

Community Outreach INCENTIVE

Emotive Campaign

Emotive is an outreach and awareness campaign 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 such as representatives from communities and organizations in British Columbia (BC) interested in EV education and outreach campaigns.

The Emotive Outreach Incentive Program offers financial assistance to BC communities, organizations, 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). Additional information on the BC Clean Energy Vehicle program is available in Appendix A – Background.

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 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 can be a digital and/or physical resource 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

Apply for financial support to run EV event(s) in your community (such as a test drive or public engagement forum). Organizations can apply for up to \$5,000 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 2 Campaign Support

Level 2 Emotive Campaign Incentive: Apply for up to \$30,000 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.

Applicant Eligibility

Levels 1 and 2 support eligibility

Eligible applicants include non-governmental organizations (NGO), 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 First Nations in BC
2. Activities must aim to raise awareness about EVs

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 (provided upon acceptance)
4. Applicant must sign the [Emotive Official Mark Consent Agreement](#)
3. Applicant must have staff and volunteers sign the Emotive Photo Waiver (provided upon acceptance)
4. Applicant must track the number of people engaged at each activity/event, and
5. After final event/activity, applicant must submit a Post Event/Activity Report online (see Appendix C – Final report questions)
6. Emotive retains the ability to prioritize applications based on geographic reach in rural and northern communities, and those new to the Emotive Campaign.

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, application and award process in this document.
2. Prepare your application and complete the [Budget template](#) (see: Appendix B – Application Questions)
3. Submit your application online through [LimeSurvey](#) between February 19 – March 4, 2019*

*We may continue a rolling intake after March 4th if funds remain. Depending on available budget, there will be a third intake round in 2020.

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

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 LimeSurey. WE WILL ONLY ACCEPT APPLICATIONS VIA THE ONLINE SURVEY PORTAL [\[link here\]](#)

2019 Application Questions

- A. Applicant information
 1. Applicant name
 2. Organizational title
 3. Organization name
 4. Organization address
 5. Type of organization
 6. Name of your organizational champion or staff representative.
 7. Title of your organizational champion or staff representative.
 8. Contact email of your organization's Emotive champion or staff representative if different than the applicant.
 9. Contact phone number of your organization's Emotive champion or staff representative if different than the applicant.

10. Which Emotive funding stream are you applying to?

- i. Event
- ii. Campaign

11. If you are not already a member, do you intend to join the Emotive Campaigns Network?

B. Event/activity only

1. Describe the goal(s) of the event/activity for your organization
2. Event or activity description:
 - a. Name of event/activity
 - b. Location of event/activity
 - c. Date/time
 - d. Describe your event/activity (events, activities, timeline, deliverables)
 - e. What is the target number of people engaged?
 - f. Number of paid staff at event
3. Describe your pre-event/activity marketing and promotion activities.
4. Describe any post-event/activity marketing and promotion activities.
5. List any partners who will be supporting your event/activities.
6. Will you be showcasing an EV or is this a Test Drive event?
7. List any metrics used to measure the success of your event/activity (i.e. # of people engaged in each event, # of test drives, # of collateral distributed, etc.).
8. Describe any other aspects of your event/activity not already listed here, such as additional events, activities, marketing, promotions, collaboration, and/or partnerships, etc.

C. Campaign only

1. Name of Campaign
2. Outline the goal(s) of the campaign for your organization
3. Describe your campaign (events, activities, timeline, deliverables)
4. Describe each event or activity in your campaign
 - a. Name of event or activity
 - b. Location address
 - c. Date and time
 - d. Type of event (i.e. farmers market or conference)
 - e. Describe activities at event
 - f. Target number of people engaged
 - g. Describe marketing and promotion activities
 - h. List partners helping to deliver event
 - i. Will you be showcasing an EV or is this a Test Drive event?
 - j. Target number of paid staff at event
 - k. Target number of volunteers or ambassadors at event
 - l. List any partners who will be supporting your event/activities.
5. 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.).
6. Describe any other aspects of your campaign not already listed here, such as additional events, activities, marketing, promotions, collaboration, and/or partnerships, etc.

D. Budget

1. Budget
 - a. Upload your budget using the [template](#) provided.

2. How much funding are you requesting in total (\$0-\$30,000)?

E. Consent

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.
2. Do you agree to email Fraser Basin Council photo descriptions and images for Emotive's Social Media channels (if applicable)?
3. Do you agree to take photos at the event and send to Fraser Basin Council (ensures proper photo waivers have been signed and logo is displayed prominently)?
4. Do you agree to tag Emotive/ use hashtags in all social media communications/posts?
5. Do you agree to sign Official Mark Consent Agreement and get partners to sign if applicable? Link to the downloadable sample Official Mark Consent Agreement available [here](#) (please open link in a new tab).
6. Do you agree to have all event staff watch the Emotive Training Video?
7. Do you agree not to profit financially from the Emotive brand?
8. Do you agree that promotion will be brand neutral with respect to vehicle makes and models?
9. Do you agree to submit post-event report online?
 - a. A link to the post-event report will be sent to you after your event/campaign.
10. Please explain why you answered no to any of the questions above.

Appendix C – Final report questions

2019 Final report template/survey

1. Provide a spending summary; please use the event/activity budget template submitted with your application.
2. Please list your name, title, and organization.
3. Describe any differences between your Emotive Community Outreach Incentive proposal and actual activities.
4. What is your estimated overall reach from all Emotive activities (events/ social media/ newsletter etc.)? Did the activities reach your target audience and engagement numbers? If no, explain.
5. Describe your marketing and promotion activities.
6. List any barriers or challenges you encountered in the delivery of activities/events.
7. List any actions you would take to improve your event/activity. Include lessons learned and ideas to amplify impact.
8. Answer the following for each event/activity:
 - a. Name of event.
 - b. Location of event.
 - c. Date of event.
 - d. Description and summary of event.
 - e. How many people attended your event?
 - f. How many people did you directly engage in conversations about Electric Vehicles?
 - g. List the staff, volunteers and ambassadors who supported you event.
 - h. List partner contributions.
 - i. List number and types of EVs on display or available for test drives.

- j. Describe the demographics of the people engaged i.e. Families at a farmer's market, presentation attended by local police force.... (age, gender, occupation, hometown, education, etc.) if known.

List success metric that haven't already been reported i.e. # of test drives or # of collateral distributed, etc.