



Emotive Community Outreach Incentive Program

NEW: Clean Transportation Targets and Planning Pilot Funding 2021/2022

Emotive Campaign

Emotive is a B.C. wide outreach and awareness campaign that encourages the accelerated adoption of electric vehicles (EVs) in B.C. Emotive acts as a collaborative campaign with many implementation partners interested in EV education and outreach in communities across the province.

Funded by the Province of British Columbia, the Emotive Community Outreach Incentive Program (COIP) offers support and funding to B.C. communities, organizations, and local governments to assist them in delivering local/regional Emotive EV awareness campaigns. The intent of the COIP is to empower communities to deliver locally appropriate Emotive campaign activities that raise the awareness and profile of EVs in B.C.

Funding for the COIP is provided by the Province of B.C.'s [CleanBC Go Electric Program](#), and is administered by Plug In BC (a program of the Fraser Basin Council Society). Additional information on the CleanBC Go Electric Program is available in Appendix A.

This year COIP funding is being offered under two different streams: (1) General EV Awareness and (2) Clean Transportation Targets and Planning. Each funding stream has different criteria and application requirements. The [General EV Awareness program guide](#) can be accessed by clicking on the hyperlink.

Program Scope

In recognition of the different challenges and barriers faced by communities when it comes to EV adoption and shifting to more efficient forms of transport, beginning in 2021/2022 the COIP is introducing a pilot funding stream for local and Indigenous governments to engage in clean transportation target-setting and planning.

The pilot funding will support local and Indigenous government policy development and implementation to encourage the transition to low emissions transport (such as EVs), as well as other forms of transport such as walking, cycling, and public transit. These actions are collectively referred to as mode-shifting in this Program Guide, i.e. the shifting of energy use in transportation, such as when people switch from gasoline vehicles to electric vehicles, or from cars to buses, trains or cycling.

This new pilot funding streams aim is to help fund clean transportation planning, and target development, along with actions to achieve the targets, including the introduction of outreach policies to support citizens to make the shift. For those local or Indigenous governments with clean transportation targets already in place, applications may be made under this funding stream to help implement these targets and policies. (See Funding Support section below for

more information). For actions related to EV-adoption, the Plug In BC team will provide tools, open source Emotive content, consultation, and training to assist successful applicants with their projects.

Funding Support

Up to \$20,000 is available to support local and Indigenous governments to develop and/or adopt clean transportation targets, plans, and policies that will be incorporated into public facing strategic documents in their communities (i.e. official strategic plans, comprehensive community plans, or annual reports). For funding requests of \$10,000 or above, applicants must demonstrate that at least 50% cost share funding is in place (this may include in-kind staff time).

Applicants must have in place or must commit to publicly adopting and posting clean transportation targets that include mode-share targets for personal transportation, including for active transportation,¹ public transit and EVs (i.e. targets, with a defined baseline year, for a certain percentage of trips made by these modes). They may also include targets for vehicle kilometre reductions or increased passenger kilometres travelled by more energy efficient modes (i.e. active transportation, public transit, and EVs). Targets for supporting increased clean commercial transportation modes are also encouraged.²

Examples of actions that could be funded under the pilot, include:

- Research/analysis on clean transportation targets, and policy.
- Community engagement/outreach to support targets outlined in public strategic documents. This could include community outreach actions such as: support to citizens to transition into clean efficient transportation such as e-bikes or car share programs.
- Community clean transportation studies/surveys.
- Progress monitoring of clean transportation targets.

Projects are expected to be completed by March 31, 2023.

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 activity/event logistics, local partner search, marketing and communications, connecting with Emotive ambassadors, and connecting with the Emotive Campaign Network to share success stories. Support will depend on staff availability and may be deferred to the Campaign Network or an Emotive Ambassador.

The Emotive Campaigns Network operates as a hub/network where communities can collaborate on best practices, challenges and activities in local and regional campaigns. (Find additional information in Appendix A)

Applicant Eligibility

Applicants must meet the following Eligibility Criteria:

¹ Including, but not limited to walking, cycling, and e-bike use.

² For example, mode share across trucks, marine, rail, air, cargo bicycle, kilometres travelled; energy intensity and/or emissions intensity targets, EVs incorporation.

1. Eligible applicants include local governments (municipalities, regional districts, Islands Trust) and Indigenous governments in B.C.

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 (if applicable).
3. Applicant must sign the [Emotive Official Mark Consent Agreement](#).
4. Applicant must have staff and volunteers sign the Emotive photo waiver (provided upon acceptance).
5. Applicant must track the number of people engaged by outreach activities (if applicable).
6. After final project is complete, applicant must submit a report online (see Appendix C – Final report questions).
7. Emotive retains the ability to prioritize applications based on geographic reach in rural and northern communities.
8. For applications requesting \$10,000 (or above) for project funding, the applicant must demonstrate at least 50% cost share funding. Cost share funding may be in-kind staff time.
9. By the end the project, the applicant must have clean transportation targets in place in a public facing official document (i.e. official strategic plans, comprehensive community plans, or annual reports) that include mode-share targets for personal transportation, including for active transportation, public transit and EVs. (i.e. targets, with a defined baseline year, for a certain percentage of trips made by these modes). They may also include targets for vehicle passenger kilometres reductions. Targets for supporting increased clean commercial transportation modes are also encouraged.
10. Funding from the Clean Transportation Targets and Planning Pilot cannot go toward the funding of EV awareness projects, as these projects fall under the General EV Awareness stream. Funding can go toward projects to develop broader EV adoption plans for the community, if they are part of a broader clean transportation targets project, and other terms and conditions are met.
11. In the event the applicant already has clean transportation targets (including for mode-share) in place in public documents and is seeking funding for implementation, this stream cannot fund EV-related implementation projects exclusively (i.e. there must be at least one other mode, such as walking, cycling, or transit) included in the implementation.

Eligible Costs

Eligible costs are all direct costs properly and reasonably incurred in relation to the proposed project. Eligible costs include:

1. Materials: signage, event stationery and cleaning/sanitization supplies, promotional items, posters/banners and brochures (printed materials must have Emotive branding and proofs must be provided before printing),
2. Consultant or contractor fees (e.g. travel costs, engineer assessment of phasing of project etc.),
3. Travel and engagement events required to complete proposed scope of work,

Eligible Cost Share Costs

1. Local or Indigenous government staff time (for projects using in-house resources),
2. Other funding sources, such as Federal Government funding sources. This excludes other CleanBC/Province of British Columbia funding sources, and,

3. In-kind contributions.

Ineligible Costs

1. Administrative overhead charges (e.g. office salaries, wages and commissions, office supplies, administration travel and entertainment etc.),
2. Staff time for general administration of a project (e.g. reviewing consultant's report, filling claim forms etc.),
3. Capital project cost (e.g. construction costs, purchase of land or buildings or equipment used in the production of goods or in the rendering of services etc.),
4. Routine maintenance and repair costs,
5. GST,
6. Costs incurred prior to the date of application,
7. Local government staff time or consultant fees for completing grant applications

Application Process

Application process to receive funding support:

1. Review the Emotive Outreach Incentive Program description on the Emotive website
 - a. Carefully read the eligibility, application and award process in this document.
2. Review application questions and prepare a budget. See: Appendix B – Application Questions
3. Fill in the clean transportation targets and planning application template, and submit your application and budget to Emotive staff, emotive@pluginbc.ca
 - a. Applications for the Clean Transportation Targets and Planning pilot funding will be open beginning on April 15, 2021 and will close on June 17, 2021 at 5:00pm. *

*We may continue a rolling intake after this date if funds remain.

Award Process

Award incentive process to receive Funding Support:

1. Upon acceptance, applicants must submit the following documents, prior to the release of 75% of funds, via email:
 - a. The Official Mark Consent Agreement (signed by applicant and partners).
 - b. Contract (signed).
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. Join by emailing Emotive staff, emotive@pluginbc.ca.
3. Upon completion of the project work recipients must submit the following documents, prior to the release of the remaining 25% of funds:
 - a. Post-project final report.
 - b. Final budget including receipts.
 - c. Photo waivers (if applicable).

Questions and Support

Emotive staff, emotive@pluginbc.ca

Appendix A - Background

Emotive is one of a suite of programs offered under the Province of B.C.'s CleanBC Go Electric Program. The Emotive program is funded through the Ministry of Energy, Mines and Low Carbon Innovation and is administered by the Fraser Basin Council Society. The Province of B.C.'s CleanBC Go Electric Program is designed to encourage and accelerate the adoption of zero-emission vehicles (ZEVs) in B.C. for both their environmental and economic benefits.

Emotive was developed in 2014 by the Province of B.C., Metro Vancouver, the City of Vancouver, the City of Surrey, and Fraser Basin Council Society (FBC). The key intention behind the Emotive brand is to encourage and accelerate the adoption of electric vehicles (EVs) in B.C. Emotive now has community partners throughout B.C. who accelerate the adoption of EVs by holding demonstration and test drive events, developing videos, and sharing their EV stories.

The Emotive Campaigns Network was established to provide a hub where communities can collaborate on how best to deliver local and regional EV campaigns. The Campaigns Network provides a place to generate ideas around materials, campaign or event tactics, learn about existing campaigns and EV outreach efforts, and share challenges and solutions.

Appendix B – Application Questions

2021 Application Questions

Complete your application through the [downloaded template](#). You can preview the application questions below, but applications must be made by filling in the supplied template, attaching, and returning to Emotive staff, emotive@pluginbc.ca

A. Applicant information

1. Organization name
2. Organization address
3. Type of organization
 - i. Local Government
 - ii. Indigenous Government
 - iii. Other
4. How much funding are you requesting in total (\$0-20,000)?
5. Name of your organizational champion or staff representative.
6. Title of your organizational champion or staff representative.
7. Contact email of your organizational champion or staff representative.
8. Contact phone number of your organization's champion or staff representative.

B. Project

1. Describe the projects goal(s).
2. Project description:
 - a. Name/Title
 - b. Location
 - c. Description

- i. Describe in detail the work you propose to undertake to meet the goals of the pilot program including providing a work plan, with key deliverables and timelines
3. List the names of any partner organizations helping to deliver the project.
4. How many staff will be working on your project?
5. Do you have volunteers or EV Ambassadors supporting your project?
6. List any additional metrics used to measure success.
7. Please provide any supporting documentation that may benefit your proposal:
 - a. Council or board resolution supporting the work,
 - b. Letters of support from other stakeholders, community groups,
 - c. Copies of pertinent sections of any strategic documents, long-term plans (e.g. Official Community Plan, Regional Growth Strategy) that link to the work that is proposed,
 - d. Copies of any applicable implementation mechanisms, e.g. bylaws, that may be part of the work, and,
 - e. Reference to any guidebooks or best practices that may inform the proposed action.
8. Describe any other aspect of your plan not already listed here, such as additional activities, marketing, promotions, collaboration, and/or partnerships, etc.

C. Budget

1. Budget
 - a. Personnel (including staff time): _____
 - b. Materials: _____
 - i. Note: Items for prizes or give-aways must be included in your budget. They will not be provided *in addition* to COIP funding.
 - c. Services: _____
 - d. Registration Fees: _____
 - e. Travel/meals: _____
 - f. Consultant fees: _____
 - g. In-kind contributions: _____
 - h. Other: _____
 - i. Total: _____
2. If you included a cost under *Other*, describe the cost you are including.
3. If your Budget request is \$10,000 or above, please provide details of 50% or greater cost share funding from your organization, including a breakdown (e.g. total staff hours at an hourly rate, additional funding).

D. 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 any events and send to Fraser Basin Council (ensure proper photo waivers have been signed and logo is displayed prominently) (if applicable)?
4. Do you agree to tag Emotive/use hashtags in social media communications/posts (if applicable)?

5. Do you agree to sign the Official Mark Consent Agreement and get partners to sign? Link to the downloadable Official Mark Consent Agreement available [here](#).
6. Do you agree to use the CleanBC Go Electric logo on material content that is developed for the COIP project? (videos, digital content, pamphlets etc.)
7. Do you agree to have all event volunteers review the Emotive Training document (if applicable)?
8. Do you agree not to profit financially from the Emotive brand?
9. Do you agree that any promotion will be brand neutral with respect to vehicle makes and models?
10. Do you agree to submit a post-project report online?
 - a. A link to the post-event report will be sent to you after your event/campaign.
11. Please explain why you answered no to any of the questions above.

Appendix C – Final report questions

2021 Final report template/survey. The final report will be submitted using the [downloadable](#) template. You can preview the report questions below, but your report must be made by filling in the supplied template, attaching, and returning to Emotive staff, emotive@pluginbc.ca

1. Please list your name, title, and organization.
2. Provide a spending summary.
 - a. Personnel: _____
 - b. Materials: _____
 - c. Services: _____
 - d. Registration Fees: _____
 - e. Travel/meals: _____
 - f. Consultant fees: _____
 - g. In-kind contributions: _____
 - h. Other: _____
 - i. Total: _____
3. Describe work that has been accomplished by receiving funding from this COIP pilot including any differences between your initial proposal and activities that were completed. Please provide links, or information to where clean transportation targets (or activities to implement the targets) are, or will be publicly available.
4. What is your estimated overall reach from any Emotive activities/events undertaken as part of your clean transportation targets and planning work (if applicable)? Did the activities/events reach your target audience and engagement numbers? If no, explain.
5. Describe any marketing and promotional activities that were undertaken (if applicable).
6. List any barriers or challenges you encountered in the delivery of your project.
7. List any actions you would take to improve your project. Include lessons learned and ideas to amplify impact.
8. Answer the following for each activity/event [if applicable]:
 - a. Name of activity or event.
 - b. Location of activity or event.
 - c. Date of activity or event.
 - d. Description and summary of activity or event.
 - e. If applicable: How many people attended your event?

- f. How many people did you directly engage in conversations about clean transportation planning and EVs?
- g. List the staff, volunteers and ambassadors who supported your 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.