



**EVOLVE**

ELECTRIFYING TRANSPORTATION

**eMOBILITY MICROGRANT  
GUIDELINES**

Round 3 ('24/25 grant cycle)

# HELLO!

Thank you for your interest in Evolve’s eMobility Microgrant opportunity.

These microgrants are designed to support grassroots projects in the Greater Houston area that enhance access to electric transportation solutions, create economic opportunities, and contribute to a sustainable, inclusive future for all.

The following document details the grant application process, requirements, key dates, and shares a little bit about us.

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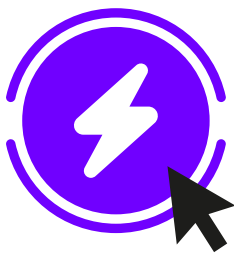


# ABOUT

## EVOLVE HOUSTON

Evolve Houston, a 501(c)3, is a public-private collaboration that convenes public entities, industry leaders, and community residents to accelerate electric vehicle (EV) adoption and deliver real benefits to the community through shared values of environment, economy, and equity.

Launched in 2022, Evolve's eMobility Microgrant Opportunity has funded nearly 30 locally-led projects advancing equitable eMobility in neighborhoods across Houston. Now, we are excited to offer the third round of microgrants to continue this vital work.



[Click here to learn more about getting involved.](#)

## CORPORATE CATALYSTS

This funding opportunity is made possible by continued commitments from our Corporate Catalysts, General Motors and bp America.

Evolve is continuing to develop partnerships with corporations and organizations who are committed to supporting the vision of equitable access to the social, environmental, and economic benefits of eMobility.

## ELECTRIC MOBILITY + EQUITY

For decades, transportation planning has often failed to meet the needs of low-income, minority, and frontline communities, leading to disparities in mobility, access, and air quality. Residents in these areas typically experience higher levels of transportation-related pollution and longer, less reliable commutes, which affect their ability to access jobs, healthcare, and education—key factors in building equitable communities.

Electric mobility (eMobility) projects offer an opportunity to address these challenges by:

Increasing access to and awareness of electric mobility options and EV charging infrastructure.

Expanding economic opportunities through workforce development to support transportation electrification and related industries.

Increasing connectivity to employment, healthcare, recreation, and other essential services, driving broader economic support and access.

Reducing greenhouse gas emissions from transportation sources.

# ELIGIBILITY



## APPLICANT TYPE

The eMobility Microgrant application is open to individuals, private organizations, nonprofits, collectives, and other community-led groups.

Priority will be given to applicants who can clearly demonstrate project governance and accountability in their application.

## GEOGRAPHY

Funded projects must target residents in the Greater Houston area, including Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, and Waller counties.

Priority will be given to projects impacting historically underserved neighborhoods as defined by Evolve Community Champions.

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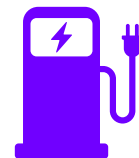
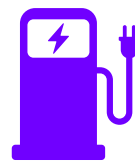
## FUNDING SUPPORT

### Nonexclusive list of eligible expenditures:

- Staff and personnel
- Organizational debt/financial solvency
- Equipment
- Infrastructure (+ O&M)
- Existing or new programming
- Training and expertise building
- Rent and mortgage
- Insurance premiums and deductibles

### Nonexclusive list of ineligible expenditures:

- Damages covered by insurance
- Expenses that have been or will be reimbursed under any federal program
- Reimbursement to donors for donated items or services
- Legal settlements



# ELIGIBILITY (CTN.)

## FOCUS AREAS

Applicants must select one of the following eligible focus areas for their project proposal. Each focus area aligns with Evolve Houston's commitment to advancing equitable eMobility solutions in underserved communities.

Choose the category that best matches your project's goals:

### **eMobility Education and Awareness**

Projects in this category should focus on raising awareness and providing educational resources about electric mobility options, the benefits of clean transportation, and how communities can participate in the energy transition. Examples include workshops, outreach programs, or digital campaigns to inform residents about EVs, e-bikes, and sustainable transportation choices.

### **Access to EV Infrastructure**

Projects aimed at improving community access to electric vehicle charging stations, electric grid enhancements, or other infrastructure that supports the adoption of EVs. This may include expanding charging locations in underserved areas or addressing barriers to infrastructure installation.

### **Workforce Development / Economic Expansion**

Initiatives designed to create job training, certification programs, or career pathways in the fields of electric mobility, such as EV maintenance, charging infrastructure installation, or other related services. The goal is to equip community members with skills and opportunities in the growing green economy.

### **Access to Clean Transportation (Micromobility)**

Projects that increase access to micromobility solutions, such as electric bikes, scooters, and other small-scale electric transportation options. These projects aim to provide affordable, reliable alternatives to traditional transportation, particularly in areas with limited public transit access.

### **Access to Clean Transportation (Automobile-based)**

This focus area targets projects that expand access to electric vehicles or EV-based transportation services, including rideshare or carshare programs. These initiatives should aim to make clean, reliable, and cost-effective transportation available to underserved populations.

# EVALUATION CRITERIA

## MISSION MATCH

Does the project support Evolve Houston's program mission to drive electric mobility, reduce emissions, and enhance transportation equity in underserved communities? Proposals should emphasize sustainability and contribute to improved air quality.

## EXECUTION RISK

Does the proposal present a clear, actionable project plan with realistic timelines, milestones, and a well-justified budget? Addressing potential risks and presenting mitigation strategies is essential for ensuring project feasibility.

## COMMUNITY CONNECTION

Does the project engage frontline or historically underserved communities and incorporate local input? Strong community partnerships and solutions driven by the specific needs of local residents are highly valued.

## EXPECTED IMPACT

Does the proposal define measurable success metrics and outline long-term benefits for the community? Proposals should demonstrate how they will track and evaluate these metrics over time, ensuring accountability and sustained progress.

## GEOGRAPHIC FOCUS

Does the project primarily serve communities in the Greater Houston area, particularly those with the greatest transportation challenges? Targeting historically underserved areas with high mobility needs will receive priority.

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# REVIEW PROCESS

1

## INITIAL SCREENING

Applications are first screened by an Evolve staff member to ensure they meet the eligibility criteria and align with the program's focus areas.

2

## COMMUNITY REVIEW

Local community members (Community Champions) review and score the applications based on the program's evaluation criteria, prioritizing community impact and connection.

3

## FINAL SELECTION

Top-scoring applications are reviewed by a selection committee composed of Evolve leadership, who make the final funding decisions.

4

## AWARD NOTIFICATION

Successful applicants will be notified, and funding will be distributed according to their approved project timelines.

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## NOMINATE A COMMUNITY CHAMPION TODAY!

[Nominate yourself or someone you know to serve as a Community Champion here.](#)

Community Champions drive the selection of impactful projects that address mobility challenges in underserved communities. It's a unique opportunity to advocate for meaningful change and support local initiatives.

*Please note: Community Champions will be required to complete a conflict of interest form before participating.*



# GRANTMAKING PROCESS

## AWARD DETERMINATION

Evolve will send award notifications to Round 3 applicants no later than December 2024. After initial notices have been sent, selected grant recipients will receive additional communication from Evolve regarding next steps. Microgrants will be awarded up to \$15,000 depending on anticipated budget and project need.

## GRANT RECIPIENT REQUIREMENTS

All recipients are required to submit an initial action plan, provide regular progress updates, and complete an after-action report detailing the outcomes and impact of their project. Additionally, recipients must track and report on the success metrics outlined in their application and remain in communication with Evolve throughout the project duration.

## ASSISTANCE

The Evolve team provides application support via information sessions and scheduled meetings or phone calls. [Register for an information session here.](#)

If you have any questions or need assistance with the application, please email [equity@evolvehouston.org](mailto:equity@evolvehouston.org).

**JOIN US IN SHAPING A GREENER, MORE  
CONNECTED HOUSTON**

**[APPLY HERE](#)**





# KEY DATES

**APPLICATIONS OPEN**

Friday, September 27, 2024

**INFORMATION  
SESSIONS**

Friday, October 4, 2024  
12 PM

Tuesday, October 8, 2024  
5:30 PM

**REGISTER HERE**

TO ATTEND A VIRTUAL INFO SESSION

**APPLICATIONS DUE**

Sunday, October 27, 2024  
11:59 PM

**APPLICATION REVIEW**

November 2024

**AWARD NOTIFICATIONS**

December 2024

**EVOLVE**