

June 14, 2018

Regional District of Cariboo
Suite D – 180 North 3rd Avenue
Williams Lake, BC, V2G 2A4

Attention: Director Steven Forseth and the Cariboo Regional District Board

Dear Director Forseth and Board Members,

RE: Emotive Grant Proposal to support Highway 16/97 Electric Vehicle (EV) Network Feasibility Study

The Highway 16/97 Electric Vehicle (EV) Network Feasibility Study is officially underway with confirmed funding of \$125,000 from the Federation of Canadian Municipalities and financial support from five regional districts and appointed Advisory Committee members.

The Advisory Committee met for the first time on June 5, 2018 in Prince George. On the agenda was a time sensitive request regarding a funding offer from *Emotive*, a BC wide campaign to raise public awareness about electric vehicles. The campaign is funded in part by the Province of British Columbia and is currently administered by Plug In BC.

Emotive's Community Outreach Incentive Program offers up to \$15,000 to organizations looking to develop an outreach campaign and deliver activities and events that raise awareness about EVs throughout BC.

This Emotive funding opportunity will provide direct value to CRD communities through our proposed events and contribute to the overall collaborative project with increased EV awareness, education and the creation of EV materials customized for a northern BC audience.

The application deadline is June 24, 2018. With a tight turnaround to prepare an application, the Advisory Committee determined that the best approach would be to engage one regional district to act as lead applicant on a proposal prepared by CEA. Director Forseth agreed to bring the Committee's request and CEA's Emotive grant proposal to the June 22, 2018 CRD Board meeting for approval. Since CRD is the only regional district or municipality represented at the meeting with a Board or Council meeting scheduled within the timeframe to approve the grant proposal prior to June 24, 2018.

There will be no cost to the Cariboo Regional District related to this grant application or the activities outlined. A minimal amount of staff time will be required from the City of Williams Lake and the Town of Smithers to support CEA's organization of the EV Readiness Workshops and related community events, activities already proposed in the existing Study workplan.

The Highway 16/97 Electric Vehicle (EV) Network Feasibility Study is a collaborative process among five regional districts and is committed to including all 26 municipalities as project stakeholders throughout

the 20-month project. We anticipate that over the course of the project, other regional districts and municipalities will have an opportunity to take the lead on other pieces of this collective initiative.

The Advisory Committee and Community Energy Association requests that the Cariboo Regional District **act as lead applicant for the Emotive Community Outreach Incentive Program grant application and approve the attached application proposal** as drafted by Community Energy Association on behalf of the five regional districts involved in **Highway 16/97 Electric Vehicle (EV) Network Feasibility Study**.

The following pages outline CEA's application proposal. Once approved, CEA will use this information to prepare a full Emotive Community Outreach Incentive Program grant application for submission by June 24, 2018.

Please feel free to contact me directly to discuss further at 604-628-7076 or dlittlejohn@communityenergy.bc.ca.

Yours sincerely,



Dale Littlejohn
Executive Director
Community Energy Association

Northern BC EV Campaign

The *Highway 16/97 Electric Vehicle (EV) Network Feasibility Study* is a community-led project, directed by five regional governments, with planning and implementation facilitated by the Community Energy Association. The project engages 31 local governments along the route from Kamloops to Haida Gwaii, in order to develop an electric vehicle (EV) charging station network over 1,240 km. The project officially launched on June 5, 2018 with an Advisory Committee meeting in Prince George. To support the study, the Advisory Committee agreed to prepare an Emotive Community Incentive Grant application, led by the Cariboo Regional District and facilitated by Community Energy Association. The activities described in the grant application will support the first phase of the study's outreach and meet the following goals.

As part of our larger, community-led, *Highway 16/97 Electric Vehicle (EV) Network Feasibility Study*, the specific activities outlined in the "Northern BC EV Campaign" will:

- Raise awareness about EVs by Northern BC residents
- Develop capacity within local governments to confidently move forward on supporting EV adoption in Northern BC
- Identify local EV ambassadors to showcase local knowledge and passion for EVs
- Recruit local EV Ambassadors for campaign profiles and event support
- Ensure community-driven EV education and outreach in the region is supported beyond the project with a focus on regional collaboration
- Develop customized, region-specific images and messaging for future EV awareness and education collateral in Northern BC
- Engage with over 100 people across four events and supporting campaign activities

Campaign Details: This multi-faceted campaign includes four distinct community events and two additional broad outreach activities that will focus on regional collaboration to build EV awareness and education. The collaboration of communities involved represent five regional districts and 26 municipalities, ensuring wide outreach geographically as well as beyond the 2018 activity time line.

The campaign builds on lessons learned and creative assets developed in the Emotive campaign as well as the recently launched *Accelerate Kootenays* project.

1. **Northern BC EV outreach and online presence** – Building on our ongoing outreach, we will support the formalization of the existing Prince George EV Enthusiast group by creating a Facebook group (similar to the Alberta EV Association) that will expand its reach broadly across the entire Northern BC region. This tool will:
 - Allow aspiring EV drivers to communicate with current EV drivers, ask questions and get tips and advice. This group could expand its reach beyond Northern BC and connect local residents to EV communities throughout BC and Canada.
 - Provide a platform to recruit Northern BC EV Ambassadors and formalize the group with Ambassador Cards
 - Create a social media presence for the *Highway 16/97 Electric Vehicle (EV) Network Feasibility Study*
2. **Capacity building in the north** - EV Readiness Workshops in Smithers and Williams Lake will help municipalities determine their role in supporting the growth of EVs in their community and offer tools to embed commitment, mobilize people and take action to support EV growth. These three-hour events will be piloted as regional workshops and include municipalities/electoral areas nearby. CEA has facilitated a number of these events in communities across the province, including a 2018 EV Readiness Workshop in Prince George.

- Project team will work with a municipal contact to bring together locally elected officials, key stakeholders and senior staff from all departments, including finance and economic development, recreation, planning, engineering, building and bylaw services, environment/sustainability, transportation, targeting 15 – 25 people per workshop.
 - Deliverables include:
 - Increased awareness on EV technology, markets and local priorities and opportunities
 - Customized report including benchmarking and prioritized action plan
 - Identification of local EV champion(s)
 - Connection with Emotive Campaign Network
- 3. Public awareness and education** – Following each EV workshop, we will attend or host a community event in Smithers and Williams Lake to share information about EVs with the public. Event locations will be chosen in discussion with Advisory Committee representatives and local stakeholders in each community, and might include community fair days, local summer markets or specialty events such as the 99th Annual Bulkley Valley Exhibition and Fall Fair in Smithers or the popular Williams Lake Rodeo.
- Events will be supported by one CEA staff member, at least one municipal staff, as well as local volunteers/EV Ambassadors where available
 - Advertising will include social media posts, website and Facebook notices, email blasts and print media and radio advertising where possible (What’s on Cariboo...and others)
 - Event materials will include EV 101 brochures, FAQ documents and information about incentives and cars available in BC
 - CEA will work with Emotive, local car dealerships and local EV drivers to have an EV onsite either for viewing or for a Ride and Drive experience
 - Event evaluations will include estimate number of people engaged, number of brochures/event materials distributed and number of test drives where relevant
- 4. Development of a distinct Northern BC EV brand** – Early branding of the Northern BC EV campaign will be developed through an email survey to local governments, Advisory Committee members and the EV enthusiasts group. We will also work closely with the Northern BC Tourism and Film Office to gain perspective on their recent regional strategy and continue to discuss the co-benefits of EV tourism. Survey input will inform a Northern BC adapted version of Emotive print material and include:
- Identification of colours and brand direction so early materials showcase colours and imagery that will be make up final branding concept
 - Photographic assets in two distinct regions of Northern BC (i.e. Cariboo and Northern) to customize Emotive material with local scenery
 - Customized region-specific print material such as rack cards, Ambassador cards and other materials