

# VELOZ

ANNUAL REPORT 2019



## VISION

THE URGENCY OF THIS MOMENT REQUIRES A FAST TRANSITION TO ELECTRIC CARS. POLLUTION FROM CARS AND TRUCKS POSES A CRITICAL THREAT TO PUBLIC HEALTH, THE PLANET AND THE 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.

empower urgency  
environment inspire  
inclusive spark fast  
educate transition  
desire movement  
demand economy

## 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 INSPIRE, EDUCATE AND EMPOWER CALIFORNIANS TO DRIVE ELECTRIC.

# Kicking Gas

Veloz is kicking gas and ushering in a new generation of electric cars. The climate debate, transportation emissions and electric mobility made major headlines around the world in 2019. I'm energized knowing that Veloz is acting to improve the environment, health and the economy through tackling vehicle emissions. Veloz members and partners are growing the market with more forthcoming electric car makes and models, expansion of refueling networks, and are ever-ready to take advantage of the growing number of transportation electrification opportunities in California.

Veloz's Electric For All public awareness campaign eclipsed all expectations in 2019: we landed mega-celebrity, climate champion and policy leader Arnold Schwarzenegger to star in *Kicking Gas*, an edgy video that went viral over the summer with more than 224 million engagements since June. *Kicking Gas* online ads and 37 billboards around the state amused many and also gave consumers tools to learn more about electric cars, purchase incentives and perks, and fueling on the ElectricForAll.org campaign website. When the Terminator talks, people listen.

Over the course of the year, new electric makes and models made their way to showrooms (Audi e-tron, Kia Niro EV, Hyundai Kona Electric and NEXO, Jaguar I-PACE), and much-anticipated announcements stole the show (Audi e-tron GT and A8L and Q5 plug-in hybrids; BMW iX3; MINI Cooper SE; Ford Mustang Mach-E SUV; Toyota RAV4 plug-in electric and the redesigned Mirai; Mercedes EQC; Tesla Model Y; Volkswagen ID.4; Porsche Taycan; Lincoln Aviator AWD plug-in hybrid; Mazda MX-30; Land Rover Range Rover plug-in hybrid; Rivian R1T Truck and R1S SUV; Polestar 2; and Volvo XC40P8, among others). These new entrants into the market will give Californians more options, making electric cars an easier choice.

We also welcome new—and renewed—entrants into the electrification movement: Rivian, Harley-Davidson Motorcycles, Ryder, Chanje, Nikola, Fisker and Byton and more.


California's network of refueling stations continues to expand with major announcements in 2019 that included Electrify America's partnerships with automakers, roaming agreements with other charging providers and the addition of more than 100 ultra-fast charging stations throughout the state. EVgo saw 40% growth in California, connected with the West Coast Electric Highway and formed new alliances with transportation network companies while adding Tesla connectors to its San Francisco sites, and now counts more than 300 fast-charging stations across the state. Tesla continued to build out its Supercharger network with more than 1800 chargers in North America, and began an even faster charging experience with its V3 technology. And California expanded its hydrogen refueling infrastructure and opened its 43rd station in 2019.

In 2019 Veloz hosted three successful public forums, hosted five webinars and partnered with a number of in-sync organizations to promote transportation electrification. Our board of directors and public policy board members pushed for more engagement and solutions-based initiatives, and urged building upon Veloz's success and Electric For All's unique brand of provocative public awareness tactics.

Let's kick more gas in 2020.




**Josh D. Boone**  
Executive Director



“Electrification of California’s cars is a challenge, one Veloz and particularly its utility members welcome for the opportunities it brings. California utilities are providing more and more carbon-free electricity, making it the right choice to power transportation. Membership in Veloz is a strategic business opportunity for those who are leaders in sustainable transportation.”

Veloz Board Chair & Southern California Edison  
Senior Vice President of Corporate Affairs

**Caroline Choi**



“Today electric models are part of every automaker’s business plan and will continue to be a focus in this decade and beyond. California has long been the staging ground for transportation electrification and Veloz continues that legacy by bringing together a broad range of stakeholders to push the market further, faster.”

Vice President of Government and External  
Affairs California for BMW Group

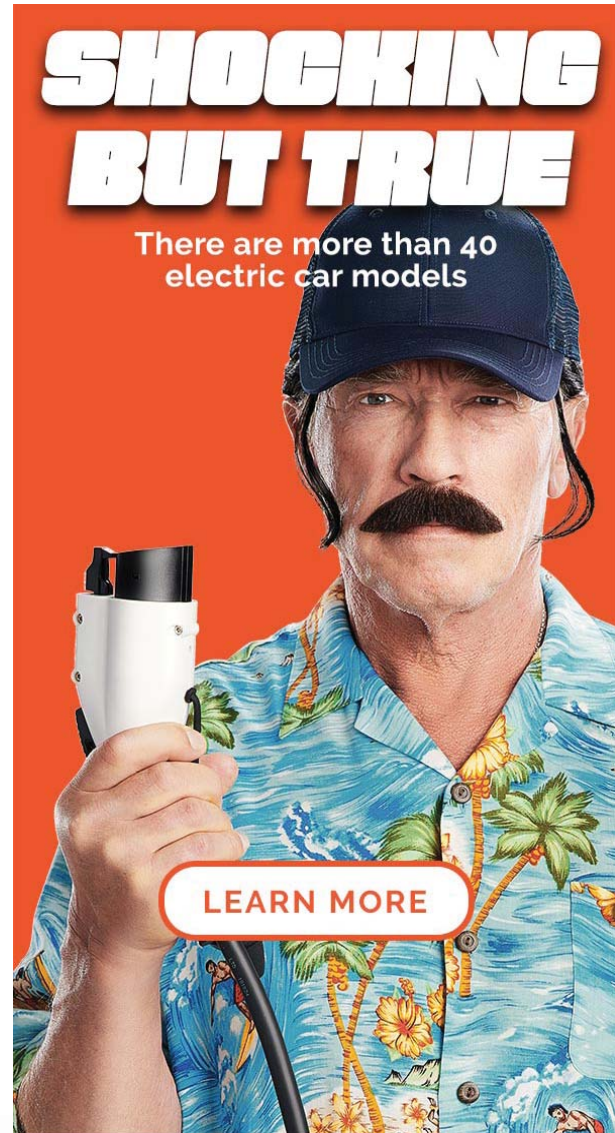
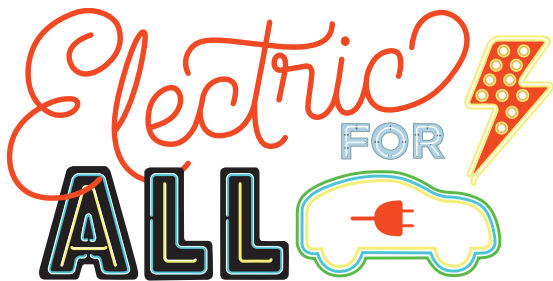
**Angela Konert**



# Electric For All

Electric For All was launched in 2018 to inspire and raise public awareness, understanding and consideration of electric cars. Veloz is now going beyond the early endorsers of electric mobility with the campaign, built to encourage Californians to not only dream electric, but drive electric, ride electric and request electric.

Electric For All is powered by membership dues, sponsorships, grants and donations. Phase one of the campaign, dubbed 'opposites attract' brought attention to how people of different ends of the spectrum—a punk rocker and a symphony-goer, a rabbi and a hipster—can have something in common: electric cars. Opposites attract concluded at the end of 2018, and phase two, *Kicking Gas* starring Arnold Schwarzenegger, concluded at the end of 2019. The ElectricForAll.org website complements the campaign with an online electric car incentives lookup tool—by zip code—that also helps consumers explore electric car options and find utility savings.



LEARN MORE

VELOZ®

### **Our Sponsors Make the Magic**

Electric For All is powered by Veloz membership dues, sponsorships, grants and donations. Hats off to our major campaign sponsors:

**Apex Sponsor, \$1 Million+:** Electrify America

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

**Camber Sponsor, \$100,000:** Bay Area Air Quality Management District, BMW Group, Center for Sustainable Energy, General Motors, Honda, Los Angeles Department of Water and Power, and Nissan.

For a look at the full campaign creative assets, including videos, visit:

[www.electricforall.org/media-assets](http://www.electricforall.org/media-assets)

[www.ElectricForAll.org](http://www.ElectricForAll.org)

 @ElectricForAll

 /ElectricForAll

 ElectricforAll

“Veloz is a unique California organization with a critical mission: to accelerate the drive toward consumer choice of electric cars. We know that the first and often the only hurdle is a lack of familiarity with the choices that are available and the ease of owning and operating these vehicles. Electric for All is knocking down those barriers.”

Veloz Public Policy Board Chair &  
California Air Resources Board Chair

**Mary D. Nichols**

# Kicking Gas

Starring Arnold Schwarzenegger



For Veloz, 2019 will forever be the year of *Kicking Gas*. The second phase of the Electric For All public awareness campaign made its debut June 26 with a provocative, laughable series of video shorts starring Arnold Schwarzenegger that highlight the benefits of electric cars relative to their gas-powered counterparts. Schwarzenegger plays Howard Kleiner, a used car salesman clad in an aloha shirt, a bad wig and a ball cap, who tries to steer electric car shoppers toward gasoline models. In the process, consumers learn about the benefits of going electric in a series of hilarious scenes.

*Kicking Gas* outpaced our expectations. The videos were supplemented with paid social media placement on Facebook and Instagram; search placement on Google, YouTube and Bing; digital display banners; and 37 billboards along major commute arteries in Northern, Central and Southern California. Most significantly, Schwarzenegger amplified the creative content via

social media, allowing the campaign to tap in to the massive Arnold fan base. With more than 16 million video views, *Kicking Gas* has earned the 'viral video' badge of honor.

## Search and Save: Electric For All Website and Incentives Tool

ElectricForAll.org had 327,700 visits while the *Kicking Gas* campaign was active. The website featured the *Kicking Gas* videos and associated messaging graphics, and invited California consumers to investigate further through a zip code lookup of electric cars, purchase incentives, utility savings, fueling options and more. As a result, more than 73,000 online visits were made to automaker websites, considered automaker leads. Curiosity about *Kicking Gas* turned into clicks on the website to learn more about the campaign and explore electric car options. No doubt Howard Kleiner would be perturbed.



## Campaign Results

**224.4 million**

TOTAL IMPRESSIONS

**167 million** DIGITAL

**69 million** OF THESE IN COMMUNITIES OF OPPORTUNITY

**57.4 million** BILLBOARDS:

**16.4 million**

VIDEO VIEWS

**327,700**

ELECTRICFORALL.ORG VISITS

**73,000**

AUTOMAKER LEADS

## 2019 vs. 2018 Electric For All Campaign: We Spent More, But Got More in Return

	2019	2018	2019 vs. 2018
<b>CAMPAIGN FLIGHT</b>	26 WEEKS	11 WEEKS	2X
<b>MEDIA SPEND</b>	\$868,000	\$405,000	2X
<b>IMPRESSIONS</b>	224 MILLION	53 MILLION	4X
<b>VIDEO VIEWS</b>	16.4 MILLION	5.3 MILLION	3X
<b>WEBSITE VISITS</b>	327,700	120,000	3X
<b>AUTOMAKER LEADS</b>	73,000	21,000	3.5X



“Kicking Gas with Veloz is just the kind of action we need to get off fossil fuels as quickly as we can by showing everyone that electric cars are the future—and they’re fun. I loved working with the team to bring back my Howard Kleiner character for this project because electric cars are a key part of the climate solution.”

Arnold Schwarzenegger

# News Coverage

Veloz reported comprehensive 2018 electric car sales numbers in January 2019. More than 40 stories were generated from the 2018 sales news release and other mentions throughout the year, with 396,000 views and potential online readership of 162 million, with more than 7,200 social media shares. And reporters increasingly sought out Veloz experts for reliable California and national electric car sales numbers and refueling station growth.

## Veloz

<b>40</b>	STORIES
<b>396,000</b>	ESTIMATED VIEWS
<b>162 million</b>	ONLINE READERSHIP
<b>7,220</b>	SOCIAL SHARES

In June Veloz made major headlines with the debut of *Kicking Gas*. Most notably, press coverage was achieved in a large number of diverse outlets from celebrity gossip websites, entertainment and trade, to highly respected national and international news services between June and December. *Kicking Gas* alone made a big splash across the printed, broadcast and online media, with 182 stories and an estimated 6.5 million views and a potential online readership of 5.2 billion, most within a few short weeks of the launch.

## Electric For All

<b>182</b>	STORIES
<b>6.5 million</b>	ESTIMATED VIEWS
<b>5.2 billion</b>	ONLINE READERSHIP

# Get Social

Veloz and Electric For All combined have six social media accounts, augmented by Veloz's eBlast communications platform that reached more than 2000 people with every send—62 in all for 2019.

Veloz's social media engagement became more robust in June 2019 with new Electric For All campaign socials, including Twitter, Instagram and Facebook to support the rollout of *Kicking Gas*. Veloz has long been active on Twitter and uses YouTube and Vimeo in its arsenal of social media interaction. Dozens of new followers are added every month, invited to learn more and share in the fun of going electric.

Electric For All socials went wild when *Kicking Gas* launched in June 2019. Celebrities like singer Katy Perry and The Hulk actor Mark Ruffalo retweeted *Kicking Gas* content to their enormous list of followers after Arnold Schwarzenegger himself did a series of posts highlighting his appearance in the video.



# Financials

Veloz is a 501(c)(3) charity registered with the United States Internal Revenue Service. In 2019, Veloz became fully independent from its fiscal sponsor. We kindly thank CALSTART for playing a critical financial support role during Veloz's launch phase.

In 2019, the Veloz board of directors changed the organization's bylaws to reflect a July 1-June 30 fiscal year, aligning with Veloz's annual budget planning, workplan and billing. Due to this change, this financial report accounts for July-December 2019.

<b>\$1,272,500</b>	MEMBERSHIP (UNRESTRICTED)
<b>\$352,577</b>	ELECTRIC FOR ALL SPONSORSHIPS + GRANTS (RESTRICTED)
<b>\$10,884</b>	INTEREST + OTHER
<b>\$1,635,961</b>	TOTAL REVENUE
<b>\$148,656</b>	ELECTRIC FOR ALL CAMPAIGN
<b>\$164,320</b>	PROGRAMS
<b>\$178,769</b>	MANAGEMENT + SUPPORT + GENERAL
<b>\$491,745</b>	TOTAL EXPENSES
<b>\$1,144,214</b>	NET INCOME
<b>\$1,396,629</b>	CASH ON HAND AS OF JULY 1, 2019
<b>\$2,147,678</b>	CASH ON HAND AS OF DEC. 31, 2019

Note: Rounded down to the nearest dollar through Dec. 31, 2019.

# Membership

Veloz's powerhouse leadership and its 40 members continues to attract strong support and interest from those in the transportation electrification field. Veloz leaders are committed to recruiting additional members and diversifying to include key electric car market movers.

Veloz leadership included 15 board directors and six public policy board members in 2019. The leadership was pivotal in the roll-out, support and financial backing of 2019's Electric For All *Kicking Gas* campaign.

“We know the world is going electric and Veloz aims to accelerate that transition. We have no time to lose, and that is why I am so proud to be a member of Veloz's board of directors.”

World Resources Institute U.S. Director  
**Dan Lashof**

# Sales Dashboard



**700,110**  
ca sales



**1,451,404**  
usa sales



**24,439**  
ca charging  
stations



**43**  
ca hydrogen  
stations



**48**  
ca models  
available

Cumulative sales as of Dec. 31, 2019

California enjoys approximately 46% of national electric car sales. Veloz's sales dashboard is refreshed as new data becomes available and includes state and national electric car sales, and California refueling and recharging station numbers and models available. California electric car sales in 2019 came in at 156,101 compared to 178,134 in 2018.

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

“Veloz is not only about the drive, but also about the ride—the green ride. California is going all-in on electric and Veloz and its members stand ready to coordinate and engage, making a difference in the lives of the people who live and work here.”

Uber Public Policy Manager, Sustainability and Environmental Impact  
**Adam Gromis**



## Webinars

Veloz webinars were standouts in the crowded online engagement category. In 2019, Veloz held five webinars, roughly every other month, with a total of 710 participants—a 51% increase over 2018 webinars.

**California Leadership:** Hear from State Representatives on What's Next for Electric Cars (Feb. 7)

**Fuel Cell Electric Cars:** Hear the Latest on Cars, Fueling Stations and More (April 18)

**Partnership:** California Fuel Cell Partnership

**Electric For All:** Bringing Electric Mobility to Communities Across California (July 30)

**Partnership:** GRID Alternatives

**Power Players:** Women Leading Transportation Electrification (Oct. 3)

**Partnership:** Greenlots

**Buses and Trucks:** How Electrification of Medium/Heavy-Duty Vehicles is Poised to Move the Needle (Dec. 3)

Learn more about these webinars and upcoming offerings:

[www.veloz.org/initiatives/webinars](http://www.veloz.org/initiatives/webinars)

## Engagement

We go where the action is. Veloz thrives on partnerships and opportunities that leverage audience engagement and public outreach around electric cars.

**VerdeXchange**, Jan. 27-29, *Los Angeles*

**UC Davis' 3 Revolutions Policy Conference**, March 18-19, *Davis, Calif.*

**CALSTART Summit**, March 20, *Sacramento, Calif.*

**Forth's Roadmap Conference**, June 17-20, *Portland, Ore.*

**EVs and the Grid**, Oct. 1-3, *Los Angeles*

**Coalition for Clean Air's California Clean Air Day**, Oct. 2, *statewide*

**Charge Across Town's EV Week**, Oct. 12, *San Francisco*

**VERGE**, Oct. 22-24, *Oakland, Calif.*

**LA Auto Show EV | LA**, weekends Nov. 21-Dec. 1, *Los Angeles*

**ALTCAR Expo**, Oct. 16, *Riverside, Calif.*

**ALTCAR Expo**, Nov. 2, *Santa Monica, Calif.*

**CoMotion LA**, Nov. 14-15, *Los Angeles*

# Leadership

## Board Directors



**Caroline Choi**, *Senior Vice President of Corporate Affairs, Southern California Edison (Chair)*



**Giovanni Palazzo**, *President & Chief Executive Officer of Electrify America and President of Electrify Canada (Vice Chair)*



**Dan Lashof**, *U.S. Director, World Resources Institute United States (Secretary-Treasurer)*



**Orson Aguilar**, *Vice Chair, Board of Directors, GRID Alternatives*



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



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



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



**Laurie Giammona**, *Senior Vice President and Chief Customer Officer, Pacific Gas and Electric Company*



**Adam Gromis**, *Public Policy Manager, Sustainability and Environmental Impact, Uber*



**Angela Konert**, *Vice President of Government and External Affairs California for BMW Group*



**Kent Leacock**, *Senior 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*



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



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

## Public Policy Board



**Mary D. Nichols**, *Chair*, California Air Resources Board (Chair)



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



**David Hochschild**, *Chair*, California Energy Commission



**Cliff Rechtschaffen**, *Commissioner*, California Public Utilities Commission



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



**Angelina Galiteva**, *Vice Chair*, California ISO

With special recognition to Janea A. Scott (California Energy Commission) as founding chair of Veloz's Public Policy Board, and with appreciation to Steve Malnight (PG&E) and Christine Kehoe for their service in 2019.

We also recognize Veloz leaders David Hochschild (Langeloth Foundation) and Angela Konert (BMW), for serving as inaugural chair and vice chair of Veloz, respectively.

We also acknowledge and celebrate the life of Ron Nichols (SCE) who left us too soon. His visionary leadership and support of Veloz will forever be remembered with deep gratitude.



# Meetings

## Board Meetings

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

**July 16** | *San Francisco, hosted by Lyft (annual meeting)*

**November 7** | *City of Industry, hosted by Proterra*

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

## Forums

Veloz forums are a gathering point for all electric vehicle devotees—or anyone looking for opportunities or challenges to solve—and we take our platform around the state for maximum engagement.

Veloz forum attendees include representatives from California utilities, transportation network companies, charging infrastructure providers, automakers, venture capital investors, nonprofits, government, start-ups, news media, international experts and many more.

### **March 14** | *Surf's Up + EV Sales Up: What's Next?*

*San Diego, hosted by San Diego Gas & Electric*

Forum headliners included panels “San Diego’s in the Driver’s Seat on Electric Vehicles” and “How to Accelerate Vehicle Charging Installations” with keynote by CARB Chair Mary Nichols.

### **July 17** | *Wired for Transportation Electrification*

*San Francisco, hosted by Bay Area Air Quality Management District with additional sponsorship from Ford and Lyft*

The forum’s featured speaker was Beneficial State Bank Co-Founder and Co-CEO Kat Taylor and keynote by SF Environment Director Debbie Rafael. Popular forum panels were “Bay Area Leadership on Transportation Electrification” and “How Tech Companies are Driving the Electric Future.”

### **November 6** | *SoCal is the Locale: Where Electric Cars are Poised to Change Transportation*

*Los Angeles, hosted by Los Angeles Department of Water and Power*

Notable panels were “Decade 2020: Automotive Insights” and “Onramp 2025: Accelerating Charging Infrastructure in the New Decade” with keynote by LADWP Board of Commissioner’s President Mel Levine and featured speakers LA Cleantech Incubator President and CEO Matt Petersen, and Electrify America’s President and CEO and President of Electrify Canada Giovanni Palazzo.

## Staff

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

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

**Gennet Paauwe**, *Communications Advisor*

**Madison Pendergraft**, *Program Intern*

With appreciation to Regina Flores, former Veloz program intern.

## Members

### PREMIER MEMBERS

Bay Area Air Quality Management District\*

BMW Group\*

Center for Sustainable Energy\*

Electrify America

General Motors\*

Los Angeles Department of Water and Power\*

Nissan\*

Pacific Gas and Electric Company\*

Southern California Edison\*

### CHAMPION MEMBERS

California Air Resources Board\*

California Energy Commission\*

Kia\*

San Diego Gas & Electric\*

South Coast Air Quality Management District

**Southern California Public Power Authority**

Uber

### SUPPORTER MEMBERS

Audi

Daimler

Fiat Chrysler Automobiles

Ford

Lyft\*

NextGen California\*

SMUD\*

Subaru\*

**Toyota**

### AFFILIATE MEMBERS

California ISO\*

California Public Utilities Commission\*

CALSTART\*

EDF Renewable Energy

Electric Power Research Institute

EVgo\*

Flo

Glendale Water and Power

**GRID Alternatives**

Huject

PlugShare\*

Proterra

SemaConnect

Sierra Club

World Resources Institute

\*Founding members    **2019 New Members**



California ISO



CALIFORNIA AIR RESOURCES BOARD



Center for Sustainable Energy



ELECTRIC POWER RESEARCH INSTITUTE



FIAT CHRYSLER AUTOMOBILES



HUBJECT



Your Trusted Community Utility



Los Angeles Department of Water & Power



Mercedes-Benz



PlugShare



PROTERRA



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SIERRA CLUB



SUBARU



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South Coast AQMD



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electricforall

Electric For All

/electricforall

### Cover

"Superhero" by Derek Hocking, Winter Graphics North

### Special Thanks

Gennet Paauwe, annual report lead

March 2020