

The background of the entire page is a dark blue gradient. From the left side, a series of bright, glowing light trails in shades of orange, red, and white fan out towards the right, creating a sense of motion and speed. The word "VELOZ" is centered in the middle of these light trails.

VELOZ[®]

2022-2023 ANNUAL REPORT

ABOUT VELOZ

Veloz is the power behind the nation's largest and most inventive multi-stakeholder public awareness campaign for electric vehicles, the architect of events and programming garnering both state and national attention, and the organization bringing together a high-powered, diverse board and members from the public and private sectors. The organization was launched in 2017 and is built on the success of the California Plug-In Electric Vehicle Collaborative founded in 2010. Veloz is a 501 (c)(3) nonprofit.

Learn more about Veloz at veloz.org/about.

"Veloz and Edison are committed to bold action to achieve California's net-zero carbon goal by 2045, and we share a common goal to accelerate consumer adoption of electric vehicles in California and beyond. Veloz's strategic plan and innovative advertising campaigns position the organization to advance transportation electrification, driving air quality improvements and greenhouse gas reductions."



Caroline Choi

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

VISION

The future of transportation is electric for all.

MISSION

Veloz is a unique public-private nonprofit driving toward 100% zero-emission vehicles through strategic **communications**, unprecedented **collaborations** and purposeful **convening**.

This annual report covers programs from July 2022 through June 2023, unless otherwise noted, and the financial summary reflects data from the most recent fiscal year close on June 30, 2023.

THE RIDE TO ZERO

This year has been an exciting one at Veloz as our efforts supported California reaching 1.5 million EVs sold two years ahead of schedule, EV marketshare of new vehicles sold reaching 25% and installing 10,000 DC fast chargers more than a year early. Our work also included implementing the largest brand-inclusive Electric For All EV education campaign, *Myths Busting Myths*, with a focus on reaching priority populations with EV education, shopping tools and decision-making resources. Veloz not only positively impacted the EV market overall, but also set the tone for our organization's future. With the support of our leadership, members and an engaged public, our mission to drive toward 100% zero-emission vehicles continues to gain momentum in California and across the country.

Veloz celebrated its fifth year in operation and began fundraising for a new strategic planning effort, which kicked off in October 2022. The growth plan was approved by the board in March 2023 and includes core strategies, tactics and outcomes, a reinvigorated vision and mission, an expanded theory of change, and a clear set of organizational values. Based on the key pillars of the strategic plan, Veloz took steps toward national expansion by welcoming its first Veloz Public Policy Board members from outside of California in July 2023.

The much-needed federal support for electrification that came with the signing of the Inflation Reduction Act, the upcoming proliferation of charging infrastructure funded by the \$5 billion National Electric Vehicle Infrastructure Program, increased EV make and model availability from automakers and the recent move to embrace the North American Charging Standard are all continuing to help break down consumer barriers, resulting in the exponential growth of EV adoption.

Veloz's Electric For All *Myths Busting Myths* consumer education campaign, which kicked off in September 2022 and runs through December 2023, complements messaging put forth by our members with targeted, brand-inclusive messaging about EVs, charging, incentives and more. The campaign brought Sasquatch, a family of Martians, a unicorn and the Tooth Fairy to life to help overcome the "mythical" barriers to EV adoption with a minimum of 50% of the total media buy committed to priority communities in California. While the campaign is still running, the results are already indicating that our strategic and targeted messaging efforts are a success.

Veloz expanded geographically with the addition of Hawaii State Senator Chris Lee and Secretary Serena McIlwain from the Maryland Department of the Environment to our Public Policy Board. In parallel, Veloz's membership continued to grow into new areas of the transportation industry, including companies like ABB E-Mobility and Waymo.

Veloz's industry reputation as a convenor of top minds and a conduit to timely policy and market-moving ZEV content is making an ever-growing impact industry-wide with new thought leadership and growth strategies applied to both our Digital Dialogues, and Summit Series. Our exclusive Summit event, *An Evening with the Veloz Board*, in June 2023 brought together our leaders, key members and industry VIPs for an evening of networking. We look forward to continuing to deliver in-person Summits with the same level of excellence in the years to come.

We believe our newly minted vision, mission and key pillars are more critical than ever. Veloz's move to expand the organization has our unique public-private collaboration drawing the right kind of attention from potential members and likeminded organizations across the nation. I am thrilled that Veloz is strongly positioned to drive toward 100% transportation electrification.

Let's Veloz!



Josh D. Boone

Executive Director, Veloz

COLLABORATE

Since Veloz's inception, the ZEV market has radically transformed in California and across the country. Veloz's readiness to leverage its policy and industry leadership to support ZEV adoption efforts nationwide led to the launch of a strategic planning effort in October 2022.

This effort included securing support from funders like the William and Flora Hewlett Foundation, hiring an outside strategic planning consultancy, creating a task force made up of board leadership, executing an internal and external landscape analysis, and facilitating multiple focus groups and staff sessions to assess Veloz's position in the market, organizational strengths and areas of opportunity.

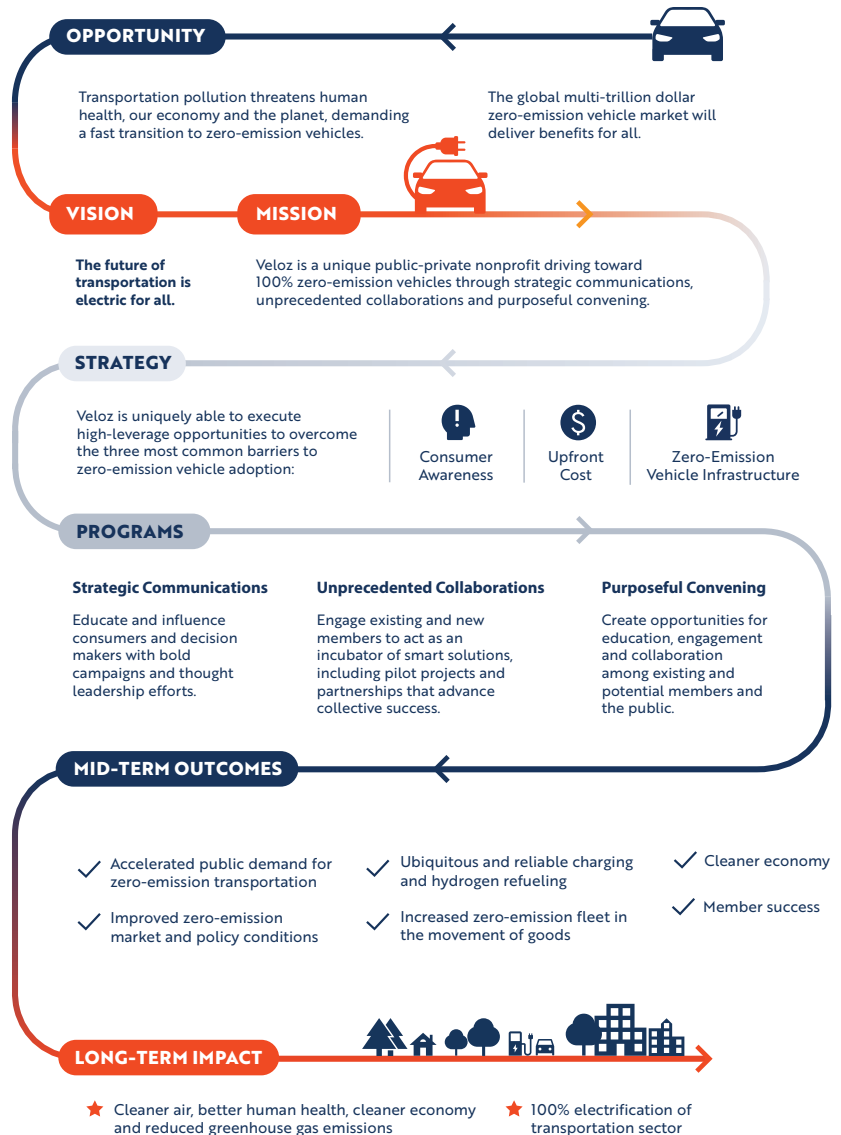
"Veloz's new strategic plan smartly prioritizes an expansion into new states, a broadening of how it works within the light-duty sector and an emphasis on policy education. At Energy Innovation, we applaud these types of efforts aimed at speeding up the transition to clean transportation, as it is crucial in the fight against climate change."



Anand Gopal

Vice Chair, Veloz Board of Directors
Executive Director, Policy Research
Energy Innovation

THEORY OF CHANGE



The new strategic plan, which was approved by the Veloz Board in March 2023, includes core strategies, tactics and outcomes, a refined vision and mission, an expanded theory of change, a clear set of organizational values and the following key pillars:

STRATEGIC PLAN KEY PILLARS

National Expansion

ZEV interest across the nation continues to climb and, with its highly successful Electric For All consumer education campaign, Veloz is uniquely positioned to execute high-leverage opportunities to overcome the three most common barriers to zero-emission vehicle adoption in California and beyond: consumer awareness, upfront cost and charging infrastructure.

ZEV Light-Duty Sector Expansion

Electrification of light-duty fleets, electrification within the ride-hailing and autonomous ride-hailing sector and light-duty fleet refueling infrastructure are also within Veloz's newly expanded purview. Veloz will leverage our credibility with consumers to create a pathway inviting fleet operators and ride-hailing services to the table to advance shared climate goals.

ZEV Policy Education Expansion

Veloz will keep its foot on the pedal to ensure wise ZEV investments, including refueling infrastructure and incentives, while amplifying clean transportation public policies through our communications and convening expertise, reputation and political know-how.

Read more about Veloz's expansion and strategic plan at veloz.org/news.

ELECTRIC VEHICLE MARKET REPORT

Veloz has continued to strengthen its EV Market Report collaboration with the California Energy Commission (CEC), the California Air Resources Board (CARB) and the Office of California Gov. Gavin Newsom. In Q4 2022, Veloz worked with the CEC to add three additional data points to the EV Market Report: medium/heavy-duty EV trucks, EV buses and EV delivery vans.

Alongside the Office of California Gov. Gavin Newsom and multiple state agencies, Veloz staff and leadership celebrated California surpassing 1.5 million EVs sold two years ahead of schedule in April 2023. The celebration included Veloz's Q1 2023 EV Market Report and a widely distributed press release, which coincided with a multi-agency public Earth Day event that the Governor attended and Veloz's inclusion in the Governor's press release.

In Q2 2023, Veloz released its EV Market Report in alignment with a press release from the Office of California Gov. Gavin Newsom to celebrate EVs reaching 25% market share in California. The press release also included a link to Veloz's report.



3,916,106
U.S. EV Sales



1,623,211
CA EV Sales



87,707
CA EV Chargers



63
CA Hydrogen Stations



95
CA Light-Duty Models Available



272
CA Medium/Heavy-Duty EV Trucks



1,708
CA EV Buses



340
CA EV Delivery Vans

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

* Q2 2023 data

COMMUNICATE

IN THE NEWS

Alignment of Veloz's EV Market Report with the Office of California Gov. Gavin Newsom resulted in 25 pieces of coverage with an estimated audience of 125 million people across the nation when California hit the 1.5 million EV sales milestone in April 2023. Additionally, Veloz Digital Dialogues and Summits have garnered positive media attention this year, leading to stories in industry publications statewide.



California hits 1.5 million in zero-emission vehicle sales

April 25, 2023

Zero-emission sales in California were flat from 2018 to 2020 but soared in the past two years [...] "I think it's a coming together of having the right policy standards as well as having the right market conditions," said Josh D. Boone, executive director of Veloz, a Sacramento-based public-private nonprofit that supports the move to electric transportation. Those conditions, Boone said, include automakers offering 115 different makes and models of electric vehicles, government incentive programs, and the building of more charging stations. "What we know in California, as a leader in the EV market," Boone said, "is that consumers want choice, and they finally have that choice."



California hits 1.5M zero-emission vehicle sales target 2 years early

April 21, 2023

"No other state in the nation is doing as much as we are to accelerate our electric and zero emissions future," Gov. Newsom said in a statement. "California is setting the bar for climate action — and we're achieving our goals years ahead of schedule thanks to unprecedented investments secured in partnership with the Legislature." In 2012, former Gov. Jerry Brown set a goal of 1.5 million zero-emissions vehicle sales by 2025. So far this year, 21.2% of all new cars sold in California have been zero emissions, according to the California Energy Commission — up from 18.8% in 2022. Forty percent of all zero-emissions vehicles are sold in California, according to the EV advocacy consortium, Veloz.



California Is Primed for a Massive Build-Out of EV Charging

December 19, 2022

California aims to invest billions of dollars in the next several years to build out thousands of electric vehicle charging ports, bringing EV charging to often overlooked rural areas and low-income neighborhoods. "The more exciting part of this for me is the fact that we'll be paying specific attention to underserved communities," said Toks Omishakin, secretary of the California State Transportation Agency (CalSTA), during a Dec. 15 panel hosted by EV policy and advocacy group Veloz.

VELOZ.org

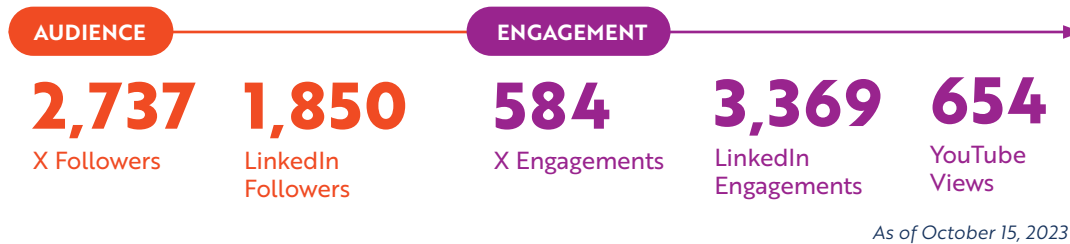
Veloz's industry and member-focused website, Veloz.org, highlights the organization's board leadership, members, mission, vision, theory of change, values, EV market reports, and The Ride to Zero thought leadership blog, along with dozens of industry resources and events.

This year, Veloz focused its efforts on targeted messaging updates across the website to better feature the results of Veloz's strategic plan. Those changes included a refreshed homepage, an optimized About section to showcase a new mission, vision, and theory of change, the addition of Veloz's codified values, and a new page featuring our funding partners. Website upgrades will continue in an effort to highlight our drive toward transportation electrification.

VELOZ SOCIAL MEDIA

Veloz's social media engagement has expanded over the last year, with a focus on LinkedIn and X (formerly Twitter) for Veloz's industry-facing engagement efforts. At the beginning of the year, Veloz paused activity on X while the platform underwent significant changes. However, our activity has now resumed and Veloz posts are seen and engaged with by our audience. Our LinkedIn presence has improved greatly over the last year as our engagement on that platform grew. To help promote Veloz's Digital Dialogues and Summits, the team has also begun strategically using paid posts to reach more people interested in learning about the industry.

SOCIAL MEDIA ENGAGEMENT



VELOZ E-NEWSLETTER

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

Subscribe today at veloz.org/#mcSubscribe.



COMMUNICATE

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, and research home charging options. The website is considered the homebase for Veloz's Electric For All consumer education campaign, with all of paid and organic media pointing viewers to various tools and resources throughout the website.

ELECTRIC FOR ALL SOCIAL MEDIA

The Electric For All social media channels were a strategic focus this year as Veloz launched its largest consumer education campaign in September 2022. Veloz, in partnership with its creative agency, optimized the channels, increased active followers and grew meaningful engagements across the platforms. The internal Veloz team took over those efforts in June 2023 and will be working to grow engagement as the paid campaign winds down.

SOCIAL MEDIA ENGAGEMENT



As of October 15, 2023.

MYTHS BUSTING MYTHS ELECTRIC FOR ALL CAMPAIGN

The *Myths Busting Myths Electric For All* consumer education campaign, which launched in September 21, 2022 and ends December 31, 2023, rounded up Sasquatch, a family of Martians, a unicorn and the Tooth Fairy to build on the growing public interest for EVs and help overcome the “mythical” barriers to EV adoption. Featuring live-action, practical and visual effects, the hilariously clever video spots were directed by Eric André — stand-up comedian, actor, producer, television host and writer most known for his Netflix movie “Bad Trip” and his comedy series “The Eric André Show.”

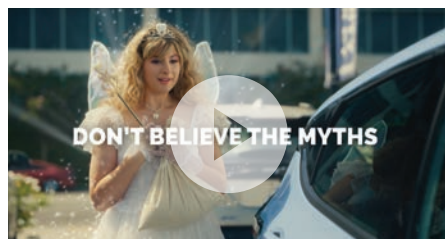
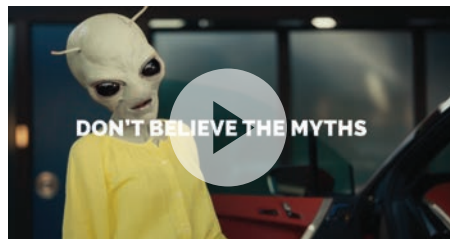
CONSUMER REACH

The following metrics reflect key performance indicators for the campaign from September 21, 2022 through November 9, 2023. Impressions are tracked when anyone sees the campaign creative or messaging, views and listens are tracked when consumers view or listen to campaign media, website visits are tracked from campaign creative to ElectricForAll.org, conversions are tracked as specific actions taken by consumers on ElectricForAll.org, and in-person metrics are tracked when anyone sees campaign messaging at events like ride and drives and other in-person ZEV education opportunities.



VIDEO SPOTS

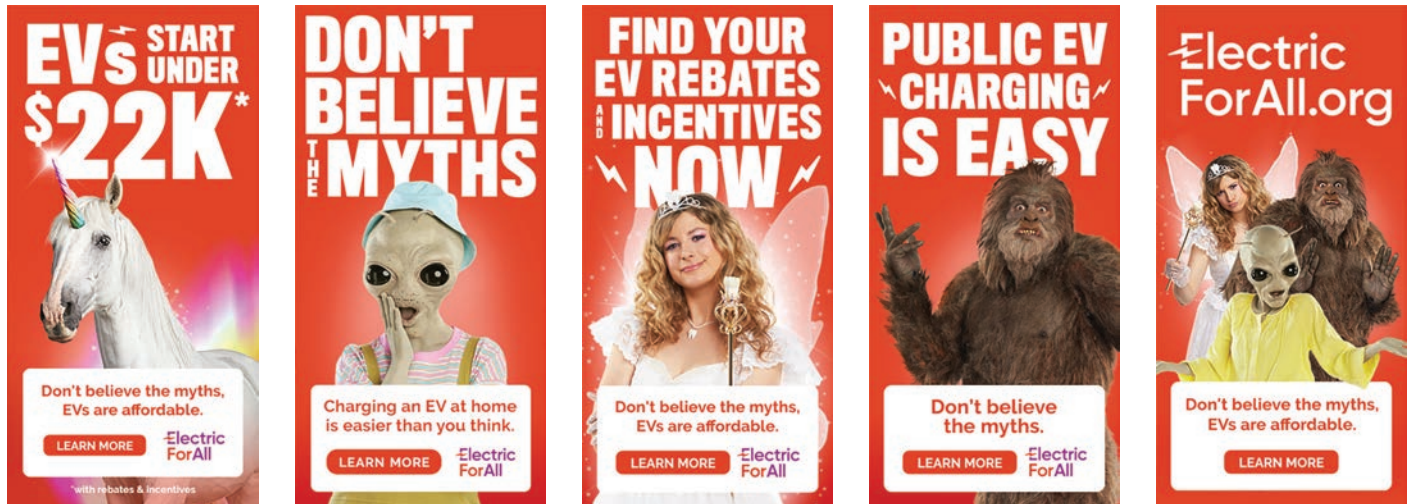
The campaign videos include two 30-second and two 15-second English-language spots, and two 15-second Spanish-language spots. From inception to execution, this campaign aims to reach diverse and historically under-served communities where they are to educate, inspire and dispel the myths holding people back from choosing to go electric.



COMMUNICATE

CAMPAIGN MEDIA

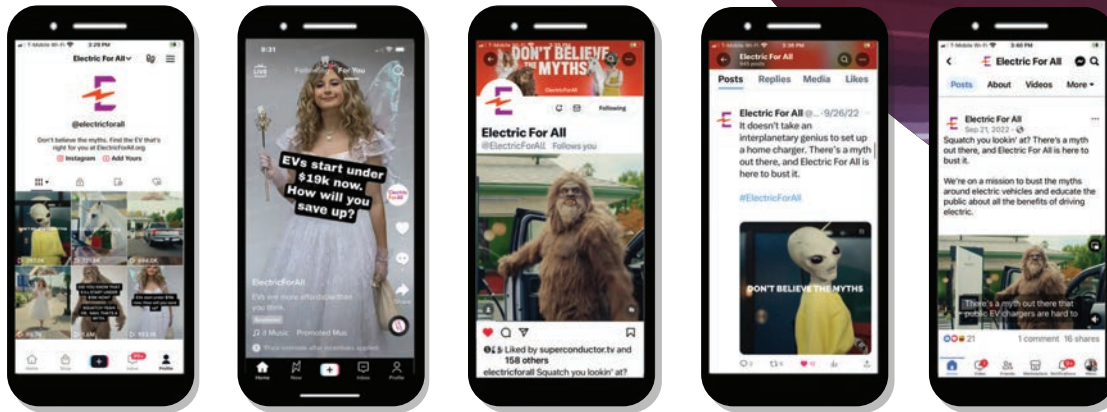
The *Myths Busting Myths* always-on paid media strategy included heavy-up periods during key potential purchase seasons and events, with a minimum of 50% of the total media buy committed to priority communities in California across channels including programmatic Connected TV (CTV), video, audio, display, native, digital out-of-home including Gas Station TV, billboards and outdoor projections in four major cities throughout the state, paid social and paid search.



The call to action for each *Myths Busting Myths* video spot and advertisement directs viewers to the innovative consumer tools and time-saving resources on ElectricForAll.org including vehicle and incentive finders, home and public charging tools, myth busting resources and more. Veloz also created ElectricForAll.org/es, which allowed the Spanish-language advertisements to be linked directly to a Spanish-language website.

To view more of the campaign materials, visit ElectricForAll.org/campaign.

PAID AND ORGANIC SOCIAL MEDIA



CAMPAIGN COMMUNITY PARTNERS

New to the Electric For All campaign, Veloz brought together and funded eight community-based organizations and media partners in an effort to further their work at the community level while also spreading the statewide Electric For All message and online decision-making tools throughout the state.



CAMPAIGN SPONSORS

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 \$2.7 million to bring the total campaign budget to \$5.2 million. The additional funds supported the expansion of the *Myths Busting Myths* campaign, making it the largest statewide effort in Veloz's history.



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. To learn more about Veloz events, visit veloz.org/events.

DIGITAL DIALOGUES

Veloz's Digital Dialogues convene industry experts for impactful and problem-solving discussions about hot topics in our industry. This year, our Digital Dialogues saw an average of 300 attendees for each event.

AUGUST 2022 **V2G, V2H, V2WTF?**

This Digital Dialogue explored the role of vehicle-to-grid (V2G) and vehicle-to-home (V2H) integration in the transition to total transportation electrification. We convened experts from Ford Motor Company, San Diego Gas & Electric, InCharge Energy Inc., Black & Veatch and Flex Power Control to discuss the potential benefits for drivers, our grid and our communities while also having a solutions-oriented conversation to the specific barriers to bring bidirectional charging to the grid.

DECEMBER 2022 **The Roadmap to the Future: California's NEVI Plan**

Key California agency leaders who are implementing the National Electric Vehicle Infrastructure (NEVI) Formula program, California State Transportation Agency Secretary Toks Omishakin and Commissioner Patricia Monahan from the California Energy Commission, joined Veloz for a special "fireside chat" to learn more about the NEVI deployment strategy, program goals, partners and the impact to California's transportation system.

MAY 2023 **Building the Rural Foundation for the Transition to Zero-Emission Vehicles**

As part of the *Myths Busting Myths* campaign goal to accelerate EV adoption, Veloz partnered with the Rural County Representatives of California (RCRC) on a webinar to highlight the importance of ZEV readiness in California rural counties and to advance the adoption of AB1236 (EV charging permit streamlining) throughout the state. Utilizing the subject matter expertise of speakers from RCRC, the California Governor Office of Business and Economic Development (GO-Biz), and Black & Veatch, this event was targeted towards municipalities to learn more about the benefits of streamlining EV charging permitting, the impact of successful EV charging projects, and best practices that could be replicated statewide.

JULY 2023 **On the Grid: Navigating the Role of EVs in Energy Reliability**

With so much misinformation in the public domain, and with summer heatwaves underway, Veloz called upon thought leadership from throughout our membership for this Digital Dialogue on the role of EVs in a more reliable energy grid. This event included a Spotlight Session from California Public Utilities Commission President Alice Reynolds who provided background on the regulatory decisions and technical programs that support getting the grid ready for an all-EV future.

SUMMIT SERIES

Veloz hosts exclusive Summit Series events throughout the year that feature programming designed for more in-depth conversations with our members, board leaders and vast public-private network. We focus on solving the top barriers to 100% electrification and this year, our Summits saw nearly 1300 attendees overall. Veloz offered both virtual and in-person Summits in 2022-2023, with plans to commit to in-person Summits going forward.

JULY 2022

Navigating the EV Ecosystem

Veloz convened EV experts from its membership, and around the broader industry, to discuss the evolving state of the EV market in context to the current and upcoming investments being made by the public and private sector. Panels were built to address specific parts of the EV ecosystem, including automakers, utilities, rideshare providers, and charging companies, to discuss the exciting opportunities and specific barriers the industry faces, with strategies to overcome them. This Summit also included spotlight sessions from Cynthia Williams, Ford Global Director of Sustainability, Homologation and Compliance, Angelina Galiteva California Independent Systems Operator (CAISO) Board of Governors Chair, Caroline Choi, Edison International and Southern California Edison Senior Vice President of Corporate Affairs and Chair Liane Randolph, Chair of the California Air Resources Board.

MARCH 2023

Planes, Trains and Automobiles: Electrifying Everything

In late March we convened thought leaders, board members and industry experts to explore the broader world of electric transportation. Topics included electric vertical take-off and landing, electrifying America's seaports, electric school buses, and e-micromobility to explore the current state of the market and what is needed for mass adoption. Veloz was thrilled to be joined by Gabe Klein, the Executive Director of the Joint Office of Energy and Transportation, for a powerful keynote address.



JUNE 2023

An Evening with the Veloz Board

In true Veloz style, we harnessed our convening power to gather an exclusive group of industry VIPs, alongside EVS36, and Veloz supporters committed to our mission of 100% transportation electrification. Guests included representatives from the Newsom Administration and local government leaders, electric utilities, automakers, NGOs, charging providers, transportation network companies, the Joint Office of Energy and Transportation and many other organizations.

CONVENE

BOARD MEETINGS

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.

Annual Board Meeting, hosted by Veloz: Thursday, July 28, 2022

Winter Board Meeting, hosted by Uber: Wednesday, December 7, 2022

Spring Board Meeting, hosted by the California Energy Commission: Thursday, March 23, 2023

IN THEIR OWN WORDS



"Veloz's commitment to the Electric For All vision is reflected in how the organization has convened such a diverse coalition representing the private sector, public agencies, environmental justice and public interest organizations to the table together. Every constituency represented on the board and on Veloz's membership roster gains the strength of this collection of individuals and organizations working to bring electric vehicles mainstream."

David Hochschild

Chair, Veloz Public Policy Board
Chair, California Energy Commission



"At the Garfield Foundation, we are focused on advancing a sustainable and resilient future. Veloz's consumer education efforts, industry-focused events and collaborative projects across multiple agencies are critical at this time in our history and are central to our mission. We look forward to expanding alongside Veloz as the organization moves beyond California."

Dianne Martinez

Veloz Public Policy Board Member
Director, The Garfield Foundation



"Uber's commitment to transition our millions of trips each day to zero-emissions is a lofty one, but we believe it can be done. The power lies in collaboration and bringing the right people together to make our shared goals a reality. Veloz is that organization — they convene the brightest and most forward-thinking minds in electric transportation, and we're honored to be along for the ride."

Adam Gromis

Director, Veloz Board of Directors
Public Policy Manager, Sustainability and Environmental Impact, Uber

LEADERSHIP

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Chair

Southern California Edison and Edison International



Anand Gopal

Vice Chair

Energy Innovation



Arnold Sowell

Treasurer-Secretary

NextGen California



Adam Gromis

Uber



Cynthia Williams

Ford Motor Company



Dan Lashof

World Resources Institute



Hon. David Strickland

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Linda White

BMW of North America



Mary Nichols

Climate Counsel



Miguel Romero

San Diego Gas & Electric



Robert Barrosa

Electrify America



Sam Arons

GageZero



Sara Rafalson

EVgo



Spencer Reeder

Audi



Terry Travis

EVNoire



Winifred J. Yancy

Los Angeles Department of Water and Power

LEADERSHIP

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Chair

California Energy
Commission



Alice Reynolds

California Public
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**Angelina
Galiteva**

California ISO



Chris Lee

Hawaii State Senate



Dianne Martinez

The Garfield Foundation



Liane Randolph

California Air
Resources Board



Nancy Sutley

Office of Los Angeles
Mayor Karen Bass



Serena McIlwain

Maryland
Department of the
Environment



Toks Omishakin

California State
Transportation
Agency

VELOZ LEADERSHIP CONTINUES TO GROW

As part of the new Strategic Plan rollout, Veloz began to officially expand nationwide by welcoming its first Public Policy Board members from outside of California with Maryland Secretary of the Environment Serena McIlwain and Hawaii State Senator Chris Lee joining the Veloz Public Policy Board on July 18, 2023.

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



** Founding members

FINANCIALS

INCOME

Membership	\$1,410,833.00
Grants, Sponsorships, Donations and Fundraising (unrestricted)	\$448,976.00
Grants, Sponsorships, Donations and Fundraising (restricted)	\$2,371,002.00
Total Income	\$4,230,811.00

EXPENSES

Programs	\$3,503,477.00
Administrative	\$891,425.00
Total Expenses	\$4,394,902.00
Net Income	-\$164,091.00

Cash on hand as of July 1, 2023 \$3,169,813.00

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 2022 – June 2023 fiscal year.

VELOZ STAFF



Josh D. Boone
Executive Director



Munni Krishna
Senior Director of Business Development



Jennifer Newman
Communications Director



Shevonne Sua
Event and Partnerships Manager



Danielle Cralle
Communications and Marketing Manager



Jennifer Williams
Administrative Assistant

WEBSITE & SOCIAL

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electricforall.org

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CONTACT

hello@veloz.org

JOIN VELOZ

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VELOZ[®]

400 Capitol Mall, Suite 900
Sacramento, California 95814

