

**VELOZ<sup>®</sup>**

**ANNUAL REPORT 2018**

## VISION

THE URGENCY OF THIS MOMENT IN HISTORY REQUIRES A FAST TRANSITION TO ELECTRIC CARS. POLLUTION FROM CARS AND TRUCKS POSES A CRITICAL THREAT TO PUBLIC HEALTH, PLANET AND ECONOMY. VELOZ WILL SPARK A VIRTUOUS CYCLE OF DESIRE AND DEMAND, WITH MORE MAKES, MODELS AND REFUELING STATIONS TO MAKE ELECTRIC FOR ALL A REALITY.

movement  
inspire  
spark  
fast  
transition  
inclusive  
educate  
desire

## MISSION

VELOZ MEANS FAST BECAUSE WE HAVE TO MOVE QUICKLY. THE WORLD'S CARS ARE GOING ELECTRIC, BUT NOT FAST ENOUGH. A MOVEMENT IS NEEDED AND VELOZ AIMS TO CREATE IT. BARRIERS EXIST AND VELOZ INTENDS TO OVERCOME THEM. WE WILL INSPIRE, EDUCATE AND EMPOWER CALIFORNIANS TO DRIVE ELECTRIC.

# What do a punk rocker and a symphony-goer have in common?

What about a dog lover and cat lover, or a hipster and a rabbi? Electric cars.

The electric car movement is stronger than ever in California. Sales in 2018 spiked over the summer—driven by deliveries of Tesla’s Model 3—and by December, California was home to more than a half-million electric cars. And if you consider electric trucks, buses, bikes, scooters and other modes of transportation, the number is higher. Automakers are announcing new electric models, including trucks and SUVs, and more jobs are being created with increased investment in the electric car industry. In 2018 alone, electric car sales surged 312 percent. Monthly sales of electric cars are near 10 percent of all new cars sold. That is something to celebrate.

But there is more to be done to bring electric cars into mainstream consideration and use, and to put 5 million on California roads by 2030. This is where Veloz’s Electric For All public awareness campaign builds momentum for an electrified future. Electric For All launched in fall 2018 with cheeky ads and videos juxtaposing people considered opposites—dog and cat lover, symphony-goer and punk rocker, rabbi and hipster— that agree on electric mobility. The campaign generated approximately 53 million total impressions, and daily website traffic increased more than 2500 percent as Californians learned more about electric cars.

The Electric For All campaign started strong in 2018 with the goal of reaching beyond first movers. Phase one of the campaign was further amplified with a \$2 million matching grant from Electrify America. Veloz leaders will push to match the full grant offering in 2019. Phase two of the campaign will include more diversity, expand the reach into a cross-section of California communities, and continue to inspire drivers and riders to make the shift to electric. In addition to launching Electric For All, Veloz held three public forums, three board meetings, launched a webinar series, was granted 501(c)(3) status, and continues to garner media engagement and interest from around the world.

As the profile and benefits of electric cars was raised in 2018, Veloz’s membership has grown. Veloz added 14 new member organizations—bringing membership to 44—and expanded its board leadership to 17 directors and seven public policy board members. Veloz leaders are passionate about transportation electrification and recognize the public health and environmental benefits that electric mobility provides Californians.

Let’s Veloz.



**Josh D. Boone**  
Executive Director

## ELECTRIC FOR ALL

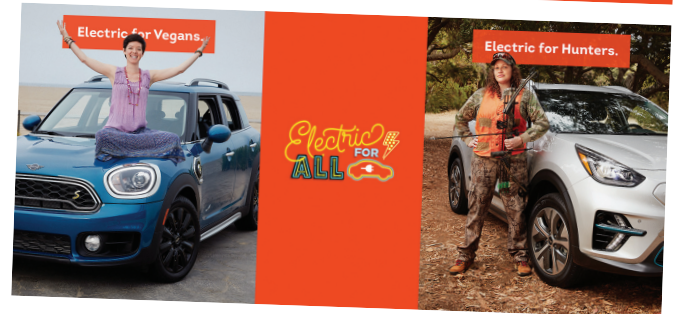
# Electric is not a fad.

Electric is for all Californians. Electric For All.

Veloz went into 2018 with the primary goal of launching an inspiring campaign to raise awareness and consideration of electric cars. Early in 2018 Veloz began work with our creative team to identify target audiences, fine tune and test the campaign name and logo, outline a menu of exciting creative tactics, and develop a strong paid media plan. With funding and a concept in place, Veloz's Electric For All public awareness campaign kicked off in October 2018, targeting social and digital media users who engaged in online car shopping. The campaign, a saucy take on opposite personalities who can agree on electric cars, used video and digital and social media to engage consumers looking for a car. By putting electric car images and messaging in front of these consumers, the campaign aims to shift purchase consideration toward electric cars.

Veloz is now going beyond the early endorsers of electric mobility and is working to reach mainstream audiences so they consider electric cars in their purchase options. Electric For All is a public awareness campaign built to inspire Californians to drive electric, ride electric and request electric.

ElectricForAll.org was launched in April to complement the awareness campaign and give additional information about electric cars, and the benefits and conveniences of driving electric. ElectricForAll.org features battery-electric cars, plug-in hybrid-electric and fuel cell electric cars available in California. The public can identify federal, state and local incentives based on zip code, perform side-by-side model comparisons and click out to automaker websites to learn more.



# Campaign results

show success for the first phase of Electric For All, which concluded at the end of 2018.

**53,000,00** ad impressions

**20,000,000** ad impressions in disadvantaged communities

**53,000,000+** videos viewed

**1,650** daily web visits

**21,000+** click-outs to automakers

## SPONSORS:

**Apex**  
**\$1,000,000+**  
Electrify America

**Torque**  
**\$250,000**  
Pacific Gas and Electric Company  
Southern California Edison

**Camber**  
**\$100,000**  
Bay Area Air Quality Management District  
BMW Group  
General Motors  
Honda  
Los Angeles Department of Water and Power  
Nissan

For a look at the full campaign photography and videos, visit:  
[www.electricforall.org/media-resources](http://www.electricforall.org/media-resources)

Electric For All Website/Twitter/Facebook/Instagram  
[www.ElectricForAll.org](http://www.ElectricForAll.org)

 @ElectricForAll

 /ElectricForAll

 ElectricforAll

### Resource growth

provided expanded core programming in 2018. Veloz began operations on July 1, 2017, and is a fiscally sponsored organization of CALSTART, Inc., a California nonprofit registered with the Internal Revenue Service as a 501(c)(3) tax-exempt entity. During 2018, Veloz perfected its corporation and received its letter of determination of 501(c)(3) tax-exempt status from the Internal Revenue Service dated November 18, 2018. Veloz will remain fiscally sponsored by CALSTART at least through June 2019 while transition strategies are developed and implemented.

While Veloz's annual budget, workplan and billing operate on a July 1-June 30 fiscal year basis, its financial reporting per Veloz bylaws is on a calendar year basis ending December 31.

### Veloz membership

grew by 14 organizations in 2018, and its board of directors added six leaders and two members were added to the public policy board. Veloz's cadre of leaders continued to ardently fundraise to support Electric For All and core Veloz programming.

Electrify America provided a \$2 million matching grant for Veloz's Electric For All public awareness campaign, and utility members Southern California Edison and Pacific Gas and Electric contributed a combined \$500,000, and San Diego Gas & Electric provided \$25,000.

## 2018 FINANCIAL STATEMENT

**\$1,146,000** Membership + Grants (unrestricted) **REVENUE**

**\$1,040,600** Sponsorships + Grants (restricted) **REVENUE**

**\$2,315** Interest + Other **REVENUE**

**\$2,188,915** **Total Revenue** **REVENUE**

**\$1,256,306** Electric For All Campaign **EXPENSES**

**\$136,900** Programs **EXPENSES**

**\$296,063** Management + Support + General **EXPENSES**

**\$1,689,268** **Total Expenses** **EXPENSES**

**\$499,646** **Change in net assets**

**\$1,191,611** **Beginning of year net assets**

**\$1,691,257** **End of year net assets**

\*Rounded to the nearest dollar



Much more needs to be done to accelerate mass adoption of electric vehicles. The key to faster adoption is aggressive public education and outreach efforts to raise awareness of the many advantages of clean transportation above and beyond environmental benefits, and that is why groups like Veloz is so important."

**Caroline Winn**, *Chief Operating Officer, San Diego Gas & Electric*



# VELOZ SALES DASHBOARD



**537,208**  
ca sales



**1,114,474**  
usa sales



**19,056**  
ca charging  
stations



**45**  
ca hydrogen  
stations



**45**  
ca models  
available

Sales as of December 31, 2018.

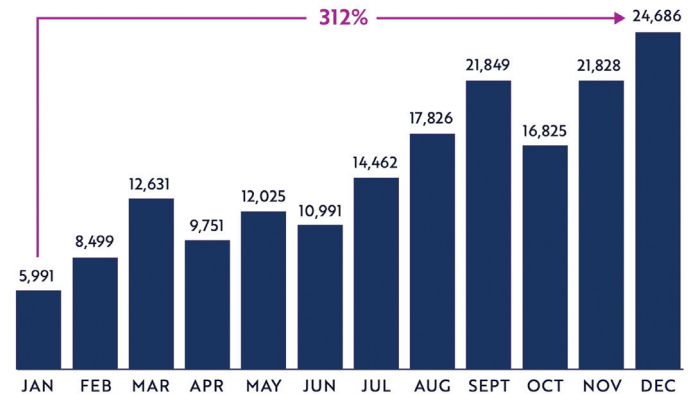
**Electric car sales** in California increased 312 percent from January 2018 to December 2018, with year-over-year increases in sales for all twelve months in 2018, total electric car sales increasing 84 percent from 2017 to 2018.

California enjoys almost 50 percent of national electric car sales. Each month Veloz updates California and national electric car sales, refueling and recharging station numbers, and models available. Fuel cell car and hydrogen refueling numbers are reported in collaboration with the California Fuel Cell Partnership. The reported data is refreshed the first week of each month and gives a snapshot of cumulative electric car sales since 2010.

[www.veloz.org/sales-dashboard](http://www.veloz.org/sales-dashboard)

**VELOZ**

## California Electric Car Sales Surge in 2018



Note: Approximation assumes CA sales are 49% of national sales. Reference: [www.hybridcars.com](http://www.hybridcars.com) and [www.insideevs.com](http://www.insideevs.com). To learn more about Veloz and the sales numbers, go to [Veloz.org](http://Veloz.org).

## Media relations engagement

was enhanced in 2018, with regular news releases that highlighted California electric car sales gains. Veloz was publicly launched in October with a telepresser, revealing the first Electric For All public awareness campaign images and video content.

Since October, Veloz was mentioned in 62 news stories from outlets including Forbes, Bloomberg, Green Car Reports, and KQED, KCBS and KFBK radio with an estimated coverage of more than 500,000 views. Veloz member organizations played a lead role in amplifying these stories through blogs and social media.

[www.veloz.org/news](http://www.veloz.org/news)

**500,000** views

**62** news stories



To meet California's climate goals and clean air standards, we need to accelerate our transition to zero-emission cars—cars with no tailpipe pollution. Veloz is uniquely positioned to bring together public and private entities to raise awareness and get people excited about going electric.

**Janea A. Scott**, *Vice Chair*, California Energy Commission

## Get online

Veloz launched its webinar program in summer 2018. The five webinars were attended by 470 people and topics covered a wide range of electric vehicle and infrastructure topics.

**June 28:** Hear from Pacific Gas and Electric and Southern California Edison

**August 30:** What drivers need in a DC fast charging network

**October 11:** Hear from Electrify America on their Cycle 2 Investment Plan

**October 23:** Don't be haunted by the lack of electric cars: Learn what San Francisco and Sacramento are doing to meet their electric car goals

**December 6:** 'Tis the season to go electric: hear how San Diego, Los Angeles and the Central Valley encourage electric cars



California is a leader in electric vehicle adoption because the state has taken a holistic approach to growing the consumer EV market, including incentives, charging infrastructure and collaborative EV awareness initiatives such as Veloz. General Motors believes in an all-electric future; broad stakeholder efforts like Veloz will help make that vision a reality."

**Robert Babik**, *Executive Director, Global Regulatory Affairs, General Motors*

## BOARD MEETING DATES

**March 13**, 2018, San Diego, hosted by **San Diego Gas & Electric**

**May 25**, 2018, San Francisco, hosted by **Sierra Club**

**July 18**, 2018, Burlingame, hosted by **Proterra**

**November 30**, 2018, Los Angeles, hosted by **Los Angeles Department of Water and Power** and **Southern California Edison**

Veloz staff hosted regular updates to the broader membership throughout the year.

## FORUMS

Veloz held three well-attended forums in 2018 with the support of its member-hosts:

**March 14**, San Diego, hosted by **San Diego Gas & Electric**: *Accelerating the Electric Car Movement Together*

**July 17**, San Francisco, hosted by **Pacific Gas and Electric**: *Getting to 5 Million Electric Vehicles by 2030*

**November 29**, Los Angeles, hosted by **BMW**, **Los Angeles Department of Water and Power** and **Southern California Edison**: *California's Electric Car Culture: Putting the Pedal to the Metal*



California is transitioning to electric vehicles. Through the Electric For All campaign, Veloz is working to accelerate this transition to electric mobility and advance a stable climate and a cleaner, healthier future for all.pq

**David Hochschild**, *Veloz Chair*

## BOARD DIRECTORS

**David Hochschild**, Langeloth Foundation (Chair)

**Angela Konert**, California Vice President of Government and External Affairs, BMW (Vice Chair)

**Dan Lashof**, Director, WRI United States (Secretary-Treasurer)

**Orson Aguilar**, President, The Greenlining Institute

**Sam Arons**, Director of Sustainability, Lyft

**Robert Babik**, Executive Director, Global Regulatory Affairs, General Motors

**Michael Brune**, Executive Director, Sierra Club

**Andrew Bui**, Senior Strategy Manager, AECOM

**Adam Gromis**, Global Lead on Sustainability, Uber

**Kent Leacock**, Director of Government Relations and Public Policy, Proterra

**Mel Levine**, Board of Commissioners President, Los Angeles Department of Water and Power

**Jonathan Levy**, Vice President of Strategic Initiatives, EVgo/Vision Ridge Partners

**Steve Malnight**, Senior Vice President, Strategy and Policy, Pacific Gas and Electric

**Ron Nichols**, President, Southern California Edison

**Giovanni Palazzo**, President and Chief Executive Officer, Electrify America

**Arnie Sowell**, Vice President of California Policy, NextGen Climate

**Caroline Winn**, Chief Operating Officer, San Diego Gas & Electric

## PUBLIC POLICY BOARD

**Janea A. Scott**, Vice Chair, California Energy Commission (Chair)

**Jack Broadbent**, CEO/Air Pollution Control Officer, Bay Area Air Quality Management District

**Angelina Galiteva**, Board of Governors, California Independent System Operator

**Christine Kehoe**, Former California State Senator

**Wayne Nastri**, Executive Officer, South Coast Air Quality Management District

**Mary Nichols**, Chair, California Air Resources Board

**Carla J. Peterman**, Commissioner, California Public Utilities Commission

A special thank you to Mark Ferron (California ISO Board of Governors), Mark McNabb (Electrify America) and Carla J. Peterman (CPUC) for their service in 2018.

## STAFF

**Josh D. Boone**, Executive Director

**Lisa Chiladakis**, Manager, Programs & Technology

**Gennet Paauwe**, Communications Advisor

**Regina Flores**, Program Intern

With appreciation to Alexandra McInturf, former Veloz program intern.



Veloz is a catalyst uniting a cross-section of stakeholders around a common goal of expanding awareness and adoption of ZEV mobility. Electrify America is proud to be the largest sponsor of the Veloz “Electric For All” campaign. Veloz’s efforts create a strategic advantage for California and help make ZEV transportation a reality.”

**Giovanni Palazzo**, *President & CEO, Electrify America LLC*

# MEMBERS

## PREMIER MEMBERS

Bay Area Air Quality Management District\*  
BMW Group\*  
[Electrify America](#)  
General Motors\*  
Honda\*  
Los Angeles Department of Water and Power\*  
Nissan\*  
Pacific Gas and Electric Company\*  
Southern California Edison\*

## CHAMPION MEMBERS

AECOM  
California Air Resources Board\*  
California Energy Commission\*  
Kia\*  
San Diego Gas & Electric\*  
[Uber](#)

## SUPPORTER MEMBERS

[Audi](#)  
Daimler  
[Fiat Chrysler Automobiles](#)  
Ford  
Lyft\*  
SMUD\*  
[South Coast Air Quality Management District](#)  
Subaru\*  
[The Greenlining Institute](#)

## AFFILIATE MEMBERS

CalETC\*  
California Department of Transportation  
California ISO\*  
California New Car Dealers Association\*  
California Public Utilities Commission\*  
CALSTART\*  
Center for Sustainable Energy\*  
[ChargePoint](#)  
[EDF Renewable Energy](#)  
[Electric Power Research Institute](#)  
EVgo | Vision Ridge Partners\*  
[Flo](#)  
Greenlots\*  
[Hubject](#)  
NextGen California\*  
PlugShare\*  
Proterra  
[SemaConnect](#)  
[Sierra Club](#)  
[Webasto](#)  
World Resources Institute

## PARTNERS

Energy Foundation  
Langeloth Foundation

\*Founding members    [2018 New Members](#)



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Join Veloz  
<http://www.veloz.org/join>

Website | Twitter  
[www.veloz.org](http://www.veloz.org)  
[@LetsVeloz](https://twitter.com/LetsVeloz)

"Electric Car Interchange."  
Design by Derek Hocking,  
Winter Graphics North.