



Charged for Change

Electric Vehicle Infrastructure Program

Application Guide

Last updated: October 2023



ABOUT

Earth Day Canada (“**Sponsor**”) is proud to be able to offer this funding opportunity, the Charged for Change program (“**Program**”), to underserved Communities in Canada through the financial support of Aviva Canada Inc. (“**Aviva Canada**”). The purpose of this Program is to:

- accelerate the implementation of electric vehicle charging stations in underserved Communities across Canada; more particularly those Communities whose ratio of residents per charging head is greater than the provincial average (e. g. in Ontario, there are about 2,181 residents per charging heads, meaning that if a community has a ratio of 2,200 or 2,300 residents per charging head – or anything above these ratios, they are eligible). Each provincial ratio is available under the Definitions section of this Application Guide;
- provide funding for the installation of electric vehicle infrastructure in the foregoing underserved Communities for Projects that increase accessibility of electric vehicle charging stations in Public Places and On-Street Public Places, Multi-Unit Residential Buildings, and Workplaces (defined hereinbelow).

The overall budget for this Program shall be capped at seven hundred and fifty thousand Canadian dollars (CAD \$750,000.00) per year, for a period of three (3) years, and shall only be distributed by the Sponsor to awardees selected by the Sponsor Selection Committee (defined hereinbelow), based on the number and quality of applications submitted, fulfilment of eligibility criteria, the entering of a Funding Agreement as well as any other conditions set forth in this Application Guide. There is therefore no certainty that your application will be accepted by the Sponsor, and more particularly the Sponsor Selection Committee.

For greater clarity, the Funding Agreement shall mean the form of a funding agreement entered into by the Sponsor and the Community selected by the Sponsor Selection Committee to receive the special grant or funds for the Project. The maximum amount of funding that any one selected Community can receive is one-hundred and twenty-five thousand Canadian dollars (\$125,000.00 CAD), which shall be solely used to reimburse eligible expenses for the Project as set forth hereinbelow.

It is worth mentioning that only one (1) application per Community will be accepted, and not all Communities that apply for funding will receive funding. In this regard, please note that regional distribution will not be considered in the selection process.



DEFINITIONS

“**Community**” (or “**Communities**”) shall mean a recognized municipality within Canada, as well as Indigenous communities located therein, with less than 100,000 residents and whose ratio of residents per charging head is greater than the provincial average (see Table 1 below for the provincial average number). For greater certainty, an Indigenous community shall mean an area populated primarily by Indigenous people with their own form of government.

Province / Territory	Residents per Charging Head
Nova Scotia	2,656
New Brunswick	2,203
Prince Edward Island	657
Newfoundland and Labrador	3,473
Quebec	1,073
Ontario	2,181
Manitoba	4,344
Saskatchewan	4,194
Alberta	3,984
British Columbia	1,231
Yukon	1,547
Northwest Territories	20,535
Nunavut	0 ¹

Table 1: Provincial Average Number of Residents per Charging Head²

“**Multi-Unit Residential Buildings**” (hereinafter “**MURB**”) are defined for the purposes of this program as a building with a minimum of three (3) dwelling units.

“**Project**” shall mean a work project relating to the implementation and installation of electric vehicle infrastructure, in particular electric vehicle charging stations, in Public Places and On-Street Public Places, Multi-Unit Residential Buildings, and Workplaces of an underserved Community.

“**Public Places and On-Street Public Places**” are defined as parking areas intended for public use and can be privately or publicly owned and operated. On-street and curbside charging infrastructure are considered a public place.

¹ The average number for Nunavut is zero because there are currently no charging stations in the territory and all Communities are eligible.

² This average was calculated using the population data from the [Statistics Canada 2021 Census](#) and the number of charging heads from Natural Resource Canada’s [Electric Charging and Alternative Fuelling Stations Locator](#) as of August 2023.



“**Workplaces**” shall mean a workplace location or premises wherein employees perform their employment duties. Charging infrastructure can be installed in parking locations primarily used by the employees during working hours and depending on negotiations with the landowners, may be open to the public outside of working hours.

HOW TO APPLY

The application form (“**Application Form**”) will be made available online on November 6th, 2023 and can be accessed from the following website address: <https://www.aviva.ca/en/about-aviva/sustainability/charged-for-change/>. Please thoroughly review the Application Form, and submit: (i) your responses to the questions contained on the online Application Form, (ii) the following supporting documents via email to chargedforchange@earthday.ca with subject line “[Community name] Supporting Documents”:

- a detailed Project budget using the Project budget template available at <https://www.aviva.ca/content/dam/aviva-public/ca/climate-change/en-chargedforchange-application-budget-template-2023-24.xlsx>
- a quote from service contractors to substantiate the expected Project costs; and
- a list of the specific locations where electric vehicle chargers will be installed.

Please carefully review the application period outlined in the next section of this Application Guide. Applicants must submit their online Application Form prior to sending any supporting documents to the email address provided above.

Eligible and ineligible Project expenditures are further discussed below.

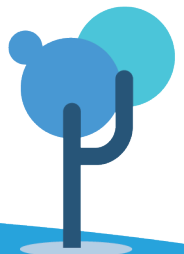
After submission of the Application Form, applicants will receive an email confirming receipt of their Application Form within five (5) business days.

APPLICATION PERIOD

Communities applying for the funding must submit their application during the following application window:

- from November 6th, 2023 (starting at 8:00 am EST) to February 22nd, 2024 (ending at 4:00 pm EST)

Applications will be accepted at any time throughout the foregoing application window and will only be considered by the Sponsor Selection Committee (defined below) during the selection period, which will occur between February 23rd and March 29th, 2024. Funding announcements of successful applicants will be made on the following schedule:



- February 23rd to March 29th, 2024 – application review process by the Sponsor Selection Committee;
- April 1st to 12th, 2024 – the Sponsor will contact successful applicant Communities; and
- Week of April 15th, 2024 – Public announcement of successful applicant Communities.

As mentioned above, only (1) application per Community will be accepted.

Any application submitted by a Community outside the above-mentioned application window or that is incomplete will not be considered by the Sponsor Selection Committee and will be refused.

ELIGIBLE AND INELIGIBLE EXPENDITURES

Under this Program, eligible expenditures for an approved application must be directly related to, and necessary for, the implementation and installation of the Project, and will include:

- Salaries and benefits;
- Professional services (e.g. scientific, technical, management, contracting, engineering, construction, installation, testing and commissioning of equipment, training, marketing, data collection, logistics, maintenance, printing, and distribution);
- Capital expenses, including informatics and other equipment or infrastructure;
- License fees and permits;
- Costs associated with environmental assessments;
- GST and HST net of any tax rebate(s) to which the applicant may be entitled.

Ineligible expenditures for reimbursement under this Program shall include:

- In-kind costs;
- Land costs;
- Legal costs;
- Ongoing operating costs (e.g., electricity consumption, operation, maintenance, networking fees, subscription fees, etc.); and
- Costs incurred outside the eligible expenditure period which runs from April 22nd to March 31st of the calendar year following the year in which funding may be provided, including those for preparing this application.



PROGRAM ELIGIBILITY CRITERIA

To be considered for funding, the applicant must fulfill the following criteria:

- (i) The Project must be located in Canada;
- (ii) The applicant must be a Community as defined hereinabove;
- (iii) The Community must have a higher number of residents per charging head ratio than the provincial average (see Table 1 for details);
- (iv) A minimum of four (4) charging heads must be included in the Project;
- (v) The applicant must be able to satisfy legal, insurance and other regulatory obligations with respect to the installation, use and maintenance of EV charging stations;
- (vi) The applicant must be able to submit all Projects costs and fulfil its initial financial commitments as further discussed in this Application Guide;
- (vii) All Project sites, in particular the electric vehicle charging stations, must be branded with Aviva Canada and Earth Day Canada branding;
- (viii) The proposed Project is not subject to Environmental Assessment laws or regulations of any governmental authority, including but not limited to the Impact Assessment Act (S.C. 2019, c. 28, s. 1) or the Canadian Environmental Protection Act, 1999 (S.C. 1999, c. 33), and that the Project has no adverse effects on the Community, including any indigenous communities that may be situated near the Project site;
- (ix) Use of EV charging stations that fulfill the following specifications:
 - Be a permanent installation (mounted or fixed models);
 - Be a new EV charger installation;
 - Be certified for use in Canada;
 - Be a standard level 2 charger;
 - Be able to communicate through wireless signal on status and report on usage and/or other capabilities;
 - Increase localized charging opportunities in one of the following spaces, including but not limited to (i) Public Places; (ii) On-Street; (iii) Multi Unit Residential Buildings (MURBs); and (iv) Workplaces, as defined above.

In light of the foregoing, not all Communities will be able to fulfill these requirements and therefore will be unable to receive funding.

PROGRAM SELECTION CRITERIA

Applications will be assessed by the Sponsor Selection Committee that consists of members from Aviva Canada, Earth Day Canada and independent experts in the space (hereinafter, “**Sponsor Selection Committee**”). Each application will be reviewed for



completeness and assessed against the Program eligibility criteria outlined in this Application Guide. It should be noted that the foregoing criteria may be weighted; meaning that one or more criteria may be afforded more weight (i.e., scored) than others, at the sole discretion of the Sponsor Selection Committee.

The Sponsor Selection Committee will complete selection of at least six (6) Community Project(s) between February 23rd and March 29th, 2024. An announcement of the successful Communities will be made by the Sponsor around April 22 (Earth Day) of each year, during the term of the Program.

Note that changes to the Project will not be able to be made after selection by the Sponsor Selection Committee, unless extreme circumstances are provided (subject to confirmation by the Sponsor). If any additional sites are added after the selection by the Sponsor Selection Committee, the costs associated with said site(s) will be incumbent on the selected Community.

For reimbursement, successful applicants must satisfy the Program eligibility criteria and provide supporting documentation to demonstrate Project completion as well as total costs incurred thereby to the Sponsor Selection Committee. Reimbursement will be issued by Earth Day Canada within sixty (60) days after receipt of the required information.

FUNDING

At least six (6) applications will be retained by the Sponsor Selection Committee. Successful recipients will be asked to sign a Funding Agreement (template available at the end of this Application Guide) with Earth Day Canada as referred to hereinabove. Eligible expenditures will be reimbursed from the time that a Funding Agreement is signed by Earth Day Canada and the selected Communities (i.e., recipients) until the Project completion date. Preference will be given to Communities that are expected to complete Projects by December 31st of the year of signing of the Funding Agreement. By way of example, if your Project is accepted by the Sponsor Selection Committee, and subject to the terms of the Funding Agreement, the Sponsor will reimburse up to a maximum of one-hundred and twenty-five thousand Canadian dollars (\$125,000.00 CAD) of your Project costs, within sixty (60) days of: (i) Project completion and (ii) financial document submission, to the entire discretion and satisfaction of the Sponsor Selection Committee.

By way of example, to receive reimbursements under the Program, the following documents must be provided to the Sponsor:

- Evidence that each charging station is continually operational, which can include real-time data from chargers, servers, or the Cloud, and photographs of active users at the charging stations;



- Photographs of Project site(s) with Aviva Canada and Earth Day Canada branded and installed electric vehicle charger(s), including the address and the date the photograph was taken;
- All documents supporting the Applicant's request for reimbursement, including proof of payment, receipts, timesheets for any salary costs, and invoices with a list of all eligible expenditures related to the purchase and installation of the charging station(s), etc.; and
- Any other documentation that Earth Day Canada and/or Aviva Canada may require to support the reimbursement claim.

BRANDING

Accepted Projects funded through the Program must have Aviva Canada and Earth Day Canada branding affixed on the electric vehicle charging stations, in accordance with Aviva Canada and Earth Day Canada branding policies, as further duly authorized thereby.

DATA SHARING

In submitting your application, you understand that all your responses provided therein will be shared with the members of the Sponsor Selection Committee in order to assess your application, to administer and improve the Program and experience, as well as to facilitate statistical analyses, and to determine if you will receive funding, based on the eligibility criteria set forth hereinabove. Your application will not be shared with or accessed by any third-party without your prior written consent.

Your application, including any personal information contained therein, shall be retained for a maximum of three (3) years upon completion of the Project, such for audit purposes, after which all responses contained within the Application Form, including confidential information, shall be destroyed.

Earth Day Canada reserves the right to access and use aggregated information or data collected from the applicant and electric vehicle charging stations in a form that is not personally identifiable for purposes of benchmarking, research, and analysis, as well as to better support those participating in the Charged for Change Program, and to extract key project learnings to support others in the future, and which can be shared with Aviva Canada.

