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Best Practices for EV Outreach Programs



Executive Summary

Including purchase price, fuel, and maintenance, electric vehicles (EVs) can cost far less than internal combustion engine (gas-powered) vehicles cost over the lifetime of the vehicle. EV buyers also report higher satisfaction than those who purchase gas-powered vehicles through traditional dealerships. To date, however, much of the adoption of electric vehicles in the United States has occurred in more affluent areas. There are several reasons for this, including upfront costs and access to charging, but another reason is that electric vehicles have not been effectively marketed in low-income and rural communities.

Members of such communities have had fewer opportunities to experience these vehicles, get comfortable with them, or talk with peers who own them – all of which would help drive sales. To address issues around environmental equity, EVs need to be more accessible to people from these communities, who often bear more of the negative effects of air pollution and climate change.

Outreach program operators must be willing to remove barriers for these potential drivers. This includes providing access to EV technology and helping potential consumers determine if an electric vehicle can be an affordable, practical option for them.

Forth has navigated many opportunities and challenges while operating large-scale, equitable EV outreach programs. We've found that the greatest success comes when our programs are designed to respect and center the needs of the communities we aim to serve. In our experience, best practices for EV outreach and adoption include:

- Strong partnerships with electric utilities for education, promotion, and training.
- Clear plans for community engagement, including relationship-building with trusted representatives from faith-based communities, tribal leaders, and others.
- Consumer-friendly test-drive events featuring a variety of EV models and price points.
- Inclusive outreach materials, with educational and promotional information translated into multiple languages.
- Guidance to help consumers understand rebates, discounts, low-interest loans, and other financing to lower the cost of an EV.
- A diverse funding mix (grants, sponsorships, subsidies, and in-kind donations) that allows for sustained program growth.

1. Why Electric Vehicles

With transportation now the largest contributor to greenhouse gas emissions in the United States, the country must rapidly scale adoption of EVs to meet national and international climate goals. In fact, increased adoption of electric vehicles is critical to support the United States' goal of zero carbon emissions by 2050. Without continued aggressive action, this problem will only get worse: By 2050, demand for passenger transport is expected to more than double.¹ In order to curb the worst impacts of carbon pollution, improve public health, and increase energy security, the rapid electrification of the transportation sector is critical.

The significant and rapid growth in EVs has the potential to bring substantial benefits to the entire country. EVs can provide clean, reliable, affordable transportation that saves families thousands of dollars – especially as more models become available, including more used electric cars. This change brings with it an opportunity to improve equitable access to clean transportation sources. All people, regardless of where

they live or their cultural background, should have the opportunity to benefit from the lower operating costs, reduced maintenance needs, and improved performance of EVs.

Transportation Increases Equity

The ability to access affordable transportation directly impacts an individual's access to education, professional development opportunities, childcare, and healthy food choices.² Access is not shared equally, however. To date, much of the adoption of and investment in electric vehicles has occurred in more affluent areas. This has resulted in low-income communities having lower awareness of EVs and their benefits, and lower availability of EV charging infrastructure.³

At Forth, we are committed to improving mobility options for all. We maintain that electrifying and broadening the transportation sector is a key strategy to improve mobility options for historically marginalized communities.

As more governments are taking this issue seriously, there is increasing funding available for programs that advance the equitable transition to electrified transportation – including by making an EV purchase more realistic for moderate- and low-income consumers. Notable among them is the Justice40 Initiative. This is an element of the Inflation Reduction Act in which the U.S. government aims to have 40% of the overall benefits of certain federal investments flow to communities that are marginalized, underserved, and overburdened by pollution.⁴ Initiatives like this are creating billions of dollars in new funding that could hasten EV adoption in previously underserved communities.

In Forth's experience, one of the most effective ways to lower barriers for Justice40 consumers is by designing outreach programs about EVs that center the cultural and financial needs of these communities and include brand-neutral "ride-and-drive" activities. Ride-and-drives are events where individuals are given the opportunity to test drive an EV in a positive, low-pressure, education-focused environment. Recent evaluations suggest that ride-and-drives are a highly effective way of increasing EV purchases, since the experience of test driving or being a passenger in an EV is a strong driver of consumer intent.⁵

2. Why EV Outreach is Important

Transportation electrification is a critical step toward meeting the nation's greenhouse-gas-reduction goals, yet many American consumers have limited experience with EVs and their benefits. In fact, Consumer Reports' latest survey of EV awareness found that in the previous year nearly 35% of Americans had no exposure to an EV; only 5% of those surveyed had regularly seen, ridden in, or driven an EV.⁶

The same body of research found that someone's willingness to buy an EV increases the more a potential buyer or someone close to them sees, rides in, or drives an electric vehicle. According to the rideshare service Lyft, passengers are also 38% more likely to consider purchasing an EV after having ridden in one.⁷

Forth's own metrics back this up: One of our programs that included nearly 1,700 participants found their likelihood of purchasing an EV increased significantly after a test drive. As part of this same program evaluation, EV dealerships reported a significant increase in sales because of the ride-and-drive event.

Broadening the Definition of an EV Buyer

We know that experience with EVs is a powerful driver of adoption, but this experience has not rolled out equally across America. Even in early-adopter markets on the West Coast, EVs have generally been promoted to consumers who are more affluent, tech-savvy, and located in urban or suburban majority-

white communities.⁸ In addition, a recent Pew Research Center survey found that about 2 in 5 Americans would consider an EV for their next car purchase – yet EVs have not yet been widely marketed to moderate- and low-income drivers in communities of color or in rural areas.⁹ Instead, marketing campaigns for EV sales tend to assume that their ideal buyers are white, Millennial professionals in major metro locations – reinforcing a message that electric vehicles are for the privileged few.¹⁰

Before they can consider transitioning to an EV, potential buyers need to be able to imagine themselves as owners of electric vehicles. Without representation in advertising campaigns or marketing outreach tailored to them, people in Justice40 communities may miss out on chances to learn about the benefits of EV ownership, or simply see EVs as “not for me.” This may be why sales data shows rapid growth in areas where EVs are already popular and minimal growth in places where EVs are still rare.¹¹

To address this imbalance, Forth’s approach to EV adoption uses a strong equity lens and takes a targeted universalism approach. Put simply, we design our programs by centering those who face the most barriers to access. We believe that doing so helps everyone more effectively secure access to clean electric mobility. Along with organizations including Veloz, EVHybridNoire, and Plug in America, we have taken on the responsibility to close the awareness gaps through outreach, primarily via marketing campaigns, ride-and-drive events, educational workshops, and strategic partnerships with community-based organizations. Another piece of the puzzle is filled by voices in the community who advocate for EV adoption.



EVHybridNoire is an advocacy organization that aims to improve multicultural representation among electric vehicle drivers.

Persistent Myths about EV Cost, Charging, and Range

Because many consumers have limited knowledge of or experience with electric vehicles, they are susceptible to misconceptions that cause hesitancy in buying EVs.¹² These include concerns about purchase and operations cost, charging, and battery range.

When considering total cost of ownership, including purchase price, fuel, and maintenance, electric vehicles cost half as much as gasoline-powered vehicles over their lifetime.¹³ This means drivers can benefit not just environmentally, but also financially from driving EVs. Upfront costs for EVs can be higher, but market forces are changing. Used EVs are more available than ever at the same time that tax credits supported by the Inflation Reduction Act and other incentive programs are available to lower upfront costs.

Unfortunately, there is not widespread consumer awareness about EV incentives, or how to apply them to a purchase. For example, about half of the respondents in the Consumer Reports survey said tax rebates at the time of purchase would encourage them to purchase an EV, yet:

- 2 out of 5 said they hadn’t heard about incentives for EVs.

- Less than half were aware of tax credits for buying a new EV.
- Less than 1 in 5 were aware of tax credits available for buying a used EV.¹⁴

Given this lack of awareness, EV outreach programs can go far to help potential buyers find ways to close the purchase-price gap by considering different vehicle price points and incentives.

It's important to note that even when EV rebates are readily available, they are not created equally. A multistate analysis of rebate programs by the Greenlining Institute in 2022 found that the majority weren't designed with low-income communities of color in mind. Most programs offered \$2,500 or less in savings, were open to people of all income levels, and could not be applied to used or leased vehicles.¹⁵

For EVs to be a viable option, drivers also need to be assured of consistent, safe, and convenient options to fuel their vehicles. The concept of range anxiety – the concern that a drivers' battery charge won't last long enough for them to complete their driving needs – remains a persistent barrier, in spite of improvements in EV range.¹⁶ Similarly, potential buyers are expressing what might be called "charge anxiety," meaning they don't understand how or when to charge an EV.¹⁷ Home charging is the source used most often for current electric vehicle owners, according to 2023 data collected by Plug In America.¹⁸ But for Justice40 communities, home chargers may be difficult to afford and/or to install in rental properties or multifamily homes.

Consumers may also not be aware that electric utilities offer discounts on public charging stations for EVs. One example is Portland General Electric's Electric Avenue, a collaboration with Shell Recharge. This subscription service allows drivers to pay \$25 a month for unlimited charging during off-peak hours and market rates during peak hours.¹⁹

Educating drivers about the many ways to save on the upfront cost of an EV and on its daily operation can help them see an EV purchase as less cost-prohibitive than it may have been initially. Stacking incentives such as tax credits, rebates, and charging discounts may help them close the gap between the sticker price of an EV and a gas-powered vehicle. Outreach programs that factor these needs into their structure, budgeting strategy, and plan for community engagement/public partnership will have the best chance of success.

Electric Avenue pricing

Friendly pricing that keeps you moving

UNLIMITED CHARGING		
Level 2 Charging \$3 Includes a two-hour charging session and parking Up to 21 miles of range in 60 minutes	DC Fast Charging \$5 Includes a two-hour charging session and parking Up to 75 miles of range in 30 minutes	Unlimited monthly membership \$25 /mo Eliminates all flat fees and includes two hours of parking each session Allows you to use both Level 2 and DC fast chargers

Portland General Electric and Shell Recharge's Electric Avenue partnership offers affordable EV charging rates for consumers in Oregon.

3. EV Outreach Successes and Challenges

EV ride-and-drives and public education efforts work. In recent years, Forth and other transportation electrification organizations have reached thousands of potential buyers across the country through creative, multifaceted campaigns. Here are some of the notable successes and opportunities we've seen thus far:

- **Showcasing EVs in town and around the Pacific Northwest:** Forth has facilitated more than 2,000 ride-and-drive events in electric vehicles and conducted nearly 10,000 consumer engagements in

communities large and small. This work originally centered around a brand-neutral electric vehicle showcase opened in 2017 in downtown Portland, Oregon.

Forth hosted regular events in the showcase where consumers could experience the rapidly evolving world of electric mobility. From ride-and-drive events and product launches to EV owner conversations, the showcase served as a hub of activity for clean electric transportation.



Forth's mobile showcase brings EVs to rural and traditionally underserved communities throughout the Pacific Northwest. Ride-and-drive opportunities like this are a successful way to convert car buyers from gas-powered vehicles to EVs.

Forth has since taken the same model on the road for community outreach through our mobile showcase, allowing us to reach potential EV buyers throughout the region. Our showcases are brand-neutral, offering consumers the chance to compare and test drive electric cars from a variety of automakers.

- **Myth busting about EVs:** The nonprofit Veloz, a public-private organization with California roots, has taken a strategic communications approach to EV adoption. Its recent “Electric for All: Myths Busting Myths” education campaign made use of paid advertising, social media, and news coverage to drive consumers to an online education hub about EVs. The campaign used familiar mythical characters like Sasquatch, unicorns, and aliens to address common misconceptions about EVs with humor. Veloz worked with eight community partners on the campaign, which drove half a million visits to a website, ElectricForAll.org. The site allows consumers to explore resources and tools to compare EV models, find incentives, research home-charging options, and more.²⁰
- **Events and education in the Rocky Mountains:** Colorado has long been a leader in EV outreach and promotion. The state currently funds one of the most robust outreach programs in the country, Drive Electric Colorado (DE CO). A member of the 14-state Department of Energy-funded Drive Electric USA coalition, DE CO serves as a hub for Coloradans to find clear information and education about EVs. The organization regularly hosts “EV-ents” such as electric vehicle charging workshops and monthly EV showcases at churches and other community gathering spots. Coloradans can also reach out to DE CO for one-on-one coaching sessions with experts on EV technology and incentives.²¹
- **Bringing auto dealers along for the ride:** While EV technology is becoming more common, auto dealerships and salespeople need additional training about electric vehicles, as do their customers. In 2016, Plug In America developed the PlugStar program to address this issue using a multipronged approach. Dealerships that belong to PlugStar get training and support to grow their EV sales, while consumers get access to a shopping tool that helps them understand the benefits of

various makes and models. Since its introduction, PlugStar has trained thousands of salespeople at hundreds of dealerships nationwide. PlugStar.com, a shopping site that connects consumers with PlugStar trained dealerships, has been visited more than 500,000 times since it launched in 2018.²²

More recently, the Center for Sustainable Energy and the National Automobile Dealers Association (NADA) launched a training program on EV sales for NADA-member dealerships. The goal of this program is to better prepare dealers to answer consumer questions about EVs.²³

While Forth and others have notched quite a few successes with our EV outreach programs, these programs are not without challenges and limitations. Buying a car can be a stressful experience even under the best of circumstances. For many people, it's the second-most expensive purchase they'll make, after their home. Having a clear understanding of the options, pricing and availability of a vehicle can be even more difficult for EVs because of the limited awareness and exposure to transportation electrification in America.

Prospective outreach program operators should keep in mind these challenges and seek program designs that mitigate them. Issues to be aware of include:

- **Unclear leadership:** Many consumers expect that automakers, dealers, or even electric utilities will take the lead when it comes to EV education, but none of these groups have clearly stepped into the role. When car buying, customers report that most dealers have little or no knowledge of EVs and charging.²⁴ And while consumers say they'd like their electric utility to take the lead, many utilities have never been involved in a ride-and-drive event before working with Forth.²⁵ With dealers, regulators, and utilities lacking the capacity or experience to lead, nonprofit organizations like Forth, Plug In America, EVHybridNoire and others are working to fill the gap. Other organizations, ranging from AAA and consumer advocates to local and state governments, may also step in.
- **Limited/uncertain funding:** Just as leadership in EV outreach is made up of a patchwork of organizations, funding for robust EV education must be gathered from varied funding mechanisms, including public and private grants, corporate sponsorships, in-kind donations, and more. Each type of funding comes with its own criteria for qualification, timeline, and measures of success.
- **Low trust environment:** Car buying has traditionally been a high-pressure, low-trust environment. In a study by the research firm Perficient, car shoppers said dealers were "too heavily invested in churning sales" and "interested in making sales at their pace rather than meeting customer expectations."²⁶

The current market for auto lending also has a history of predatory and abusive lending practices, including discrimination toward Justice40 communities. Research has shown that race and ethnicity can result in high prices for cars as well as higher costs for financing, add-ons, and insurance.^{27 28} Potential EV buyers from low-income communities of color have little reason to trust in the traditional methods of buying and financing a vehicle. They therefore need outreach and education that comes from a trusted source.

- **Automakers reluctant to give up brand equity:** Auto manufacturers invest heavily in their brands' identity and market differentiators, hoping to build lifetime loyalty with buyers. In Forth's experience, local car dealerships may be reluctant to provide test drive vehicles because they want to bring customers to their own showrooms. This is why having our own EV fleet available for community outreach and engagement is extremely important.

- **Direct-to-consumer sales:** One of the reasons that consumers who've transitioned to EVs report satisfaction with the buying process is because automakers like Tesla, Rivian, and Lucid have bypassed the dealership model. These direct-to-consumer (DTC) companies promise a seamless eV purchase experience from start to finish. In order for Justice40 communities to benefit from the frictionless DTC model, however, they need help overcoming the marketing and education hurdles to see themselves as EV buyers. They will need access to DTC models that are not limited to higher-end new vehicles.
- **Data collection:** Funders want to see clear evidence that an investment in ride-and-drives and consumer education leads to greater EV adoption. While Forth routinely conducts post-event surveys for data collection, the time between an EV event and a consumer's eventual purchase of an electric vehicle may be too wide to be accounted for in a survey.

4. Recommendations for a Successful Program

Equitable EV outreach programs must respect and center the needs of the communities they wish to engage. Implementing an effective program generally hinges on deep engagement with stakeholders across the EV ecosystem. In addition, a critical underpinning to all of our recommendations is for program operators to build trust within the communities they aim to serve. Forth recommends taking the following steps to ensure equitable program design:

Invest in Relationships

Establishing strong partnerships is foundational for any community-based engagement to succeed. For EV outreach, Forth has found the best results come from relationship-building, often long before the event is planned.

For example, Successful outreach events depend on partnerships with community-based organizations that serve vulnerable populations and overburdened communities. Forth considers it a best practice to fairly compensate these partners for their expertise and time. To extend the reach of our messages, we also design Forth's "EV 101" education and outreach materials to be available in nine languages, which we make widely available to the public and partners.

We recommend the following approach when establishing your outreach network:

- **Reach out to key stakeholders:** Relationship-building with trusted community leaders and organizations is essential to ensure far-reaching and diverse outreach. It is especially important to seek opportunities for partnerships with community-based organizations outside of urban areas and in Justice40 communities. Example organizations include:
 - BIPOC-operated community organizations
 - Tribal leaders
 - Local community-based nonprofits and media organizations
 - Local government organizations
 - Multifamily housing sites and housing authorities
 - Economic development agencies/associations/districts
 - Electric vehicle associations

For a deeper look at the roles and responsibilities of each group, see Key Stakeholders on page 9.

- **Build trust in the communities where you host events.** While this goes hand-in-hand with stakeholder development, establishing trust in historically underserved communities requires its

own care and attention. Given historical and present-day injustices, some communities do not trust outside organizations or government entities. It is therefore critical to get to know residents well before an event occurs. Forth recommends doing so in partnership with a trusted community leader. One way of approaching this to connect with a person that manages community buildings and events, such as through a community center.

- **Develop strong partnerships with electric utilities:** Electricity providers can be an excellent resource for education, promotion, and training. Stakeholder engagement and community-based listening sessions are key for utilities to better meet the expectations their customers have around transportation electrification. Forth's efforts generally include creating resources based on the utilities' market/interests, hosting a leadership training workshop, offering support to develop a basic transportation electrification strategy, and creating outreach materials such as FAQ and model websites.
- **Network with auto dealers and electric vehicle associations:** In order to reduce the capital costs associated with ride-and-drive events, Forth recommends developing relationships with local dealerships and getting to know the leaders of electric vehicle associations. Vehicles from both of these organizations can be loaned for the duration of a test-drive event, allowing you to avoid a vehicle purchase.

Design Consumer-Friendly Events and Outreach Materials

EV outreach and engagement programs' main goal is to provide education and increased awareness to communities that might not otherwise have an opportunity or have limited resources to learn about EVs. As such, the outreach events also must be designed with the community in mind:

- **Create culturally relevant educational and promotional materials:** To ensure diverse outreach, educational and promotional materials should address the needs and demographics of the community. For example, providing materials in multiple languages and having staff at the event that speak languages relevant to the community.
- **Include education and guidance on incentives and financial assistance:** How to finance or afford an EV is a question for all consumers, but it is especially a factor for event participants within low-income communities. Outreach events should include materials and guidance about the resources available to assist lower-income buyers with an EV purchase. These may include rebates, discounts, low-interest loans, and other financing to lower the upfront and operational costs of owning an EV.
- **Ensure brand-neutral offerings and display a variety of models:** Ride-and-drive events can counteract an often-frustrating experience at dealerships. To do so, outreach events must offer different vehicle makes for test-drive opportunities. Include a range of EV models, price points, and options for event participants to see during an outreach event. This allows attendees to bridge knowledge gaps by experiencing a variety of EVs in one location.
- **Feature vehicles with different sales models:** Event planners should include vehicles that are sold direct-to-consumer and EVs that are available from traditional dealerships, as well as used vehicles. With dealership vehicles, event staff must be committed to educating consumers on the technology and benefits to overcome the limited knowledge demonstrated by traditional auto salespeople.

Seek Diverse Funding Sources

Finally, successful programs need to have the financial resources to reach potential drivers in historically underserved communities – and to sustain their reach over time. Forth recommends the following approach to funding:

- **Leverage electric utility relationships:** In addition to being a great resource for community engagement and EV promotion, utilities can also be a funding source for EV outreach events in their service territories.
- **Apply for state and federal government grants:** Several government agencies at the state and federal level have consistently funded EV outreach. These include the Department of Transportation, the Department of Energy, and the Department of Commerce.
- **Consider other funding mechanisms:** While electric utilities and government grants tend to be the primary funders for EV outreach, other sources to investigate include climate funds and funding collaboratives, charitable foundations, and nonprofit organizations.

5. Key Stakeholders

To build capacity for EV ownership, outreach team members need to develop working relationships with a variety of stakeholders. Over the years, Forth has built strong partnerships within the entire transportation electrification ecosystem, including automakers and dealers, charging providers, electric utilities, local governments, advocacy organizations, and others.

Stakeholder	Role
Auto dealers	May provide short-term use of EV models for ride-and-drive events, promote the events, and/or serve as host sites.
Auto manufacturers	May provide short-term use of EV models for ride-and-drive events.
Charging providers/operators	May provide EV chargers and educational materials about charging technology for use at ride-and-drive events.
Auto industry groups (AAA, car dealer associations, etc.)	May serve as partners to build awareness of ride-and-drive events with their members.
Local government/public agencies	May serve as partners in project management, community engagement, and outreach for equitable access to EVs. May provide financial support for outreach.
Regional, state, and federal government agencies	May provide funding for outreach efforts. May also provide financial support/incentives to purchase EVs and charging infrastructure.
Community-based organizations (including faith-based institutions)	Key partners for outreach and engagement to promote EV technology in Justice40 communities. Can help with community needs assessments to present clear benefits and strategies to bring EV ownership within reach.
Employers/business owners	May act as host sites for EV ride-and-drive events.

Environmental groups	May serve as partners and promoters for ride-and-drives or public education workshops.
Electric utilities	May provide funding for outreach efforts. May serve as partners for promoting EV education and events to their customers. May also provide technical assistance, offer discounts on public charging stations, or use their owned media channels to promote events.
Prospective EV drivers	Benefit from EV outreach events and educational materials. Their feedback helps program managers improve and adjust to make future offerings more effective.

A Case Study in Collaboration

Forth's ride-and-drives have typically relied on one or more community partner, often starting with a utility. Whenever possible, we also try to engage nearby auto dealerships. The most successful events have included multiple partners, a variety of dealerships, and representatives from the host city.

A good example of this type of collaboration is a series of ride-and-drive events that Forth conducted in 2023, with support from Pacific Power's Clean Fuels-funded grant program and the Oregon Clean Fuels Program. Over the course of the year, we held 10 outreach events. We strategically timed most of these ride-and-drives to coincide with already scheduled local events. This helped attract foot traffic and maximized our marketing dollars. The locations varied from public parks and farmers' markets to classic car shows.

Forth's team provided planning and on-site support staff along with fleet vehicles for test drives. While we recommend partnering with local auto dealerships to provide test drive vehicles (and navigate service territories), Forth has found that having our own vehicles available is extremely important in case a partnership isn't feasible at a given event.

The ride-and-drives resulted in 720 consumer engagements and 266 test drives. Attendees requested information regarding available models, charging options, and available state and federal incentives. Many committed to buying an EV as their next car. Overall, our community partners saw great value in hosting the events and were eager to participate in future ride-and-drives.

6. Budget and Funding Strategies

To reach a wide audience equitably and effectively, EV outreach programs must build out the staff, technology and operations support necessary to sustain their programs. Several variables can impact the cost of conducting EV outreach, such as:

- The type of outreach (e.g. ride-and-drive, community engagement sessions, etc.)
- The size of the event
- The event location
- Event partnerships or sponsors

At the same time, available funding tends to be fragmented; outreach teams will need to be resourceful and efficient to make the most of every opportunity. Successful, long-running programs will likely draw on

multiple funding sources for start-up costs including vehicle procurement and maintenance. Different funding mechanisms also may be necessary to support program operations, marketing, community engagement, and other efforts.

Effectively making use of a variety of subsidies, grants, and clean-energy funds can increase the likelihood of a program's long-term success. Funding mechanisms to consider when building a program's budget may include:

- Utilities' clean-energy programs
- City or state grants.
- Philanthropic foundations.
- Corporate sponsorships.
- Federal funding programs, in particular, the Department of Transportation's Charging and Fueling Infrastructure Grant Program

Outreach program staff should leverage opportunities created by the federal Infrastructure Investment and Jobs Act and Inflation Reduction Act. These initiatives have created more than \$100 billion in new funding programs that can help drive equitable transportation electrification. The reach of federal funding can be multiplied by seeking local partners and funding sponsors for ride-and-drive events in the communities you aim to reach. With each mechanism you consider, it is important to understand how the funding will shape your program design, goals and metrics. Funders will want to see evidence that you're meeting the program's stated aims and that you qualify for support under their funding criteria.

Example Budgets

Two samples of EV ride-and-drive budgets are provided below. The first is for a ride-and-drive that occurs as a part of a wider, three-day event with more than 5,000 attendees. The second is for a smaller event that lasts six hours and has less than 100 attendees.

Both examples assume the event will occur in the city or town where the outreach program is based. Program operators can use these examples as a guide to customize with the specific needs for a future ride-and-drive event.

Sample Budget for Large Ride-and-Drive Event, 8-10 Vehicles

Expense	Amount	Description
Vehicle procurement	\$0	Assumes local auto dealers and other organizations can provide vehicles for events at no cost. If purchase is necessary, costs are variable depending on the vehicle type, available rebates, etc.
Project management, logistics, and marketing hours	\$8,250	Assumes 150 total staff hours at a rate of \$55 per hour for organizing the event.
Event personnel hours	\$9,900	Assumes 180 total staff hours for the event itself, at a rate of \$55 per hour. 150 hours are allocated for event staffing (2 shifts of 5 hours per day, 5 team members per shift, over 3 days). 30 hours are allocated for staff onboarding/training and event setup.
Marketing costs	\$500	Social media targeted ads, collateral costs, translation, etc.

Supplies/materials	\$2,000	Tables, chairs, branded canopy, clipboards, tablecloths, etc.
Travel and meals	\$650	Assumes this is a local event at the standard GSA lunch rate for Oregon (\$15) for event staff, including 30 team members across all shifts. Additional travel costs were added for staff transporting vehicles between local, Oregon-based locations.
Overhead and G&A	\$6,390	Depends on the organization; this example assumes 30% overhead and admin rate on operations.
TOTAL PROJECT COST	\$27,690	

Sample Budget for Small Event Ride-and-Drive, 2-3 Vehicles

Expense	Amount	Description
Vehicle procurement	\$0	Assumes local auto dealers and other organizations can provide vehicles for events at no cost. If purchase is necessary, costs are variable depending on the vehicle type, available rebates, etc.
Project management, logistics, and marketing hours	\$2,750	Assumes 50 total staff hours at a rate of \$55 per hour for organizing the event.
Event personnel hours	\$1,815	Assumes 33 total staff hours for the event itself, at a rate of \$55 per hour. 18 hours are allocated for even attendance (1 shifts of 6 hours with 3 team members). 15 hours are allocated for staff onboarding/training and event setup
Marketing costs	\$500	Social media targeted ads, collateral costs, translation, etc.
Supplies/materials	\$2000	Tables, chairs, branded canopy, clipboard, tablecloth, etc. for the event.
Travel and meals	\$245	Assumes this is a local event at the standard GSA lunch rate for Oregon (\$15) for event staff, including 30 team members across all shifts. Additional travel costs added for staff transporting vehicles between locations.
Overhead and G&A	\$2193	Depends on the organization; this example assumes 30% overhead and admin rate on operations.
TOTAL PROJECT COST	\$9,503	

7. Additional Resources

Advocates for equitable EV adoption may find the following resources helpful in making the case for outreach programs:

- [Webinar: Consumer Outreach & Education: Why Engagement Is Essential](#), Forth
- [Mobility Equity Framework](#), Greenlining Institute

- [Advancing Electric Transportation Through Community Engagement](#), Forth
- [Electric Vehicle Customer Journey Research: Consumers Expect More From Automakers and Dealers](#), Perficient
- [2023 Electric Vehicle Survey](#), Consumer Reports
- [Race to Zero: California's bumpy road to electrify cars and trucks](#), CalMatters
- [Time to Stop Racing Cars: The Role of Race and Ethnicity in Buying and Using a Car](#), National Consumer Law Center
- [Country Crossroads Report: Rural Driver's Gasoline Use and Benefits of Switching to EVs](#), Coltura

Forth also has compiled findings from across its research and pilot projects for transportation electrification into a series of white papers. These documents can help guide stakeholder groups as they make the case for investments in EV programs and infrastructure. For details, visit forthmobility.org/reports-studies-papers.

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