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
Veloz 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

“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 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!

[Signature]

Josh D. Boone
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
Pacific Gas and Electric Company

Laurie Giammona
EVgo

Jonathan Levy
BMW of North America

Linda White
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
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 **

“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

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

** founding member

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
# Financials

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<td>Membership (unrestricted)</td>
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<td>Electric For All Sponsorships + Grants (restricted)</td>
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<td>Net Loss</td>
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<td>Cash on Hand as of July 1, 2021</td>
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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)


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

Subscribe to the Veloz newsletter for EV News Updates: 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.

Scan below to view the latest EV Market Report

Or visit veloz.org/ev-market-report

THE RIDE TO ZERO BLOG

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

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
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
- 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
- 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.

> “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.”

> “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 options for your desired area. You can change the ZIP code to view the incentives applicable to your desired location.

**Find Incentives**

**Search for Incentives**

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

Vehicle 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.

**Learn Facts**

**Busting Electric Vehicles Myths**

**MYTH**

Electric vehicles are more expensive than gas-powered vehicles.

**FACT**

The upfront cost is dropping for all electric vehicles. Many are already cost-competitive.

**MYTH**

Electric vehicles have a limited range and take too long to charge at the few charging stations.

**FACT**

Electric vehicles now have very good range—and models with an even longer range are coming onto the market soon.

**MYTH**

Most EV owners do not own a second car or own a car they plan not to use.

**FACT**

EV owners are the most committed to their vehicles, often using them as their primary car.
NEW TOOLS

Home Charging Advisor

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`

Incentive Assistant

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`

ELECTRICFORALL.ORG STATISTICS (January 2021 - June 2021)

478,027 PAGE VIEWS

289,000 UNIQUE VISITORS
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

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

Subscribe: veloz.org/#mcSubscribe

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
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
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

40 MILLION REASONS TO GO ELECTRIC

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

Sound ON. Check it out, I'm animated. And I'm proud to join @electricforall to promote Electric Vehicles and fight air pollution, climate change and environmental injustices. Campaign launches Jan 27. Learn more at electricforall.org.

Care about the climate?

Mark Ruffalo (@MarkRuffalo) • 1/25/21

Chelsea Handler (@chelseahandler) • January 25, 2021

Tweet your reply
View all assets and get to know the campaign's superhero stars at 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

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

THANK YOU TO OUR SPONSORS

Apex Sponsor:
Electrify America

Torque Sponsor:
PG&E, Southern California Edison

Camber Sponsor:
Los Angeles Department of Water and Power, Center for Sustainable Energy, General Motors, BMW, Daimler, SMUD, San Diego Gas & Electric
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!