



E-Mobility Education and Awareness Grants

Round 1: FY22/23 Projects

Rules & Selection Criteria

Program Purpose

In 2018, Colorado released its first electric vehicle (EV) plan setting forth goals, actions and strategies to develop EV fast-charging corridors across the state and establishing a target of 940,000 EVs by 2030. In 2020, Colorado updated and released the [Colorado Electric Vehicle Plan 2020](#). The updated plan also committed the state to a target of 1,000 transit zero-emission vehicles (ZEVs) by 2030 and a fully zero-emission transit fleet by 2050.

Recently, CDOT in collaboration with the Colorado Energy Office (CEO) and the Regional Air Quality Council (RAQC), released the [Colorado EV Education and Awareness Roadmap](#). Completed by E Source, the roadmap includes a review of nationwide EV market studies covering consumer awareness and barriers to electric transportation, with more than 20 in-depth interviews with EV leaders, and a survey of 2,000 Coloradans to gauge knowledge of EVs. The study found that public misunderstanding and misconception about the relatively new technology behind EVs is a major barrier to widespread EV adoption. In addition, there is also a general lack of a strong understanding of what electric vehicles are, what benefits they offer, the models that are available, and the associated incentives.

In an effort to advance the state goals and to increase e-mobility awareness to Coloradans, CDOT developed the **E-Mobility Education and Awareness Grant** to support e-mobility education projects that will equip Coloradans with the right information to make informed decisions and encourage the adoption of e-mobility. This grant program provides financial support for projects that design, demonstrate, and/or disseminate e-mobility education and outreach events, materials, and programs across Colorado that expand public awareness and education around EVs and increase the public understanding of their benefits, capabilities, and availability. Use of the CO EV Partner Toolkit developed as part of the EV Education and Awareness Roadmap is highly encouraged.

Program Goals

- To support grassroots organizations in accelerating electrification efforts such as hosting community events
- To increase ZEV knowledge within disproportionately impacted (DI) communities
- To deliver STEM education on the benefits of ZEVs
- To provide educational and awareness programs to educate the public, including support for K-12

Applicant Eligibility Requirements

Any public, private, or nonprofit organization located in Colorado, or those outside of Colorado that have demonstrated experience and expertise in education, awareness, and community outreach are eligible to apply for this grant. All projects must be in Colorado and benefit Coloradans.



Project Eligibility Requirements

Funding background

Funds for these programs will be provided by the Office of Innovative Mobility (OIM).

Eligible Project Locations

Funding is available to support projects statewide.

Eligible Project Types

All projects must be in Colorado and benefit Coloradans. Examples of eligible projects include:

- Host community events that will raise public awareness of ZEVs, such as EV ride and drives or EV showcases
- Community outreach with local partners, local communities, and grassroots organizations to identify appropriate methods to increase e-mobility adoption
- Organize educational events to educate DI communities about the economic and environmental benefits of e-mobility
- Implement and/or expand ZEV education programs for K-12 grade students
- Other innovative projects that encourage greater e-mobility education and awareness across the state

Funding Requirements

Eligible projects must request a minimum of \$20,000 and a maximum of \$100,000, excluding match. A local cash or in-kind match of 20% of the requested grant funds is highly encouraged but not required. CDOT reserves the right to issue partial awards rather than the full requested amount, as resources and circumstances dictate.

Application Process

Applications should be submitted along with optional letters of support from impacted or participating entities.

Project Funding Evaluation and Selection Process

The **E-Mobility Education and Awareness Grant** was released **October 28, 2022**. **Applications are due by December 9, 2022**. Please submit your application to dot_innovativemobility@state.co.us.

CDOT will establish an internal scoring and selection panel to assist with scoring and evaluating projects. Participants may include staff from various CDOT and state agency divisions:

- CDOT Office of Innovative Mobility
- CDOT Division of Transit and Rail
- CDOT Civil Rights and Business Resource Center
- Colorado Energy Office



- Colorado Department of Public Health & the Environment
- Colorado Department of Labor and Employment
- Other relevant subject matter experts

Each member of the panel will review the applications and assign points to the criteria based on information contained in the project application forms.

Evaluation Criteria

Category	Weight (%)	What are we assessing?
Equity, Inclusivity, and Local Impact	30	To what extent does the project consider and address underserved populations? Does the project benefit and encourage participation of underrepresented groups? What is the level of stakeholder engagement? Does the project benefit existing communities, including involvement of local community and business partners?
Demonstrated Project Need	25	Why is a grant needed for the project? How does the project consider and address e-mobility education and awareness gaps and needs?
Applicant Qualifications	20	What is the project's likelihood of success given the applicant's qualifications and experiences? Does the applicant have experience in conducting e-mobility education and awareness events? What is the applicant's level of knowledge relating to e-mobility?
Project Readiness	15	What is the project's likelihood of success given the applicant's readiness, project plan, timeline, budget, and partnerships? Is completion of the project within one year realistic?
Replicability and Scalability	10	Is the project easily replicable? Can the project scale to a wider geographic area? Will the lessons learned be transferable?

Award Conditions

- All project scopes of work are subject to review and approval by CDOT. The submitted and approved project scope becomes the work that the applicant, at a minimum, must complete.
- Each applicant awarded funds will provide a signed scope of work and be issued a purchase order from the Colorado Department of Transportation (CDOT) to implement the project depending on the type, location and other characteristics of the project. CDOT is the ultimate steward of these state funds. CDOT will specify requirements for status reporting and reimbursement requests.
- Approved applicants will be required to report data based on the application scoring criteria.



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- Select applicants may be required to attend a post-project debrief with CDOT and other state agency staff.