

PGE Drive Change Fund

2024 Guidelines

Thank you for your interest in the PGE Drive Change Fund, which provides financial support for local transportation electrification projects, with a focus on underserved communities. The DCF is made possible through the Oregon Department of Environmental Quality's [Clean Fuels Program](#).

Please review the eligibility guidelines, project requirements and evaluation criteria below. Applications will be reviewed by a third-party evaluator and selected by a committee of PGE representatives subject to availability of funds.

Funding Eligibility

Selected projects will advance transportation electrification to the benefit of residential customers in PGE's service area. Projects should fall into one or more of these categories:

- Acquisition of electric vehicles
- Education and outreach campaigns and programs
- The installation of EV charging infrastructure
- Other innovative projects that advance transportation electrification

Eligible project costs include:

- Capital equipment costs
- Engineering, design, permitting, construction, and installation costs
- Costs for new or upgraded electrical service
- Network subscriptions and software licensing (up to 3 years)
- Forecasted maintenance costs (up to 3 years)
- Driver, operator, and maintenance training
- Administrative costs including staff time, project evaluation, branding, and marketing (at or below 10% of total project costs)
- If a project is applying within the education and outreach category, project management directly tied to the implementation may be included (above the 10% administrative costs mentioned above)

Structural or site improvements required prior to project construction are not eligible for funding.

Ineligible costs include but are not limited to:

- Canopies
- Roofing



- Tree removal
- Lighting
- Flooring
- Structural reinforcement

Activities not directly associated with the capital costs of a new electric vehicle or electric vehicle charging are not eligible for funding. These include but are not limited to:

- Vehicle or driver insurance costs
- Fuel costs, including electric service
- Facility maintenance or repair costs
- Site costs not directly required for electrification
- Extended warranty costs
- Donated, in-kind, or volunteer materials or labor
- Marketing, administrative, or other non-technical costs (beyond 10% of total project cost)

Applicants who previously applied and were not selected may apply again and are encouraged to incorporate feedback from the PGE Selection Committee. Awardees who have completed and received approval on their final report are eligible to apply again.

Evaluation Criteria

Projects will be evaluated and scored in the following key areas:

- Project Design & Benefits
 - Applicant has demonstrated commitment to DEI.
 - Clearly identified needs and project designed to address those needs.
 - Project provides community benefit (educational, economic, environmental, social, etc.).
 - Engagement with and impact on historically underserved communities.
 - Advances electric transportation in Oregon.
 - Project success, metrics, and evaluation clearly defined.
- Feasibility & Timeline
 - Project is “shovel ready” with a reasonable timeline, established milestones, and mitigated risks.
 - Project team and roles are clearly defined.
 - Assets identified for the project are appropriate for project and goals.
- Costs & Financing
 - Project demonstrates financial need for DCF funding.



- Project includes a reasonable budget, mitigated risks, and maximum value for funds requested.
- Demonstrated effort to secure additional funds beyond DCF.
- Organization demonstrates high financial stability and strength.

Project Requirements

Projects must meet the following criteria, where applicable:

- Project must be a new installation with new equipment and materials.
- Project completion within 18 months of award agreement execution. Extensions may be considered on a case-by-case basis.
- Project lifetimes are defined as ten (10) years from the powering on date for chargers or delivery date for vehicles.
- Project must designate all Clean Fuels Credits generated by a DCF funded charger to PGE via DEQ's Clean Fuels Program.
- Applicant must be a non-profit, for-profit, or government entity.
- Project will provide a direct community benefit with the majority of those benefits directed at PGE residential customers.
- Projects must address the needs of underserved communities as defined in House Bill 2165 which includes residents of rental or multi-family housing, communities of color, communities experiencing lower income, tribal communities, rural communities, frontier communities, coastal communities, and other communities adversely harmed by environmental and health hazards.
- Project supports education of and increases engagement with electric transportation in Oregon.
- If a project requires new or upgraded service, a request has been submitted to PGE Service Design Team through PowerPartner.
- All chargers must be a PGE qualified charger Please visit our [Qualified Chargers](#) page for options.
- All vehicles must be at least partially electric (PHEV), with a preference for full battery electric (BEV).
 - For light-duty vehicles (passenger cars, trucks and vans), visit [EV Cost and Savings Calculator](#) for options.
 - For medium and heavy-duty vehicles , visit [Zero-Emission Technology Inventory](#) for options.

Project Preferences

Projects meeting the following criteria may be given priority:



- Site is located within PGE service area. Alternatively, a project can be nominated or sponsored by a PGE customer or community in PGE's service area.
- Site and/or system is owned by a PGE customer.
- Vehicles will be charged in PGE's service area.
- Full battery electric vehicles (BEVs).
- Charging infrastructure located in PGE's service area and served by PGE's electric service.
- Project is hosted by a public or non-profit entity or is proposing a project in a meaningful partnership with a public or non-profit entity. Culturally specific organizations are explicitly encouraged to apply.
- Constructed with local materials or labor from PGE's service area, the state of Oregon or the Pacific Northwest region.
- Provide a substantial benefit to the community in the form of engagement and public visibility. Eligible options include but are not limited to: events, trainings, curriculum development, presentations, tours, and educational material.
- Applicant has demonstrated efforts to obtain all other available funding sources, incentives, federal grants, and tax credits.
- Projects that have pledged their own funds, secured in-kind donations, or shown a willingness to engage in creative fund-raising efforts which contribute to the overall appeal of the project.
- Projects in which the entirety of overhead, administrative, or project management costs are borne by the project owner.
- Applicant currently participates in a Green-e® Energy certified renewable power program.

Diversity of project characteristics including but not limited to: project type, project geography, project size, and communities impacted.

Funding Parameters

For the 2024 round, there is at least \$2.25 million available for funding. The funding limit for an individual applicant is \$750,000. A single organization can receive up to \$1 million over five years.

- All applicants are expected to pursue all other forms of available funding, including grants, incentives, and state/federal tax credits where appropriate.
- Applicants may apply for up to full project funding from the Drive Change Fund.
- Awardees are eligible to receive 75% of funding upfront after agreement execution with the remaining funds awarded upon project completion.
- Applicants are encouraged to submit their best offer needed to make the project happen and not include extraneous costs.
- Based on evaluation, application details, and other eligible projects, funding awards may differ from the amount requested.



- PGE will allocate funding based upon qualified applications with no guaranteed total amount to be released in any year.
- Eligible applicants (defined as non-profits with an annual operating budget of less than \$2 million) may apply for financial assistance of up to \$2,000 to limit administrative burdens - more information can be found on the 2024 Drive Change Fund Application.

