (drop-down selection)

- Level 1 A - Event Incentive (Digital Event Kit + Limited Plug In BC support + Up to \$5000)
- Level 1 B - Event Support Team (Emotive support team or event coordinator deliver event)
- Level 2 - Campaign Incentive (Digital Event Kit + Limited Plug In BC Support + Up to \$15k)

B.2. Funding Request

- How much funding are your requesting in total (\$0-\$15,000)

C. Plug In BC Support (Level 1 B only)

C.1. Do you require event delivery support (Yes/No)?

C.2. Do you agree to opt out of the \$5000 incentive (Yes/No)? (Note event support is dependent on Plug In BC staff availability)

C.3. Please describe the support requested

C.4. Please explain why you are requesting an event support team and not the \$5000 incentive

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D. Organizational Champion (List name and contact info for your key staff representative)

D.1. Name of your organizational champion or staff representative.

D.2. Title of your organizational champion or staff representative.

D.3. Contact email of your organizational champion or staff representative.

D.4. Contact phone of your organizational champion or staff representative.

F. Campaign (Level 2 only)

F.1. Describe your Emotive Campaign idea. (Include at least 3 distinct events/outreach activities and support regional outreach beyond a single event.)

F.2. How many individual events/activities do you plan on executing during your campaign?

F.3. Do you intend to join the Emotive Campaign Network? (Minimum one staff member join the Emotive Campaigns Network).

Emotive Event Plan

(Only level 1 A and B applicants must submit an event plan with their application)

1. Describe the event(s) or activity goal(s)

(Outline goal(s) of event/activity for your organization; goals must include raising awareness about EVs.)

2. Event or activity description: (up to two events)

2.1. Event name

2.2. Event location (address, city postal code)

2.3. Date and time

2.4. Type of event (farmers market or conference)

2.5. Describe event or activity

2.6. Has the location already been secured, if not what needs to happen to secure the venue?

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2.7. Target number of people engaged (Event / activity reach and engagement should target a minimum of 50 people)

3. Describe your pre-event/activity marketing and promotion activities.

(Include any social media, emails blasts, public advertising or comparable actions prior to your event.)

Promotion of event / activity such as marketing and publicity tactics should include a minimum number of contact or touch points such as: social Media post, emails to network, or public advertising (print media, radio, posters, etc.) *If applicants do not have social media, they must engage partners who do and ask them to share. Activities should meet these minimum targets (note: minimum targets are suggestions; if you have creative ways to achieve similar reach and impact, this will also be considered):

- a. Social Media – minimum 10 posts, and/or
- b. Email network – minimum 2 email blasts, and/or
- c. Public advertising – minimum 2 points of contact or comparable actions.

4. Describe any post-event/activity marketing and promotion activities.

(Include any social media, emails blasts, public advertising or comparable actions prior to your event.)

5. List the names of partner organizations helping to deliver the event/activity.

(List any partners such as the event/activity organizer, local community groups, First Nations, local government, etc.)

6. Do you need a permit or insurance for this event/activity? If yes, has the appropriate permit and/or insurance been obtained?

7. List materials need for your event/activity, including materials from the Emotive Event Kit if needed.

8. Will you be showcasing an Electric Vehicle? If yes, has an electric vehicle been secured for your event/activity?

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9. How many staff will be delivering your event?

(Staff are paid employees. Minimum 1 staff member dedicated to each event)

10. Do you have volunteers/ambassadors supporting your event/activity?

(Consider reaching out to an EV owner to attend, if you don't have one, request Emotive support to help identify someone.)

11. List any additional metrics used to measure success.

(i.e. # of people engaged in the event, # of test drives, # of collateral distributed, etc.)

12. Describe any other aspects of your emotive outreach plan not already listed here, such as additional events, activities, marketing, promotions, collaboration, and/or partnerships, etc.

Emotive Campaign Plan

(Only level 2 applicants must submit a Campaign plan with their application)

1. Name of campaign

2. Outline the goal(s) of the campaign for your organization.

(Goals must include raising awareness about electric vehicles.)

3. Describe your campaign.

(Please include a minimum of three distinct events/activities.)

4. Do you have authority to run this campaign on behalf of your organization or community?

5. Have the locations for each event been secured?

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6. Describe each event or activity in your campaign. (up to 4 distinct events/activities)
 - 6.1. Name of event or activity
 - 6.2. Location address
 - 6.3. Date and time
 - 6.4. Type of event (i.e. farmers market or conference)
 - 6.5. Describe activities at event
 - 6.6. Target number of people engaged (minimum 100 people engaged for entire campaign)
 - 6.7. Describe marketing and promotion activities

Promotion of event / activity such as marketing and publicity tactics should include a minimum number of contact or touch points such as: social Media post, emails to network, or public advertising (print media, radio, posters, etc.) *If applicants do not have social media, they must engage partners who do and ask them to share. Campaign should meet these minimum targets (note: minimum targets are suggestions; if you have creative ways to achieve similar reach and impact, this will also be considered):

 - a. Social Media – 15 posts, and
 - b. Email network – 3 email blasts, and
 - c. Public advertising – 3 points of contact or comparable actions.
 - 6.8. List partners helping to deliver event
 - 6.9. Do you need a permit or insurance? If so, has it been obtained?
 - 6.10. List event materials (including Emotive event kit)
 - 6.11. Will you be showcasing an EV?
 - 6.12. Number of paid staff at event (Minimum 1 staff member dedicated to each event)
 - 6.13. Number of volunteers or ambassadors at event
7. List any metrics used to measure the success of your campaign (i.e. # of people engaged in each event, # of test drives, # of collateral distributed, etc.).
8. Describe any other aspects of your campaign not already listed here, such as additional events, activities, marketing, promotions, collaboration, and/or partnerships, etc.

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Consent and Attachments

E. Budget

E.1. Upload your budget using the template provided.

F. Consent

F.1. I confirm that the information herein is correct and I agree to meet all eligibility requirements including the submission of a final report; I understand that the dissemination of funds may be withheld until all criteria are met. (Yes/No)

F.2. Do you agree to email Plug In BC photo descriptions and images to post on Emotive's Social Media channels (if applicable)? (Yes/No)

F.3. Do you agree to take photos at the event and send to Plug In BC after (ensures proper photo waivers have been signed) and logo is displayed prominently? (Yes/No)

F.4. Do you agree to tag Emotive/ use hashtags in all social media communications/posts? (Yes/No)

F.5. Do you agree to sign Official Mark Consent Agreement and get partners to sign? (Yes/No)

F.6. Do you agree to have all event staff watch Emotive Training Video? (Yes/No)

F.7. Do you agree not to profit financially from the Emotive brand? (Yes/No)

F.8. Do you agree that promotion will be brand neutral with respect to vehicle makes and models? (Yes/No)

F.9. Do you agree to submit a post-event report online? (Yes/No)

F.10. Please explained why you answered no to any of the questions above.