



# VELOZ<sup>®</sup>

ANNUAL REPORT 2020-2021



# VISION

The future is electric for all. All vehicles are electric; all people, corporations and agencies who want or need a car or truck can and do choose electric; and all energy that powers these vehicles is carbon-free.

# MISSION

Veloze engages its powerhouse of members, public-private partnerships, programs, policy engagement and public awareness campaigns to overcome barriers to electrification and create a virtuous cycle of desire and demand, with more affordable makes and models and refueling stations. Veloz aims to make electric for all a reality.

Learn more about Veloz's Theory of Change at:

[veloz.org/about/theory-of-change](https://veloz.org/about/theory-of-change)

**"Our membership in Veloz has proven to be invaluable to our business strategy and has helped us to develop sound electrification policies to support EV adoption, consumer awareness and Governor Newsom's ZEV goal."**



**Caroline Choi**

Chair, Veloz Board of Directors  
Senior Vice President of Corporate Affairs  
Edison International and Southern California Edison

This annual report covers programs from January 2020 through June 2021 and the financial summary reflects data from the most recent fiscal year close on June 30, 2021. This report aligns the Veloz annual report with the new Veloz fiscal year.

# THE RIDE TO ZERO

What a difference 18 months makes. And, yes, there are 40 million reasons to go electric! It was the era of COVID-19, so normal is out and a new normal is in. Through the ups and downs, it's a very exciting time for Veloz. Throughout this challenging season our mission is more important than ever and has expanded. The transportation sector is at a tipping point toward zero-emission vehicles and moving faster toward Electric For All.

The Biden Administration demonstrated their stance on climate change by strongly supporting a new federal infrastructure bill that includes considerable funding allocated specifically to support electrifying transportation. Our automaker members have hit the EV market hard with new makes and models and environmental policy. Our innovative members are creating positive change to support California Governor Newsom's 2035 zero-emission vehicle goals. These actions bring wind to our sails and light an even brighter future for transportation electrification.

Veloz has made significant progress and changes over the last 18 months. Our mission has never been more relevant as we implement our theory of change to collaborate, communicate and convene to make Electric For All a reality across California and beyond.

**Collaboration:** Our membership expanded into new, more diverse sectors of the transportation industry, including organizations like Black & Veatch and ChargerHelp! In March 2021, we were honored to have Governor Newsom introduce our new Summit Series on Charging Infrastructure via

video. We joined the National EV Charging Initiative in May 2021 to help support the development of a national policy framework. The Veloz industry and member programs were all held virtually and as a result attendance increased. Most importantly, expertise on our board of directors broadened with the addition of EVNoire's Terry Travis, Hewlett Foundation's Anand Gopal, California Air Resources Board's Liane Randolph, BMW's Linda White and LADWP's Nancy Sutley.

**Communication:** Our signature education and awareness campaign, "40 Million Reasons to Go Electric," launched at the Clean Energy for America Inaugural Ball in January 2021 and starred Mark Ruffalo and local superheroes throughout California. The ElectricForAll.org website, powered by Veloz, was rebranded and released with newly developed consumer tools including the Home Charging Advisor and Incentive Assistant. New online initiatives were created for consumers and industry, including a consumer email database, an "I'm Going Electric Pledge" and a popular myth-busting section. Our consumer reach was expanded during Earth Month 2021 with statewide public service announcements in English and Spanish in partnership with iHeart Media.

**Convene:** New partnerships emerged with the Governor's Office of Business and Economic Development (GO-Biz) and other state agencies. Veloz produced a video for cities and counties to support streamlined permitting for electric vehicle charger installations, and the first-ever Permitting Olympics alongside our partners at GO-Biz.

Our new EV Market Report (formerly known as Sales Dashboard), created in collaboration with the California Energy Commission and California Air Resources Board each quarter, distributes key electric vehicle and infrastructure data. This valuable tool is used as a news media and industry resource and serves as a benchmark for the growing electric vehicle market. Each month you will also see my new blog in your inbox: The Ride to Zero. Here I address top issues for our members and industry partners to identify solutions and take action.

Finally, our staff grew by four new full-time positions with the addition of Strategic Partnership Director Munni Krishna, Communications Director Margaret Mohr, Program Director Alfred Artis and Content Marketing Coordinator Madison Pendergraft.

Veloz's mission is more critical than ever. Your engagement in our unique public-private collaboration has taken the electric vehicle market to new heights and I am excited about our next chapter.

Let's Veloz!



# LEADERSHIP

## BOARD OF DIRECTORS



**Caroline Choi**

*Chair*

Edison International,  
Southern California  
Edison



**Giovanni Palazzo**

*Vice Chair*

Electrify America and  
Electrify Canada



**Arnie Sowell**

*Treasurer-  
Secretary*

NextGen California



**Adam Gromis**

Uber



**Anand Gopal**

William and Flora  
Hewlett Foundation



**Carolina Winn**

San Diego Gas  
& Electric



**Cynthia Williams**

Ford Motor Company



**Mary D. Nichols**



**Laurie Giammona**

Pacific Gas and  
Electric Company



**Jonathan Levy**

EVgo



**Linda White**

BMW of North  
America



**Nancy Sutley**

Los Angeles Department  
of Water and Power



**Orson Aguilar**

Oportun



**Dan Lashof**

World Resources  
Institute



**Robert Babik**

General Motors



**Sam Arons**

Lyft



**Terry Travis**

EVNoire and  
EVHybridNoire



## PUBLIC POLICY BOARD



**David Hochschild**  
*Chair*

California Energy  
Commission



**Angelina  
Galiteva**

California ISO



**Cliff  
Rechtschaffen**

California Public  
Utilities Commission



**Jack Broadbent**

Bay Area Air Quality  
Management District



**Liane Randolph**

California Air  
Resources Board



**Toks Omishakin**

California  
Department of  
Transportation



**Wayne Nastri**

South Coast Air  
Quality Management  
District

### **Veloz leadership grew in 2020-2021**

With 17 board directors and seven public policy board members, Veloz leadership was instrumental in the support of Veloz's annual workplan, programs and "40 Million Reasons to Go Electric" EV education and awareness campaign.

# MEMBERSHIP

Veloz's unique blend of public and private sector members positions the organization for growth and impact as the mission to accelerate transportation electrification intensifies.

## PREMIER MEMBERS

- Bay Area Air Quality Management District \*\*
- BMW \*\*
- California Energy Commission \*\*
- Center for Sustainable Energy \*\*
- Electrify America
- Ford
- General Motors \*\*
- Los Angeles Department of Water and Power \*\*
- Pacific Gas and Electric \*\*
- Southern California Edison \*\*

## CHAMPION MEMBERS

- California Air Resources Board \*\*
- Nextgen California \*\*
- San Diego Gas & Electric \*\*
- SMUD \*\*
- Uber

## SUPPORTER MEMBERS

- Black & Veatch
- Daimler
- EVgo \*\*
- Lyft \*\*
- Nissan \*\*
- Stellantis
- Subaru \*\*
- Toyota

**"Veloz and its members are rapidly turning Electric For All from a campaign slogan into reality. No other organization I have seen has been able to bring such a broad coalition from the public and private sectors together to speak with one voice in support of taking EVs mainstream."**



**David Hochschild**  
Chair, Veloz Public Policy Board / Chair,  
California Energy Commission

## AFFILIATE MEMBERS

- Audi
- California ISO \*\*
- CALSTART \*\*
- ChargerHelp!
- California New Car Dealers Association \*\*
- California Public Utilities Commission \*\*
- California Department of Transportation
- Enel X
- Electric Power Research Institute
- EVNoire
- Flo
- Glendale Water & Power
- Greenlots \*\*
- Oportun
- South Coast Air Quality Management District
- SemaConnect
- World Resources Institute

\*\* founding member





# FINANCIALS

Membership (unrestricted)	\$1,295,450
Electric For All Sponsorships + Grants (restricted)	\$1,050,000
L2 Home Charging Program (restricted)	\$680,000
Other	\$51,155
<b>Total Revenue</b>	<b>\$3,076,605</b>

Electric For All Campaign	\$1,903,025
L2 Home Charging Program Expense	\$617,000
Programs	\$223,987
Administrative	\$656,196
<b>Total Expenses</b>	<b>\$3,400,208</b>

Net Loss \$323,603

Cash on Hand as of July 1, 2021 \$3,127,699

Veloz is a nonprofit organization that is registered with the United States Internal Revenue Service as a 501(c)(3) charity. This financial summary covers Veloz's July 2020 – June 2021 fiscal year.

# CONVENE

The Board of Directors meets three times a year to discuss Veloz business matters and accelerate current EV policy conversations. Veloz gathers its members and industry experts for in-depth conversations on the hot issues surrounding transportation electrification at every-other-month webinars and at three annual summits. All meetings were virtual beginning in July 2020. Attendance was outstanding and engagement was high. More than 1,483 people attended the webinars and 720 overall attended the forums/summits.

## BOARD MEETINGS

**March 5, 2020** (hosted by SMUD)  
**July 21, 2020** (virtual)

**December 8, 2020** (virtual)  
**March 10, 2021** (virtual)

## FORUMS/SUMMITS

### FORUMS

- March 4, 2020**     Electric Transportation 2030 — Policy, Power & Plugs hosted by Electrify America  
This forum was held at the Kimpton Sawyer Hotel on March 4, 2020, the last day before in-person gatherings were cancelled due to COVID-19. The forum series for the remainder of 2020 and throughout 2021 became virtual events.
- July 21, 2020**     Member Meeting — Transportation Electrification:  
Aiding in California's Economic Recovery

### SUMMIT SERIES

The first Veloz Summit Series launched on March 9, 2021, with a video message from Governor Gavin Newsom and closing remarks by NextGen America's Tom Steyer. The new format was well received and attended by more than 416 members and industry experts. The following virtual Summit in July was for Veloz members only and 182 members attended. The summit focused on fast roundtable discussions related to charging infrastructure.

- March 9, 2021**     Building Momentum Toward the 2035 EV Goal  
hosted by San Diego Gas & Electric
- July 13, 2021**     Charging Our Way Forward to the 2035 Goal



## WEBINARS

**February 6, 2020**

Veloz & Roadmap 2.0 LACI Webinar – A Call to Action: LA's Zero Emissions 2028 Roadmap-and You!

**May 26, 2020**

COVID-19 and Changing Business Models

**July 9, 2020**

Electric Cars – The Critical Role of Regional Partnerships (co-hosted with Forth Mobility)

**August 25, 2020**

Plug In & Pay – Making Electric Car Charging More Convenient

**October 29, 2020**

Batteries – Creating Sustainable Practices from Mine to Wheel and Beyond!

**December 15, 2020**

From Zero Emission to Zero Regrets – A Conversation with Mary Nichols

**January 21, 2021**

California Leadership – 100% Zero-Emissions for New Cars and Trucks by 2035

**April 1, 2021**

Jump on Board – How Electrifying Rideshare Helps Meet California's Zero Emission Vehicle Goals

**April 29, 2021**

Permit Approved – Cities Leading the Electric Car Revolution

**May 27, 2021**

Medium and Heavy-Duty – Fleets Paving the Way to Electrification

See upcoming events: [veloz.org/events](https://veloz.org/events)



Subscribe to the Veloz newsletter for EV News  
Updates: [veloz.org/#mcSubscribe](https://veloz.org/#mcSubscribe)



# COLLABORATE

## QUARTERLY ELECTRIC VEHICLE MARKET REPORT

The EV Market Report, produced quarterly in collaboration with the California Energy Commission and the California Air Resources Board, has fast become a valuable industry source of EV data frequently cited in news media and serves as a benchmark for the growing electric vehicle market.



**924,822**  
CA EV Sales



**2,084,118**  
U.S. EV Sales

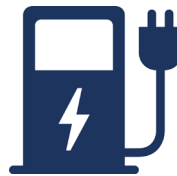


**70**  
CA Models Available

Scan below to view the latest EV Market Report



Or visit  
[veloz.org/ev-market-report](https://veloz.org/ev-market-report)



**74,459**  
CA EV Chargers



**52**  
CA Hydrogen Stations

\* 2021 Q2 data

## THE RIDE TO ZERO BLOG

Veloz Executive Director Josh Boone addresses top EV issues for members and industry partners.

### The Ride To Zero

With Executive Director, Josh Boone



**March 2021** Why Electric Vehicles Must Be For All

**April 2021** Charging Our Way Forward

**May 2021** Truckin' Our Way to Zero Emissions

**June 2021** Freedom To Save

Read the blogs at [veloz.org/blog](https://veloz.org/blog)





Veloz.org is a member and industry website that highlights Veloz's board leadership, members, mission and vision, theory of change, quarterly EV market reports, and The Ride to Zero thought leadership blog, along with dozens of EV industry resources and tools.



## PARTNERSHIPS

Veloz members are stronger together. Collaboration at conferences and partnership building is key to increased reach and audience growth. Below are some of Veloz's top partnerships:

- Forth Mobility
- Los Angeles Cleantech Incubator
- Charge Across Town
- GreenBiz
- Drive Clean Bay Area
- Plug In America
- Coalition for Clean Air
- GO-Biz
- Electrify America
- Electric Auto Association
- EV Perks
- Advanced Energy Economy
- Center for Sustainable Energy
- Los Angeles County Economic Development Corporation
- National EV Charging Initiative
- Electric Power Research Institute
- Drive Electric Napa

## IN THE NEWS

Numerous news media sources have looked to Veloz for transportation electrification thought leadership. From broadcast media interviews to industry podcasts to printed news articles to blogs, Veloz Executive Director Josh D. Boone has provided valuable insight.

### S&P Global Market Intelligence

"This is one of the biggest transformations since the industrial revolution, and it's not just transforming what powers the car," said Josh Boone, executive director of EV advocacy group Veloz, which is backed by California's largest electric utilities, several of the world's largest automakers and a charging affiliate of an oil major migrating aggressively into electricity. "It is a seismic shift in how the energy sector and the transportation sector interact," Boone said.



"One of the key barriers to people adopting EVs is lack of education and awareness," said Veloz Executive Director Josh Boone. "Our EV Myths vs. Facts web page is one of the many ways Veloz is working to overcome that barrier."

## EV CHARGING INITIATIVE

"Charging infrastructure is the top barrier to electric vehicle adoption. Now is the time to shoot for the stars and develop a national charging network that provides EV drivers a positive experience. Veloz's public and private sector members are at the forefront of developing cutting-edge solutions so that electric for all becomes a reality faster." - Josh D. Boone, Executive Director

ElectricForAll.org, powered by Veloz, is the EV education and awareness website for consumers. Get the facts versus myths on going electric, shop and compare electric cars, find ZIP Code-based incentives, see home charging options and apply for home charging incentives online. The website was rebranded in May 2021 with new features added.

## TOP FEATURES

### Compare EVs

### Find 60+ Electric Vehicles and Incentives

Click the "VIEW INCENTIVES" button on your favorite car to view a list of money and time-saving perks for your desired area. You can change the ZIP code to view the incentives applicable to your desired location.

**Your Location:** SACRAMENTO, CA (95831)

**Sort:** Price **COMPARE UP TO 3 CARS** 75 Results Found

Enter a different ZIP code to view other areas

**FILTER BY:** CLEAR ALL

**BUDGET:** \$16,400

**MANUFACTURER:** NISSAN

**VEHICLE TYPE:** SEDAN

**FUEL TYPE:** ELECTRIC

**ELECTRIC RANGE:** 200+ Miles

**SEATS:** 5

Still Have Questions about Electric Cars?

See the Facts for range, electric grid integrity, environmental impact and more.

GET THE FACTS

Find if electric vehicle incentives and special charging rates are available from your utility.

SMUD

LEARN MORE

<p><b>Nissan LEAF</b></p> <p>PRICE ESTIMATE* \$16,400</p> <p>SEATS: 5</p> <p>EV DETAILS</p> <p>Car Type/Electric Range Total Range</p> <p>BEV 140 Miles 140 Miles</p> <p>VIEW INCENTIVES</p> <p>LEARN MORE</p>	<p><b>MINI Electric Hardtop 2 Door</b></p> <p>PRICE ESTIMATE* \$18,900</p> <p>SEATS: 4</p> <p>EV DETAILS</p> <p>Car Type/Electric Range Total Range</p> <p>BEV 114 Miles 114 Miles</p> <p>VIEW INCENTIVES</p> <p>LEARN MORE</p>
<p><b>Nissan LEAF PLUS</b></p> <p>PRICE ESTIMATE* \$21,400</p> <p>SEATS: 5</p> <p>EV DETAILS</p> <p>Car Type/Electric Range Total Range</p> <p>BEV 220 Miles 220 Miles</p> <p>VIEW INCENTIVES</p> <p>LEARN MORE</p>	<p><b>Hyundai Ioniq Plug-In Hybrid</b></p> <p>PRICE ESTIMATE* \$21,699</p> <p>SEATS: 5</p> <p>EV DETAILS</p> <p>Car Type/Electric Range Total Range</p> <p>BEV 33 Miles 600 Miles</p> <p>VIEW INCENTIVES</p> <p>LEARN MORE</p>
<p><b>Hyundai Ioniq Electric</b></p> <p>PRICE ESTIMATE* \$21,400</p> <p>SEATS: 5</p> <p>EV DETAILS</p> <p>Car Type/Electric Range Total Range</p> <p>BEV 220 Miles 220 Miles</p> <p>VIEW INCENTIVES</p> <p>LEARN MORE</p>	<p><b>Hyundai Kona Electric</b></p> <p>PRICE ESTIMATE* \$21,699</p> <p>SEATS: 5</p> <p>EV DETAILS</p> <p>Car Type/Electric Range Total Range</p> <p>BEV 259 Miles 259 Miles</p> <p>VIEW INCENTIVES</p> <p>LEARN MORE</p>

### Find Incentives

### Search for Incentives

Take a look at the incentives available in your area. You can view vehicle tax credits and rebates, income-based incentives, charging station incentives, local utilities electricity discounts and special driving perks for electric vehicles.

View incentives in a specific area by entering a ZIP code below. Electric vehicle incentives are listed for all California ZIP codes, as well as the top 25 cities by population outside California. View Coverage Beyond California.

**Your Location:** SACRAMENTO, CA

95831

Enter a different ZIP code to view other areas

#### Vehicle Tax Credits and Rebates

<p><b>Tax Credit</b></p> <p>Federal Incentive</p> <p><b>\$2,500 - \$7,500</b></p> <p>Tax credit for the purchase of a new plug-in electric drive motor vehicle. Credit amount depends on the car's battery capacity.</p> <p>READ MORE</p>	<p><b>Fuel Cell Motor Vehicle Tax Credit</b></p> <p>Federal Incentive</p> <p><b>Up to \$8,000</b></p> <p>A tax credit of up to \$8,000 is available for the purchase of qualified light-duty fuel cell vehicles, depending on the vehicle's fuel economy.</p> <p>READ MORE</p>	<p><b>Vehicle Retirement Consumer Assistance Program</b></p> <p>California Incentive</p> <p><b>\$1,000 - \$1,500</b></p> <p>The Consumer Assistance Program provides \$1,000 to \$1,500 to support the retirement of old polluting vehicles.</p> <p>LEARN MORE</p>
<p><b>Clean Vehicle Rebate Project</b></p> <p>California Incentive</p> <p><b>\$1,000 - \$4,500</b></p> <p>The California Clean Vehicle Rebate Project (CVRP) offers rebates for the purchase or lease of qualified vehicles. Low income applicants are eligible for higher incentives. As of April 2020, limited funding is only available for rebate now applicants. All other applications will be placed on a rebate.</p> <p>READ MORE</p>	<p><b>Clean Vehicle Assistance State Foundation</b></p> <p>California Incentive</p> <p><b>Up to \$1,500</b></p> <p>Beneficial State Bank has committed to providing loans at an 0% interest rate or lower to participants of the Clean Vehicle Assistance Program.</p> <p>LEARN MORE</p>	<p><b>Clean Fuel Reward</b></p> <p>California Incentive</p> <p><b>Up to \$1,500</b></p> <p>A point-of-sale reward available to all California residents who purchase or lease of eligible new Battery Electric (BEV) or Plug-in Hybrid (PHEV) vehicle at participating retailers.</p> <p>LEARN MORE</p>
<p><b>Clean Cars 4 All</b></p> <p>California Incentive</p> <p><b>Up to \$9,500</b></p> <p>LEARN MORE</p>	<p><b>Driving Clean Assistance Program</b></p> <p>Community Housing Development Corp. Incentive</p> <p><b>Up to \$5,000</b></p> <p>LEARN MORE</p>	

### Learn Facts

### EV Myths vs. Facts

#### Busting Electric Vehicles Myths

**MYTH 1:** Electric vehicles are more expensive than gas-powered vehicles.

**FACT:** The upfront cost is dropping for all electric vehicles. Many are already cost-competitive. With lower fuel and maintenance costs, it's now much more affordable to buy, own and operate an electric vehicle than a gas-powered car.

Find the electric car for you!

Calculate how much you can save on fuel alone by driving electric!

SOURCES

**MYTH 2:** Electric vehicles have a limited range and it takes too long to charge at too few charging stations.

**FACT:** Electric vehicles now have over 200 mile range—and models with an over 400 mile range are coming onto the market soon.

Most EV owners do the majority of EV charging at their home. Plus, with DC fast chargers across California's traffic corridors, an electric vehicle refuels in close to the same time it takes to refuel a gas vehicle.

Visit the Home Charging Advisor to learn more about charging up at home.

Find the electric car for you!

SOURCES

**MYTH 3:** The electrical grid cannot handle the increased demand created by electric vehicles.

Electricforall.org identifies electric vehicle incentives and electric utilities for all California ZIP Codes, as well as coverage for the top 25 cities (by population) and top 25 electric utilities (by residential customers) beyond California.



# NEW TOOLS

## Home Charging Advisor

Select a Home Charger

Browse home chargers with costs after incentives or learn more with our [FAQs](#).

ZIP CODE

95831

ESTIMATED INSTALLATION COSTS

None

Low

Avg

High

WIFI CONNECTIVITY

YES

NO

ENROLLED IN LOW INCOME ENERGY PROGRAM?

YES

NO

67 Home chargers found.

Sort by Charger Price

VIEW YOUR AVAILABLE INCENTIVES

Filter

CHARGER PRICE

<\$2,000

BRAND

All

CORD LENGTH

<25 ft

TYPE

WALL MOUNTED

PORTABLE

SOCKET

4-30

6-30

10-30

14-30

4-60

14-60

HARDWIRED

Webasto TurboCard

Portable

20 ft. Cable

6-30 Socket

3.74 kW

\$174 Charger Price

\$500 Estimated Installation

-\$202 Total Incentives

\$472 Total Cost

SELECT

Webasto TurboDX

Wall Mounted

15 ft. Cable

Hardwired

3.74 kW

\$279 Charger Price

\$500 Estimated Installation

-\$234 Total Incentives

\$545 Total Cost

SELECT

Webasto TurboDX

Wall Mounted

25 ft. Cable

Hardwired

3.74 kW

\$299 Charger Price

\$500 Estimated Installation

-\$240 Total Incentives

\$559 Total Cost

SELECT

ClipperCreek AmazingE

Portable

18 ft. Cable

14-30 Socket

3.64 kW

\$309 Charger Price

\$500 Estimated Installation

-\$249 Total Incentives

\$560 Total Cost

SELECT

Siemens VersiCharge

Wall Mounted

14 ft. Cable

Hardwired

7.2 kW

\$355 Charger Price

\$500 Estimated Installation

-\$257 Total Incentives

\$599 Total Cost

SELECT

ClipperCreek LCS-20

Wall Mounted

15 ft. Cable

Hardwired

3.64 kW

\$379 Charger Price

\$500 Estimated Installation

-\$264 Total Incentives

\$643 Total Cost

SELECT

Electrify America sponsored the development of the Home Charging Advisor to help EV drivers find Level 2 home charging equipment and the incentives by ZIP code.

[homecharging.electricforall.org](https://homecharging.electricforall.org)

## Incentive Assistant

Welcome to the Incentive Assistant.

The easiest way to get home charging incentives.

FIRST TIME?

See if incentives are available in your area

Your ZIP Code

95834

CHECK

RETURNING?

Jump right back in.

LOGIN

If you haven't purchased a Level 2 home charger, please visit the [Home Charging Advisor](#) to search chargers and incentives.

How it works

CREATE A SECURE ACCOUNT

We make sure your information is always safe.

SUBMIT YOUR DOCUMENTS

Submit photos of your charger installation, receipt, and permits.

GET YOUR REFUND

Track your application progress along the way.

What to do before you apply

BUY A CHARGER

Visit the [Electric For All Home Charging Advisor](#) to find the home charger that is right for you.

INSTALL YOUR CHARGER

Hire a certified electrician to install the charger in your home.

TAKE SOME PICTURES

Photo of charger invoice

Photo of installation receipt

Photo of installed charger

Photo of installation permit

The Incentive Assistant encourages consumers to purchase a home charger and then apply for ZIP code-based incentives with a secure online form making the process seamless and easy to use. Consumers living outside of regions currently featured on the tool can use it to apply for the Federal Tax Credit.

[incentiveassistant.electricforall.org](https://incentiveassistant.electricforall.org)

## ELECTRICFORALL.ORG STATISTICS (January 2021 - June 2021)

478,027 PAGE VIEWS

289,000 UNIQUE VISITORS

# COMMUNICATE

## SOCIAL MEDIA ENGAGEMENT

Veloz's and Electric For All's social footprint has grown substantially in the last 18 months. A new database for consumers has broadened the reach for ElectricForAll.org. Veloz launched a new pledge program called "No Tailpipe, No Problem I'm Going Electric!" to increase consumer engagement.

### VELOZ

#### Followers:

Twitter: 2,691 followers  
LinkedIn: 667 followers

#### Engagement:

Twitter: 1,287 engagements  
LinkedIn: 923 engagements

#### Industry/Media Database:

3,957 contacts



#### Subscribe:

[veloz.org/#mcSubscribe](https://veloz.org/#mcSubscribe)

### ELECTRIC FOR ALL

#### Followers:

Twitter: 1,563 followers  
Facebook: 1,209 fans  
Instagram: 3,703 followers

#### Engagement:

Twitter: 609 engagements  
Facebook: 13,414 engagements  
Instagram: 1,360 engagements

#### Consumer Database:

2,318 contacts

*\* As of November 2021*



**No Tailpipe.  
No Problem.**



**I'M GOING ELECTRIC!**

[ElectricForAll.org](https://ElectricForAll.org)

Powered by VELOZ

494 people took the "I'm Going Electric" pledge on ElectricForAll.org.

122 of these pledges were from current EV owners who shared their unique reasons for going electric.

See the testimonials on  
[ElectricForAll.org](https://ElectricForAll.org)

# 40 MILLION REASONS TO GO ELECTRIC

## ELECTRIC FOR ALL CAMPAIGN

Launched January 2021 at the Clean Energy Inaugural Ball, “40 Million Reason to Go Electric” is the third nonprofit campaign produced in collaboration with Veloz members and sponsors. It spotlights local and global superhero agents of change fighting for social, economic and environmental justice. This campaign celebrates California’s many cultures and underscores the reasons every Californian should go electric.



The “40 Million Reasons to Go Electric” campaign features an avant-garde, bright and vibrant animation paired with an original Californian take on neo soul-inspired music sung by the Barbadian-born, Los Angeles-based singer, Ayoni. The campaign starred well-known Hollywood and local superheroes, including climate activist and Emmy Award-winning actor Mark Ruffalo and Marvel’s Agents of S.H.I.E.L.D. star Chloe Bennet; Huron Mayor Rey Leon; Watts environmental justice leaders Mama Linda Cleveland and Miss Jacquelyn Badejo; and Oakland, California, activist-artist Favianna Rodriguez.

**“The sooner we transition to an electric transportation system, the less strife there will be in the world. This initiative creates an opportunity to empower local heroes everywhere to choose electric transport to a cleaner, more just future.”**

- Mark Ruffalo





# 40 MILLION REASONS TO GO ELECTRIC

## ELECTRIC FOR ALL CAMPAIGN RESULTS

**41 MM**  
IMPRESSIONS

**10.8 MM**  
VIEWS/LISTENS

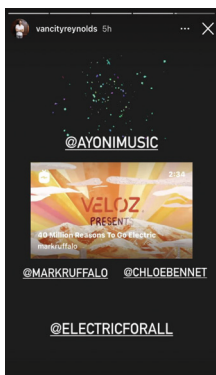
**366,065**  
WEB VISITS

**70,514**  
AUTOMAKER  
LEADS

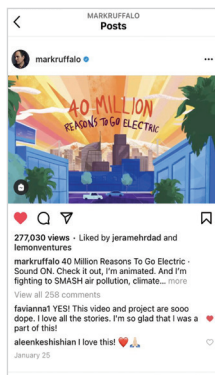
**\$950,000** MEDIA BUDGET

**35%** TO UNDERSERVED COMMUNITIES

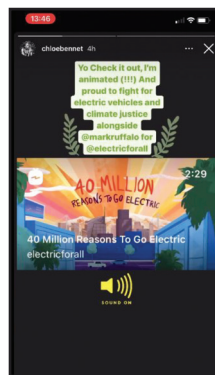
## ORGANIC SOCIAL MEDIA



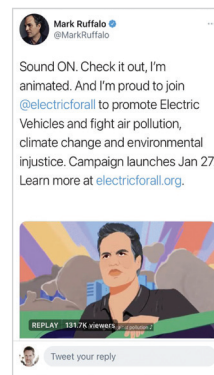
**Ryan Reynolds**  
37 million  
Instagram Followers



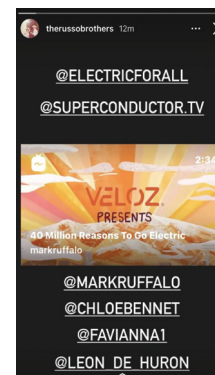
**Mark Ruffalo**  
19 million  
Instagram Followers



**Chloe Bennet**  
3 million  
Instagram Followers



**Mark Ruffalo**  
7 million  
Twitter Followers

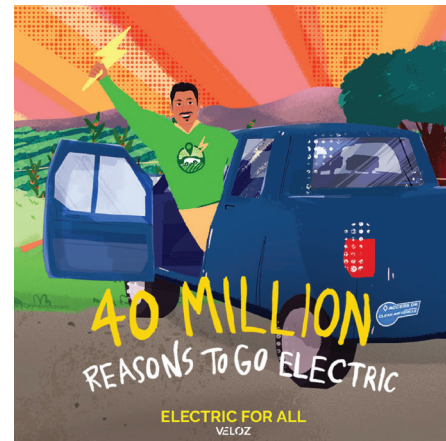
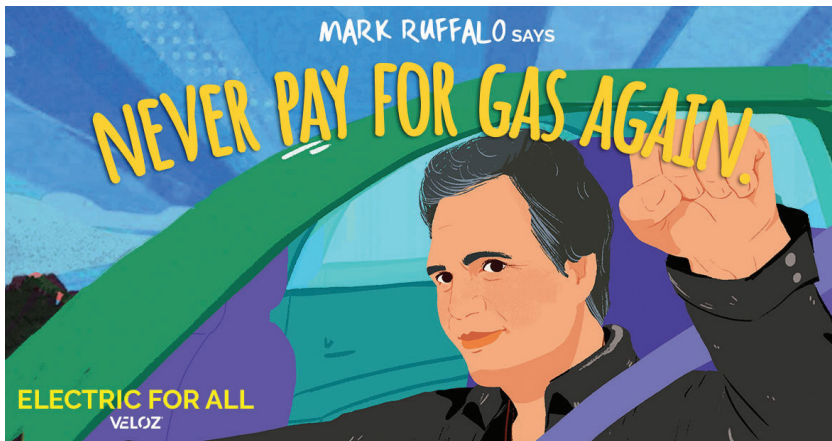
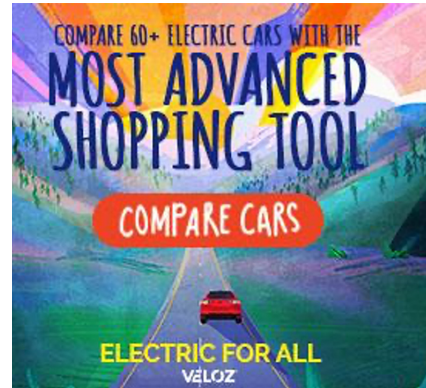
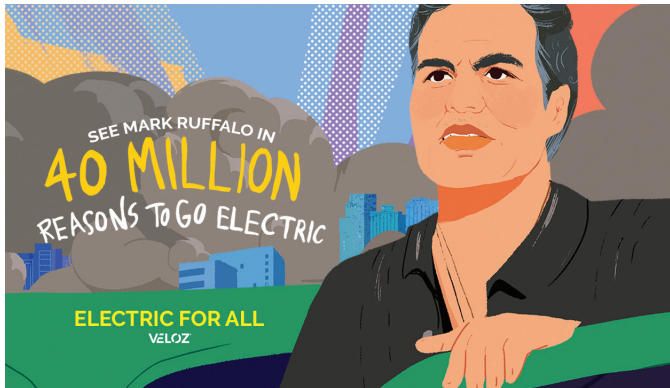


**The Russo Brothers**  
3 million  
Instagram Followers



**Chelsea Handler**  
8 million  
Twitter Followers

## CAMPAIGN ASSETS



View all assets and get to know the campaign's superhero stars at [ElectricForAll.org/campaign](https://ElectricForAll.org/campaign)



## 40 MILLION REASONS TO GO ELECTRIC MEDIA COVERAGE

**50**

PIECES OF  
COVERAGE

**43 MM**

ONLINE

**703K**

PRESS &  
MEDIA VIEWS

### CALIFORNIA NEWS

Spectrum News 1, ABC 30, KTLA 5, ABC 7,  
Fox 40 (Sacramento), Univision (Bakersfield),  
Californian, Post Register

### NATIONAL NEWS

AP News, Yahoo! Finance, Daily Journal,  
GlobeNewswire, EIN Presswire, One News  
Page, Benzinga, BizWire Express, Morningstar,  
Market Newsdesk, StreetInsider

### CLEANTECH AND EV NEWS

Green Car Reports, Online EV

### LATINX

Univision (Sacramento), BELatina

### AUDIO

iHeartRadio "That PSA Show,"  
93.1 KFBK "The Afternoon News,"  
"Automobile Edge" National Radio Show

### ENTERTAINMENT NEWS

First Comics News, Chloe Bennet Net

### MARKETING NEWS

ADWEEK'S Agency Spy, SHOOT,  
Adland, Ads of Brands, Adstream,  
Animation World Network,  
The LA Egotist, Creativepool,  
Ads of the World, Ethical  
Marketing News, Adforum

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San Diego Gas & Electric





# MEMBERS

## PREMIER



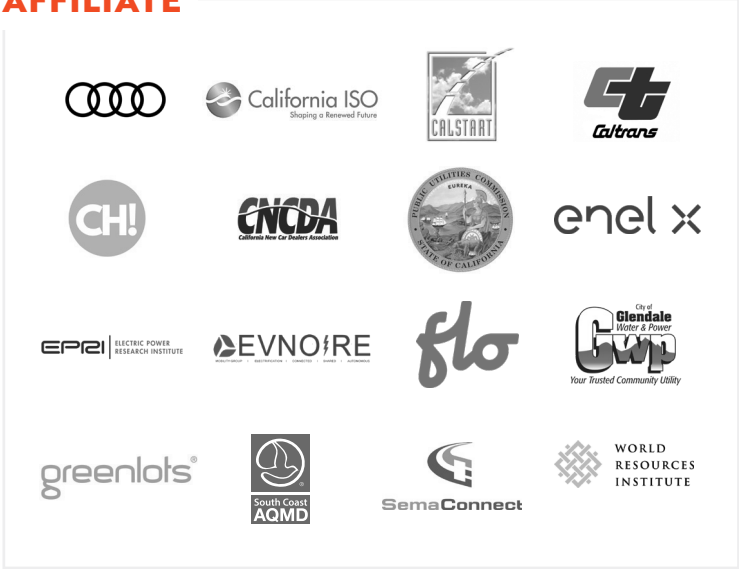
## CHAMPION



## SUPPORTER



## AFFILIATE



## VELOZ STAFF



**Josh D. Boone**  
*Executive Director*



**Munni Krishna**  
*Strategic Partnerships Director*



**Alfred Artis**  
*Program Director*



**Margaret Mohr**  
*Communications Director*



**Lisa Chiladakis**  
*Program Director*



**Madison Pendergraft**  
*Content Marketing Coordinator*

## SPECIAL THANKS

Lisa Chiladakis returns to the California Air Resources Board in December 2021. Thank you, Lisa, for your program director expertise and passion over the years and for helping launch Veloz.

Gennet Paauwe returned to the California Air Resources Board in the Fall of 2020. We thank her for her role as our communications advisor, lending her expertise to the launch of Veloz.

And a big thank you to the California Air Resources Board for loaning subject matter experts to help create a thriving Veloz!

## WEBSITE | SOCIAL

[veloz.org](https://veloz.org)  
[electricforall.org](https://electricforall.org)



## CONTACT

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