



E-Mobility Education and Awareness Grants

Calendar Year 2024 Round 1 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. In 2023, Colorado recommitted to these goals and identified additional strategies in support of equitable, multimodal EV adoption in the [2023 Colorado Electric Vehicle Plan](#).

Education and awareness of EVs is critical for Colorado to achieve the adoption goals identified in these plans. In 2020, CDOT collaborated with the Colorado Energy Office (CEO) and the Regional Air Quality Council (RAQC) to release 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. This research serves as the basis for the state-funded [EV CO campaign](#) that launched in 2022 and provides brand-neutral, Colorado-specific EV information and resources to the general public to help them make informed decisions around their own EV adoption.

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 EV CO Partner Toolkit developed as part of the statewide campaign is highly encouraged.

Program Goals

- To support grassroots organizations in hosting community events or developing culturally-relevant materials and campaigns
- To increase ZEV knowledge within disproportionately impacted (DI) communities
- To deliver STEM education, including K-12, on ZEV technologies, benefits, and career opportunities
- To provide educational and awareness programs to inform the general public on the availability of different ZEV modes, including e-bikes, e-scooters, transit, etc., and the available incentives and programs to access them



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 located 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 located 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 as well as the incentives and programs available to access them
- Implement and/or expand STEM education programs for K-12 grade students that include ZEV content
- 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 **December 20, 2023**. **Applications are due by March 29, 2024**. 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 Environmental Justice & Equity Branch
- 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 Disproportionately Impacted (DI) populations? Does the project benefit and encourage participation of DI 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.
- New awardees must be willing to provide relevant business and tax documentation for completion of the CDOT Vendor ID creation process where each vendor will be provided a unique numerical identifier.



- 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.
- Costs cannot be incurred until awardee has received a purchase order and notice to proceed from CDOT. Funds will be dispersed through reimbursement with applicable documentation provided showing purpose of cost incurred, proof of payment, and labor rates/hours.
- Approved applicants will be required to report data based on the application scoring criteria.
- Select applicants may be required to attend a pre-project training and post-project debrief with CDOT and other state agency staff.
- Select applicants may be invited to present their projects to the Colorado EV Coalition, ZEV Workforce Development Subgroup, or other platforms upon completion.