



VELOZ[®]

ANNUAL REPORT 2021-2022

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 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.

"Veloz has become the go-to voice on California's EV industry and beyond over the last five years. Their strategic consumer awareness and education efforts bolster Edison's work to create forward-thinking programs that advance transportation electrification and EV adoption."



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 July 2021 through June 2022 and the financial summary reflects data from the most recent fiscal year close on June 30, 2022.

THE RIDE TO ZERO

The 2021-2022 year has been an exciting one at Veloz as we worked to set the stage for some launches of mythic proportions. The organization officially hit the five-year mark and our mission to drive transportation electrification forward gained even more momentum throughout the state and across the nation.

In 2021, California surpassed 1 million EVs sold, making it the first U.S. state to achieve this milestone. In early 2022, Veloz worked with the Office of California Gov. Gavin Newsom and other key state agencies to officially commemorate that milestone with a joint press release, virtual media briefing and publishing of our updated EV Market Report. California also set a new yearly record with 250,279 electric vehicles sold, representing 12.4% of total California auto sales in 2021. In 2022, California is on pace to significantly beat its 2021 annual EV sales number.

In November 2021, President Biden signed into law the \$1.2 trillion Infrastructure Investment and Jobs Act (IIJA), which includes the \$5 billion National Electric Vehicle Infrastructure (NEVI) Program. Looking to the future, we know that the program will cover EV charging plans nationwide and that California will play a significant role. The California Air Resources Board's Proposed Advanced Clean Cars II (ACC II) Regulations have already reverberated across the nation and put the state on a path to achieve 100% EV sales by 2035.

More automakers than ever placed EV ads at this year's Super Bowl, with manufacturers increasing their advertising spends to promote performance, special features and design. In true Veloz fashion, we are complementing that messaging with targeted consumer education and awareness about EVs, charging, incentives and more through our ElectricForAll.org campaign.

Veloz membership continued to expand into new areas of the transportation industry, including organizations like Cyber Switching, Oportun, Powerflex and Zoox. Additionally, the expertise on our board of directors broadened with the addition of Aaron August from Pacific Gas and Electric Company, the Honorable David Strickland from General Motors and Mary D. Nichols, along with the addition of Dianne Martinez from East Bay Community Energy to our public policy board.

With the encouraging support of our board of directors, planning for our statewide EV consumer education and awareness campaign — Myths Busting Myths — got underway with a strong focus on priority populations. Grant funding and private fundraising activities wrapped up resulting in a \$4 million budget, campaign community partners were welcomed onboard, the creative team began assembling alongside two nationally accredited diversity, equity and inclusion advisors, and \$250,000 of in-kind assets were secured for production, bringing the campaign to the official creative starting line by June 2022.

Veloz's industry reputation as a convenor of top minds and a conduit to timely policy and market-moving ZEV content has been solidified with years of Summits and webinars. Going forward, we plan to leverage our strategic programming for increased impact.

Finally, our staff has evolved to include our new Communications Director Jennifer Newman and Communications Intern Leevegar Kim. The Veloz team also moved to a new office in Downtown Sacramento this year in an effort to right-size our footprint, given an increase in remote work, and to create a more inspiring and flexible space for our staff and leadership to gather.

As we look toward the next five years of Veloz, we are embarking on a new strategic planning project with our board leadership that will position the organization for success. We believe our mission is more critical than ever. Increased interest from a national audience means our unique public-private collaboration is the one to watch and we could not have done it without the support of our leadership, members and an engaged public. I cannot wait to see where we go next.

Let's Veloz!

Josh D. Boone



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 become a valuable industry source of EV data frequently cited in news media and serves as a benchmark for the growing electric vehicle market.

View the latest EV Market Report at veloz.org/ev-market-report.



1,214,516
CA EV Sales



2,826,923
U.S. EV Sales



115
CA Models Available



79,023
CA EV Chargers



60
CA Hydrogen Stations

* 2022 Q2 data

ZEV MESSAGING RESEARCH

In spring 2022, Veloz commissioned a survey of California voters to explore their views of EVs and the messages that persuade consumers to adopt EVs. This survey was generously funded by ClimateWorks Foundation and Fairbank, Maslin, Maullin, Metz & Associates (FM3) was hired to conduct the survey.

KEY FINDINGS:

- Nearly half of California voters say they are likely to purchase or lease an EV the next time they are in the market for a vehicle.
- Seven in ten Californians support replacing the current EV rebate incentive structure with a voucher available to use at point of sale.
- When addressing barriers to adoption
 - including up-front cost – information about range, charging and maintenance is persuasive.
- People want to hear from those with direct EV experience, someone who maintains EVs, friends or family, neighbors, environmental organizations and nonprofits.
- Low-income voters are more likely to value environmental groups as messengers.

To view the full report and methodology, visit veloz.org/resource/veloz-and-fm3-memo.

EV EDUCATION & AWARENESS CAMPAIGN FUNDRAISING

With the next Electric For All campaign on the horizon, fundraising became a priority this year. In February 2022, the Governor's Office of Business and Economic Development (GO-Biz) announced the awardees of their \$5 million Zero-Emission Vehicle (ZEV) Consumer Awareness Grants, with Veloz receiving \$2.5 million. Additionally, Veloz worked to privately fundraise an additional \$1.5 million to bring the total campaign budget to \$4 million.

The additional funds have supported the expansion of the upcoming Myths Busting Myths campaign, making it the largest statewide effort in Veloz's history. The campaign raises zero-emission vehicle education and awareness in hard-to-reach communities through strategic partnerships and community outreach efforts that complement targeted, multilingual media messaging.



CAMPAIGN COMMUNITY PARTNERS

New to the Electric For All campaign this time around, Veloz brought eight funded partner organizations together in an effort to further their local work in the EV space while also spreading the statewide Electric For All message far and wide.



NATIONAL GOING ELECTRIC PLEDGE

As we wrapped up the 2021-2022 fiscal year, Veloz and Generation180 began aligning as partners to dramatically increase electric vehicle purchase intent with the new National Going Electric Pledge. The collaborative effort, which will launch alongside the new Electric For All campaign in 2022-2023, will encourage individuals across the country to commit to making their next car electric by raising awareness and accelerating Americans' broad support for electric vehicles.

Sign the pledge today at electricforall.org/national-pledge.

COMMUNICATE

This year, our communications efforts focused on preparing for the launch of the largest statewide EV consumer education and awareness campaign in Veloz history. We also continued our thought leadership efforts across multiple fronts, positioned ourselves as a trusted resource for media outlets, consumers and industry professionals, fine-tuned our web assets, and engaged with our audience on social media.

IN THE NEWS

News media outlets look to Veloz, along with our innovative tools and resources on ElectricForAll.org, for the latest in transportation electrification thought leadership. While news media trends are ever-evolving, an increased number of reporters have sought our expertise with requests for information, interviews, resources and more.

Los Angeles Times

How to buy and install an EV home charger

Los Angeles Times, March 11, 2022

"An internet search will turn up loads of sites that rank home chargers. For a comprehensive overview of what's available, Veloz, an EV advocacy site, is a good first step [...] Rebates from the government or electric utilities depend on where you live. Put your ZIP Code into the Veloz site and then click on a charger model to find out what's available to you."

THE SACRAMENTO BEE

Are electric vehicles cheaper than gas-powered cars? California could help you buy one.

Sacramento Bee, March 9, 2022

"Other Tools: Electric For All: A list of electric car models currently available in California and their incentives."



Interview: California's plans for electric vehicles

Capitol Public Radio, April 20, 2022

"While California did hit a milestone in EV purchases, experts are left to wonder if the state is on pace to reach its additional goal of 5 million EVs by 2030, with 100% zero-emission vehicle sales by 2035. Veloz is a nonprofit organization that tracks EV sales for the state. Executive Director Josh Boone spoke with CapRadio's Randol White to discuss how the state is doing with purchases and what to expect."

KQED

California Can Once Again Set Rules on Vehicle Emissions

KQED, March 9, 2022

"Lauren Sanchez, Newsom's senior advisor on climate, said during an electric vehicle summit this morning that California's electric vehicle policies created "the market and will continue to drive it globally."

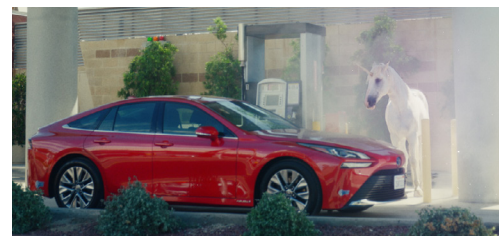
MYTHS BUSTING MYTHS CAMPAIGN COMING SOON

Veloz's Electric For All public education campaigns are developed at the intersection of Hollywood-style entertainment and best-in-class information as a way to raise awareness, bust myths and provide direct access to tools that will help consumers make their next EV purchase an easy one.

The 2022-2023 *Myths Busting Myths* campaign will follow in the footsteps of past campaigns, with an even greater commitment to reaching priority communities, a renewed focus on consumer education and creative concepts developed based on years of consumer research.

Launching a campaign of this magnitude takes significant behind-the-scenes work. Our 2021-2022 pre-production efforts included:

- Approval of the Myths Busting Myths concept by the Veloz Board of Directors
- Fundraising \$4 million in grant funding and private investments
- Onboarding eight community partners as our "on the ground" messengers
- Welcoming two diversity, equity and inclusion advisors into the creative process
- Working with our creative agency to finalize the concept and scripts, while planning for campaign asset creation, director and talent acquisition, and launch activities
- Fine-tuning both Veloz.org and ElectricForAll.org to prepare for increased traffic
- Bringing on a research partner to help us track the campaign's impact
- Securing \$250,000 of in-kind assets for production in Los Angeles
- Working to identify a top-tier media company to ensure our digital creative assets are placed on the appropriate channels, data is recorded, the campaign is optimized over time and that Veloz obtains the most impact as possible



KEEP YOUR EYES PEELED

In the coming months, you'll be able to find our paid advertising creative throughout California and across digital channels including programmatic CTV, video, audio, display, native, digital out-of-home, paid social and paid search along with our organic social media reach. During the 2022-2023 campaign cycle, 50% of our paid media buy will be focused on priority communities.

For more campaign details, visit electricforall.org/campaign.

COMMUNICATE

VELOZ.org

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

This year, we worked to begin optimization efforts and targeted messaging updates across the website, including the addition of a website translation tool, a streamlined Tools & Resources section, a retooled Events section and a new Programs section. Website upgrades will continue in an effort to better highlight our drive toward transportation electrification.

THE RIDE TO ZERO BLOG

Read more at veloz.org/blog.

In an effort to continue our thought leadership efforts, Veloz Executive Director Josh D. Boone addresses top EV issues for members and industry partners through the Ride To Zero blog.

August 2021	Autonomous Vehicles: Part of The Triple Disruption in Transportation
September 2021	The Charge to Charge
November 2021	Understanding The Real Costs of Owning An EV
December 2021	Used EVs Are Hot Right Now!
March 2022	Now Is the Time for Oil Independence
May 2022	Multifamily Charging Infrastructure: A Key To Equitable EV Ownership

ElectricForAll.org

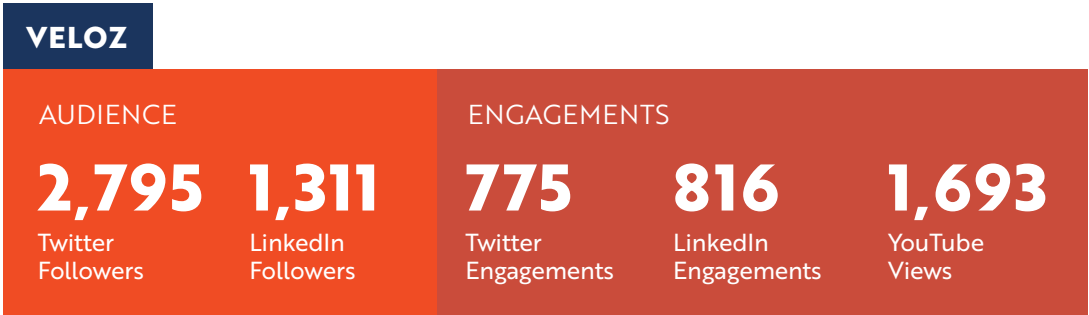
ElectricForAll.org serves as the ultimate EV education and awareness website for consumers. Current and future EV owners can get the facts about going electric, shop and compare electric vehicles, find ZIP code-based incentives, see home charging options and apply for home charging incentives online.

To better serve the consumers coming to the site, we executed a content audit in early 2022 to streamline the various pathways end users can take to find the information and tools they need. Additionally, we updated our media page to include our newly updated Electric For All Toolkit, easier access to all of our current and past campaign assets, and optimized navigation.

SOCIAL MEDIA

Both the Veloz and Electric For All social media engagement has expanded over the last year, with a focus on LinkedIn for Veloz's industry-facing engagement efforts and YouTube for Electric For All's consumer-facing communications.

SOCIAL MEDIA ENGAGEMENT *



* As of October 2022

VELOZ E-NEWSLETTER

The Veloz e-newsletter is a weekly publication sent from the desks of Veloz staff to yours. In it, you'll find the latest in EV industry news, updates on membership and programming, campaign launch details, partner events and much more.

- Industry/Media Database: 5,859
- Consumer Database: 3,259
- Number of Newsletters Sent from July 2021-June 2022: 73

Subscribe today at veloz.org/#mcSubscribe.

CONVENE

Veloz is committed to convening the best and brightest minds to accelerate the electric vehicle market, communicate the value of electric transportation, drive policy education, offer networking opportunities and expand the Electric For All movement through our programming and events.

SUMMIT SERIES

Three times a year, Veloz taps our leaders, members, partners and vast public-private network to facilitate in-depth conversations on solving the top barriers to 100% electrification of the transportation sector. This year, we kept our Summits virtual and saw an average of over 300 attendees for each Summit.

July 2021

Charging Our Way Forward to the 2035 Goal

December 2021

Breaking Down EV Charging Barriers

March 2022

Consumers, Dealerships and Incentives: Putting People in EVs

WEBINAR SERIES

With topics like public charger reliability and at-home charging for multi-unit dwellings to electrification in rural communities and the connective tissue between autonomous and electric vehicles, Veloz webinars convened industry experts for a moderated and highly-focused discussion every other month. This year, Veloz webinars saw an average of over 175 attendees for each event.

August 2021

Autonomous and Electric: Twins or Sisters?

October 2021

Haul Yes! Electric Pickup Trucks are Hitting the Road

November 2021

Veloz Live from COP26 with Caroline Choi and David Hochschild

February 2022

350 kW: Will this Futureproof EV Charging?

April 2022

Ensuring Reliability in Public EV Charging

June 2022

Apartments and Condos: Creating Accessible Charging

See upcoming events at veloz.org/events.

Veloz’s unparalleled stakeholder leadership made up of high-powered, diverse board members bring expertise from key sector companies, agencies and nonprofits. The Board of Directors meets three times a year to discuss Veloz business matters and accelerate current EV policy conversations.

Our Public Policy Board, appointed by the Board of Directors, lends policy guidance and support to the Board. The non-voting board is comprised of representatives who serve or have served in state or local government or quasi-government organizations.

2021-2022 BOARD MEETINGS

Annual Board of Directors Meeting (virtual)	Thursday, July 14, 2021
Board of Directors Meeting (virtual)	Thursday, December 2, 2021
Board of Directors Meeting (virtual)	Thursday, March 10, 2022

IN THEIR OWN WORDS

“At NextGen Policy, we focus on advancing progressive policy solutions, including in key areas like climate change, environmental justice, access to healthcare, and economic inequality. Veloz’s educational and collaborative efforts to drive forward electrification across all mobility sectors are central to our mission and vital to the work we do here in California.”



Arnie Sowell
Treasurer-Secretary,
Veloz Board of Directors
Executive Director
NextGen Policy

“Electric mobility is a critical component of the innovative work we are doing as a global automaker and I am honored to serve as a Veloz board director. This organization brings crucial voices to the table, while leveraging collaborations to create top-notch tools, resources, and opportunities to convene for both consumers and industry professionals, alike.”



Linda White
Board Director,
Veloz Board of Directors
Director of Government and
External Affairs
BMW of North America

“No other organization has such a diverse coalition of private companies and public sector agencies, all of which are committed to the goal of Electric For All. From educating and inspiring the next wave of informed EV consumers to bringing more organizations and companies into the electrification fold — Veloz and its members are changing the game.”



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

LEADERSHIP

BOARD OF DIRECTORS



Caroline Choi

Chair

Edison International,
Southern California
Edison



Giovanni Palazzo

Vice Chair

Electrify America



Arnold Sowell

*Treasurer-
Secretary*

NextGen California



Aaron August

Pacific Gas and
Electric Company



Adam Gromis

Uber



Anand Gopal

Energy Innovation



Caroline Winn

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Jonathan Levy

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Linda White

BMW of
North America



Mary Nichols



Nancy Sutley

Los Angeles
Department of Water
and Power



Orson Aguilar

Oportun



Sam Arons

Lyft



Terry Travis

EVNoire and
EVHybridNoire

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Chair

California Energy
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**Angelina
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Rechtschaffen**

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East Bay
Community Energy



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Liane Randolph

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California State
Transportation
Agency



Wayne Nastri

South Coast Air
Quality Management
District

Veloz leadership grew in 2021-2022

With 17 board directors and eight public policy board members, Veloz leadership was instrumental in the support of Veloz's annual workplan, programs and the planning, fundraising and early execution of the "Myths Busting Myths" 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. **To learn more about becoming a Veloz member, visit veloz.org/join.**

PREMIER



CHAMPION



SUPPORTER



AFFILIATE



FINANCIALS

Membership (unrestricted)	\$1,371,665
Electric For All Sponsorships + Grants (restricted)	\$1,600,050
L2 Home Charging Program (restricted)	\$222,000
ZEV Market Research/Polling Grant	\$75,000
GO-Biz ZEV Consumer Awareness Grant	\$580,000
Other	\$114,442
Total Revenue	\$3,963,157

Electric For All Campaign	\$965,222
L2 Home Charging Program Expense	\$222,000
ZEV Market Research/Polling Expenses	\$72,750
GO-Biz ZEV Consumer Awareness Expenses	\$100,000
Programs	\$215,022
Administrative	\$811,563
Total Expenses	\$2,386,557

Net Gain	\$1,576,600
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Cash on Hand as of July 1, 2021	\$3,648,955
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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 2021 – June 2022 fiscal year.

VELOZ STAFF



Josh D. Boone
Executive Director



Munni Krishna
Strategic Partnerships Director



Jennifer Newman
Communications Director



Madison Pendergraft
Content Marketing Coordinator



Leevegar Kim
Communications Intern

WEBSITE & SOCIAL

veloz.org

electricforall.org

 [@LetsVeloz](https://twitter.com/LetsVeloz)

 [@ElectricForAll](https://twitter.com/ElectricForAll)

 [/ElectricForAll](https://facebook.com/ElectricForAll)

 [@electricforall](https://instagram.com/electricforall)

 [@lets.veloz](https://instagram.com/lets.veloz)

 [Electric For All](https://youtube.com/ElectricForAll)

 [/electricforall](https://vimeo.com/electricforall)

 [VELOZ](https://linkedin.com/company/VELOZ)

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veloz.org/join

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