

PGE Drive Change Fund Communications Toolkit

Here are some guidelines and tools to help you refer to the PGE Drive Change Fund when promoting your project.

Talking about your Drive Change Fund award

Now that you've been awarded a Drive Change Fund grant, you probably want to share the good news with your organization's employees, members, volunteers or stakeholders. Here are some suggested messages and sample copy you can use to promote your project:

- We're thrilled to share that we were selected to receive a Drive Change Fund award from PGE!
- The Drive Change Fund awards grants for transportation electrification projects in our community.
- Thank you, to DEQ's Oregon Clean Fuels Program and PGE, for supporting organizations like ours in the journey toward a cleaner, greener future.
- With this DCF award, we plan to develop [[share a brief summary of your project](#)] which will [[brief summary of its impacts](#)].

Key Messages

- Today, 40% of total GHG emissions in Oregon comes from the transportation sector, which makes it the largest contributor to our state's carbon emissions.
- Electrifying transportation provides one of the most significant opportunities for reducing greenhouse gas emissions and other harmful pollutants.
- In addition to the positive impacts on our environment and communities, EVs are cost-saving choices for organizations as they require less maintenance and the price of electricity is regulated, unlike gasoline.
- The PGE Drive Change Fund is funded via the Oregon Department of Environmental Quality's [Clean Fuels Program](#).
- Funded by the sale of Oregon CFP credits, the fund supports projects aimed at expanding electric mobility options and reducing greenhouse gas emissions.
- The fund prioritizes projects focused on serving vulnerable populations and underserved communities.

Website

Refer your audience to portlandgeneral.com/drivechange fund to learn more about the fund and its impact.

Social Media

Share the good news with your organization's stakeholders by posting on social media. Don't forget to tag PGE so we can share your post and consider adding photos for visual impact. Check out the DCF social media toolkit on our [website](#) for hashtags, social handles and sample copy.

Style

When sharing information about the PGE Drive Change Fund on your website, in a press release or any other channel, please use the PGE Drive Change Fund logo.

Promote your project along the way

Don't forget to share these key milestones via social media or other outreach:

- DCF award granted
- Project started
- Project complete



Drive Change Fund



Drive Change Fund

- Do not alter the logo's shape, color or proportions
- Make sure the logo is large enough to read clearly and has ample margins
- Use the dark blue version whenever possible, but the white version may be appropriate on dark backgrounds

Press Release

For newsworthy project updates and announcements, consider distributing a press release. Please pull from the suggested messaging above or refer to the press release template on our [website](#). Let us know if you'd like a quote about our partnership or support.

Downloads & Resources

You can download DCF logos, sample social media posts and a press release template to help get you started at portlandgeneral.com/dcftoolkit.

Contact

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