

## Leah Volkmann

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**From:** NCLGA <admin@nclga.ca>  
**Sent:** February 28, 2023 11:04 AM  
**Subject:** Member Notice: Community Outreach Incentive Program for EV Outreach - Funding Opportunity

Greetings NCLGA members,

For your information, please find below a funding opportunity through Emotive's Community Outreach Incentive Program 2023. For further information and/or to apply, please click on the link below (highlighted).

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### Community Outreach Incentive Program for Electric Vehicle Outreach

Applications are open for electric vehicle (EV) education and outreach projects in B.C. communities. Emotive is an EV education and experience campaign that provides up to \$10,000 per project to enable community organizations, local governments, and companies to demonstrate the benefits of electric transportation. It's not all about personal electric cars either. Emotive funding also supports projects raising awareness for e-bikes, electric car shares, and other electric mobility options.

Read about Emotive's Community Outreach Incentive Program and apply for funding at <https://pluginbc.ca/community-outreach-incentive-program-2023/>

Typical Emotive projects include organizing test-drive (or test-ride) events, hosting Q&A sessions with local EV drivers, developing region specific resources, and producing locally relevant videos. The funding program is flexible and open to other ideas as well.

This year, Emotive will prioritize projects that can show support for furthering EV awareness within northern, rural/small towns, and Indigenous communities. In past years, organizations from northern communities such as Dawson Creek, Terrace and Prince George have participated, along with other recipients across the province from the Kootenays to Vancouver Island, including the Musqueam Indian Band.

Emotive is one of a suite of programs offered under the Province of BC'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.



