VELOZ®

2025-2026 ANNUAL REPORT



ABOUT VELOZ

Veloz is a nonpartisan 501(c)(3) nonprofit that harnesses its diverse, national membership coalition to rapidly accelerate transportation electrification through strategic communications, unprecedented collaborations and purposeful convenings.

Our **industry programs move *systems*** by uniting executive-level leaders across public and private sectors to address structural barriers and advance effective policy frameworks through benefits-based policy education. Our **Electric For All consumer programs move *people*** by addressing state-level barriers to EV adoption and increasing awareness and purchase consideration through education grounded in real-world benefits.

Veloz's industry and consumer programs work together as a dual motor to bridge the gap from policy to the driveway.

Learn more at veloz.org/about.

VISION

The future of transportation is ElectricForAll powered by VELOZ

MISSION

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



Caroline Choi
Chair, Veloz Board of Directors
Executive Vice President of Public Policy and Corporate Affairs, Edison International and Southern California Edison

"From expanding awareness of EVs nationwide to advancing transportation electrification policy, Veloz continues to lead the way. Edison remains committed to net zero through EVs and a clean, sustainable grid that supports a healthier, Electric for All future for our communities."



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

"Veloz's nationwide expansion over the last year has enabled the organization to do the barrier-busting necessary to accelerate EV adoption from Hawaii to New York while dispelling the mythology that it is not possible. Veloz is cultivating the robust public-private partnerships to take EVs mainstream and the California Energy Commission is honored to be a partner in this effort."

This annual report covers programs from July 2025 through June 2026, unless otherwise noted, and the financial summary reflects data from the most recent fiscal year close on June 30, 2026.

Cover Art: Ahead of Memorial Day Weekend 2026, Veloz's *Electric For All - The Way Forward is Electric* campaign installed billboards in over a dozen cities across the nation displaying an unexpected message: $0.00 to fill up. The billboards, designed to closely resemble traditional roadside gas price signage, drove home the stark contrast between driving an EV and driving a gas vehicle during a time of historically high gas prices.

THE RIDE TO ZERO

This year has proven that resiliency and agility aren't just Veloz strengths – they are essential qualities in an ever-changing EV industry. As Veloz expanded nationally, we also navigated abrupt shifts in federal policy, adapted to a reduction in vehicle incentives, witnessed consolidation and saw significant changes to charging infrastructure plans.

These changes created unprecedented national market volatility and a fragmented EV policy landscape that is increasingly shaped at the state level. In response, Veloz is launching targeted EV policy education to equip policymakers with fact-based, data-driven information to develop effective policies that advance our goal of 100% transportation electrification.

Breaking down EV adoption barriers through consumer education is nothing new for Veloz, but this year we took that work nationwide. Our first year of our *Electric For All – The Way Forward is Electric* campaign reached diverse audiences in all 50 states, generating 5.1 billion impressions and 4.7 million website visits in just 12 months.

The campaign's first phase featured Nick Offerman delivering simple, direct, and practical messaging about the benefits of driving electric. The second phase brought those benefits to life through real EV drivers sharing their everyday experiences. Our third-party advertising effectiveness research shows the power of sustained public education: the gap between consumers interested in EVs and those ready to buy narrowed from 15 points in 2025 to just 5 points in 2026 after exposure to our campaign – a strong signal that EV interest is moving from curiosity to consideration.

Veloz also expanded its events, working groups and collaborations nationwide. Through our Summits, Digital Dialogues and numerous industry events, we convened hundreds of leaders to share best practices and thought leadership while serving as an unbiased resource of fact-based information.

Through all of this change, Veloz remained a constant – anticipating shifts, adapting when necessary and continuing to move the work forward. We've seen that same commitment from our board leaders and members as we come together to share insights and develop solutions. It's increasingly clear to me that an **Electric For All** future is within reach. We're seeing progress in real time, and consumers — including many we might least expect — are changing their tune about EVs. If we continue to leverage our collective strength and expertise, we can keep moving the needle across the nation.

Let's Veloz!



Josh D. Boone

Josh D. Boone
Executive Director, Veloz

COMMUNICATE

Veloz's industry-facing and consumer-focused communications efforts continued expanding across the nation this year, while remaining nimble through policy shifts. From the Communications Working Group, which convenes communications experts to address the issues facing the EV industry, to the award-winning national ***Electric For All – The Way Forward is Electric*** consumer education campaign to media outreach and engagement, Veloz focused on shifting the narrative around EVs.

COMMUNICATIONS WORKING GROUP

The Communications Working Group convened over 100 communications professionals from nearly 40 member and partner organizations across the U.S. that are committed to maintaining EV momentum.

Through the program, Veloz:

- **Convened quarterly to discuss high-priority industry topics,** communications pain points facing the working group members and opportunities to find messaging solutions in collaboration.
- **Created and delivered turnkey fact sheets** as federal policy shifted, the country reacted to global volatility and efforts to encourage EV adoption decentralized to the state and local level.
- **Amplified working group member communications efforts** across Veloz and Electric For All platforms, while leveraging the group for cross-promotional opportunities.
- **Shared insights from third-party *Electric For All – The Way Forward is Electric* campaign** consumer sentiment research and key performance indicator data.
- **Invited guest speakers to share their expertise with the group** and drive deeper conversation across a variety of topics, including:
  - **Mark Teschauer, Senior Policy Analyst & Nikki Burnett, Communications Manager, U.S. Climate Alliance:** discussed the key tenets of the Affordable Clean Cars Coalition, and how states and territories are helping sustain America's transition to cleaner, more affordable cars.
  - **Paris Apollon, Executive Director of Sustainability, New York City Department of Citywide Administrative Services:** joined to share successful tactics to communicate the benefits of electrifying fleets, and how they've overcome hurdles in deployment through strategic communications.

Learn more about
Veloz's Communications Working Group.

Participating Companies and Organizations

- Ava Community Energy
- Bay Area Air District
- Better World Group
- BMW of North America
- California Air Resources Board
- California Energy Commission
- California Environmental Protection Agency
- California Independent System Operator
- California Natural Resources Agency
- California New Car Dealers Association
- California Public Utilities Commission
- California State Transportation Agency
- CALSTART
- Edison International & Southern California Edison
- Electric Power Research Institute
- Electrify America
- EVgo
- Ford Motor Company
- General Motors
- Illinois Environmental Protection Agency
- Kia North America
- Los Angeles Department of Water and Power
- Maryland Department of the Environment
- National Caucus of Environmental Legislators
- New Jersey Department of Environmental Protection
- New York Power Authority
- New York State Energy Research & Development Authority
- Pacific Gas & Electric Company
- Rockefeller Brothers Fund
- San Diego Gas & Electric
- Stellantis
- The California Governor's Office of Business and Economic Development
- Uber
- Waymo
- Xcel Energy
- Zoox

VELOZ.org

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

This year, ***The Ride to Zero*** blog continued to be a platform for Veloz thought leadership on timely EV industry and policy topics, supporting member initiatives and providing perspectives on issues shaping the EV transition.

Topics included:

- **How electric utilities in the U.S.** are addressing barriers to EV adoption
- **Why state fleet investments** can accelerate the EV transition when federal policy is shifting
- **How consumer EV education** can provide insights that support EV policy
- **The cost saving benefits of driving EVs**
- **How strong EV programs at the state and local level** can help fill the gaps left by federal policy shifts

VELOZ SOCIAL MEDIA REACH

Veloz focused its social media strategy on LinkedIn and X in order to reach our industry and media audiences. Across both platforms, Veloz generated substantial impressions and strong engagements through consistent posting throughout the year.

LinkedIn was a key channel for reaching Veloz's industry audience. The platform steadily grew its follower base, driving significant impressions and engagements that resulted in an engagement rate more than double the industry average.

On X, Veloz achieved broad reach and active engagement across its posts, delivering an engagement rate that also significantly outperformed the industry benchmark while maintaining a stable audience size.

Overall Statistics

Total Impressions	Total Engagements	Total Posts
131,000+	**9,300+**	**288**

LinkedIn

Net New Followers	Impressions
804	**115,700+**

Posts	Engagements
174	**8,640+**

Engagement Rate
7.5%
more than double industry average

X

Impressions	Engagements
15,350+	**675**

Posts	Engagement Rate
114	**4.4%**

VELOZ INDUSTRY NEWSLETTER

Through our newsletter, Veloz shares timely industry developments, thought leadership, member and board updates, upcoming programming, events, and other resources with our growing audience.

21%
Open Rate

1.9%
Click-Through Rate

This year, the newsletter maintained an approximately 21% open rate, reflecting consistent engagement from Veloz's industry audience. Our 1.9% click-through rate showcases continued interest in Veloz content and resources, driving readers to explore news, events, reports, and other offerings across Veloz's digital channels.

Subscribe today at veloz.org/subscribe.

COMMUNICATE

ElectricForAll.org

This year, the focus of ElectricForAll.org has been to ensure that the consumer tools and resources serve the millions of people coming to the site from the national ***Electric For All – The Way Forward is Electric*** campaign. During the first year of the campaign, the following features were added to ElectricForAll.org:

- **July 2025**: A national campaign landing page was launched to engage people from all walks of life
- **October 2025:** An EV Savings Calculator to help visitors determine their potential gas and maintenance savings should they make the switch to electric
- **October 2025:** A used EV shopping tool that allows users to compare vehicles in their area and connect directly to the dealer selling the car.
- **October 2025:** An EV Chat feature that allows visitors to get their most pressing questions about EVs answered
- **May 2026:** A page dedicated to real people sharing their personal stories about making the switch to electric

ElectricForAll.org has also undergone a full accessibility and technical audit to ensure everyone can access the tools and information available. These efforts will be ongoing.

ELECTRICFORALL.ORG IN THE NEWS

Clean Technica

New Online Cost Calculator Aims to Rebuild EV Sales in the US
Clean Technica, October 29, 2025

CANARY MEDIA

It's a great time to buy a used EV. Here's how to get the right one.
Canary Media, May 27, 2026

San Francisco Chronicle

California will pay you to buy your first EV — but not every model qualifies
San Francisco Chronicle, July 26, 2026

ELECTRIC FOR ALL SOCIAL MEDIA REACH

Driven by a blend of paid and organic efforts within the national consumer campaign, Electric For All expanded its social media presence and deepened audience engagement across Facebook, Instagram, TikTok, and YouTube. Instagram and TikTok emerged as the primary growth drivers, gaining substantial new followers and capturing high levels of engagement.

Overall Statistics

Combined Audience	Total Net Followers	Total Engagements	Published Posts
35,860+	+21,600	451,600+	1,365

Instagram

Total Audience	Net Followers Added	Engagements	Reel Video Views
20,560+	+11,053	34,790+	250.1M+

TikTok

Total Audience	Net Followers Added	Engagements
11,580+	+9,375	383,510+

Facebook

Followers Added	Facebook Impressions
+192	29,430

YouTube

Subscribers Added
1,019

ELECTRIC FOR ALL CONSUMER NEWSLETTER

The Electric For All monthly consumer newsletter continued to extend Veloz's outreach to EV-curious and current EV drivers. Throughout the year, newsletter content highlighted the benefits of driving electric, available EV incentives, Electric For All tools and resources, vehicle incentives from automakers, road tripping in an EV, and other timely topics.

12%	1.3%
Open Rate	Click-Through Rate

Across the year, the newsletter maintained a consistent connection with EFA's growing audience and drove continued engagement with its content and resources.

Subscribe today at electricforall.org/subscribe.

ELECTRIC FOR ALL - THE WAY FORWARD IS ELECTRIC CAMPAIGN

This year, Veloz launched our first ever national consumer education campaign, *Electric For All — The Way Forward is Electric*. Through education, real stories, and direct access to EV cost-savings tools, incentives and resources, the first year of this campaign showed prospective EV owners exactly what's possible by addressing key concerns and opportunities around cost savings, range, charging, vehicle choice and lifestyle benefits.

The award-winning campaign, which is still running, reaches diverse audiences in all 50 states with regionalized creative that meets people where they are through dedicated multi-lingual media buys, partnerships with multi-cultural media outlets, and English/Spanish bilingual media efforts anchored in the practice of transcreation of assets with cultural relevance. Because the EV landscape shifted quickly over the last year — from changing incentives to evolving cultural moments — the campaign remained flexible, adapting its message, messenger and media in real time.

CAMPAIGN PERFORMANCE IN YEAR ONE

Across paid, earned and owned media from July 2025 – June 2026, the campaign drove:

5.1 BILLION	2.5 BILLION	1.2 MILLION	4.7 MILLION	3.6 MILLION
Total Impressions	**Earned & Owned Impressions**	**Video Views & Audio Listens**	**Website Visits**	**Conversion Actions**

CAMPAIGN CREATIVE

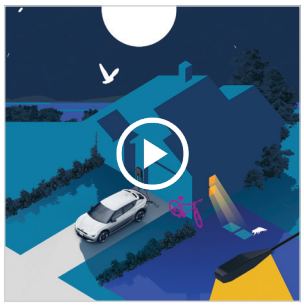
The campaign uses a clean, simple visual style to cut through the noise, blending photoreal live-action EVs with graphic illustration, and creating a look that feels both classic and modern. To ensure the campaign is relevant and relatable across the country, creative assets are tailored with geographic diversity to help consumers visualize how EVs fit into their local context and daily driving routines.

The campaign assets are also transcreated from English into Spanish, which is a process of adapting content from one language to one another rather than simply translating. This multilingual, mixed-media approach builds trust through straightforward messaging and memorable visuals that reach a diverse set of consumers — including those in low income and disadvantaged communities — across the nation.

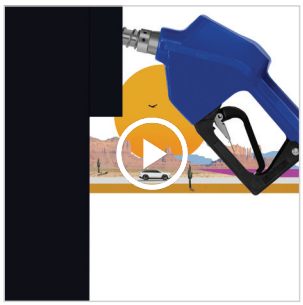
The educational effort is brought to life by a supportive voice who genuinely believes in the benefits of EVs: actor, woodworker and best-selling author Nick Offerman. Known for his role as Ron Swanson in *Parks and Recreation*. Offerman brings authenticity, relatability, and a grounded tone to this national EV education effort.

CAMPAIGN VIDEOS

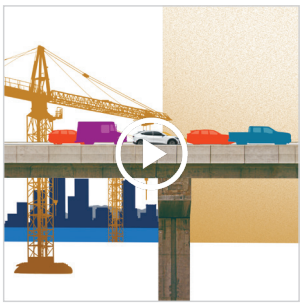
The campaign videos include six English-language spots and four Spanish-language spots — all in multiple lengths — that focus on our key messaging pillars and reach diverse and historically under-served communities where they are to educate, inspire and bring awareness to the benefits of going electric.



What You Need to Charge an EV: Cord, Plug. End of Story.



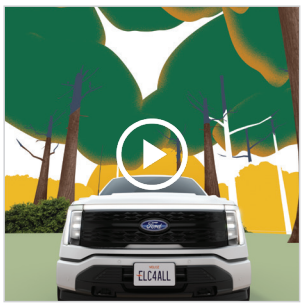
The Easiest Way to Save Money on Gas? Don't Buy Gas.



EV Range: Go Farther—Way Farther—on One Charge.



Electric Vehicles: Less to Fix. More to Love



From City Drives to Country Road Trips



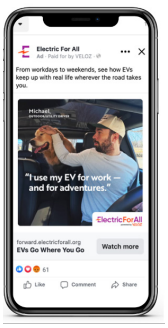
Ghost Your Gas Station. Save up to $2,000* a Year.

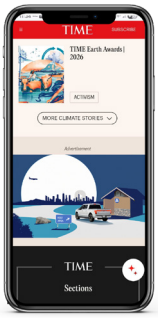
Check out the **full campaign here**.

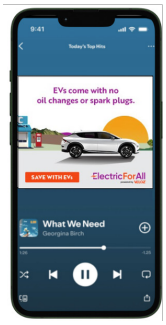
COMMUNICATE

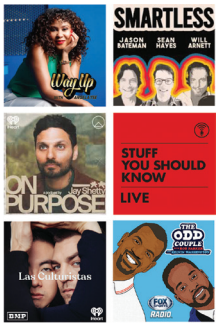
DIGITAL CREATIVE, RADIO AND PODCASTS SPOTS, BILLBOARDS & MORE

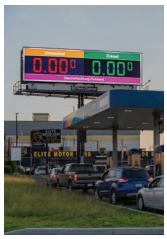
To effectively reach audiences across the nation, this multi-modal campaign utilized a full mix of media channels including television, video, radio and podcast, digital display, out-of-home billboards, paid social, and paid search to consistently drive people to ElectricForAll.org/forward.

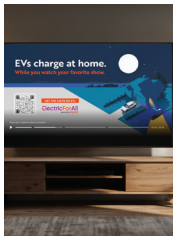










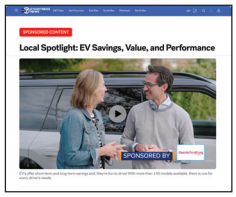






NATIONAL MEDIA COLLABORATIONS

Broadcast partnerships and major moments extend the campaign's reach around key messages and cultural events. In the first year, Veloz worked with NBC Universal, ABC/Disney, iHeart Media, Univision and Premion to deliver unique content across platforms from broadcast television to in-person events, leveraging the partnerships to reach people in their everyday lives.



ABC/Disney



iHeart Media



Today.com



Late Night with Seth Meyers



Premion



Univision

EARNED MEDIA

Earned media serves as a critical trust-building engine in the campaign, transforming Electric For All's educational resources, consumer research, and EV ownership stories into credible third-party coverage that reaches audiences across the country. Through a strategic mix of media outlets in the first year, the campaign expanded visibility and reach, increased discoverability across traditional media, search, and emerging AI platforms, and strengthened our position as trusted voices in the evolving EV landscape.

150
Total Placements

2.09 BILLION
Earned Impressions

SOCIAL MEDIA

Instagram, TikTok, Facebook, and YouTube play a critical role in extending the reach of the campaign. Through educational resources, creator storytelling, community engagement, and bilingual content, these channels drive significant visibility and engagement while reinforcing Electric For All as a trusted EV education resource.

466 MILLION
Impressions

307.4 MILLION
Video Views

444 THOUSAND
Engagements

21 THOUSAND
New Followers

COMMUNITY OUTREACH

In August 2025, Veloz hosted a national, one-hour webinar for community-based organizations (CBOs) to offer EV resources and collaborative support for entities looking to leverage the campaign creative assets. The informational session showcased a free online campaign toolkit, providing CBOs with accessible EV education resources in English and Spanish, including: customizable social media graphics and copy, printable educational materials for in-person events, and consumer resources on ElectricForAll.org/forward.

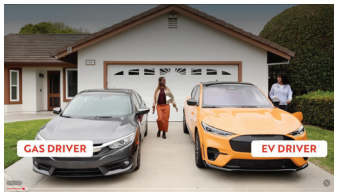
The toolkit resources were updated over the course of the year, resulting in **968 page views**, **847 unique users**, **127 total asset downloads**, and **65 total Facebook posts & shares** using the creative developed for the campaign.

REAL PEOPLE SHARING EV BENEFITS

The campaign put real EV owners at the center of the story — sharing lived experiences that show, in their own words, that the way forward is electric. From multigenerational households managing school drop-offs to renters in the Midwest navigating charging without a garage, EV ownership is expanding into real-world scenarios that reflect how Americans live.

EV Skeptic vs. EV Believer Video Series

A series of five challenges, one of which was also produced in Spanish, paired an EV skeptic with an EV believer to tackle key message priorities: range, cost savings, and ease of charging.



Day in the Life: EV Driver vs. Gas Car Driver



EV Range vs All-Day Taco Tour



He Didn't Think EV Gas Savings Were Real. Then She Bought the Groceries.


The 300 Mile EV Road Trip Test


Makeup Routine Vs EV Fast Charger



Autonomía del EV vs. Ruta de Taco

Influencer Program

The campaign developed an influencer program that positions real creators, in real settings across the country, as EV storytellers, including both current EV drivers, and EV intenders. The EV intenders are one of the program's most important additions in 2026, following people using ElectricForAll.org's tools in real time and offering prospective drivers a relatable version of their own decision.

Check out the **influencers and their stories here**.

Real EV Stories

To make the switch to electric feel achievable, Electric For All worked with real EV drivers across the country — from a family manager to a budget watcher to an outdoor adventurer. Each story follows their everyday life and how an EV fits naturally into it, allowing prospective EV drivers to see themselves represented.

Visit the **Real Stories Hub here**.

CAMPAIGN EFFECTIVENESS

A survey commissioned by Veloz and conducted by BSP Research among 1,800 licensed non-EV drivers across all 50 states, measured purchase interest before and after exposure to the campaign's educational messaging.

The survey found purchase interest in EVs rose 16 points over the course of the national campaign, building on the results of the 2025 wave of this research. In 2025, Veloz's national survey showed 58% of respondents were interested in purchasing an EV. The latest data shows that after completion of the first year of the education campaign, interest climbed to 74%.

Review the full **campaign effectiveness study here**.

WHAT'S NEXT

Electric For All – The Way Forward is Electric has been recognized for creativity, education, and impact in the EV space — including a Silver Telly for Animated Commercials 3D/CG Animation and an Electric Vehicle Association Award for Educator of the Year.

The campaign continues to equip consumers with the educational tools and resources they need through content across four social media platforms and a monthly newsletter highlighting EV drivers, benefits, cost savings, and trends nationwide. National co-op programs and grant funding will extend the campaign's reach and impact through June 2027.

CAMPAIGN SPONSORS

Apex Sponsor

electrify america

Power Sponsor

Southern California Edison — Energy for What's Ahead®

New York State — NYSERDA — New York State Energy Research and Development Authority

PG&E

Camber Sponsor

Ava Community Energy

New York State — NY Power Authority

Uber

Rockefeller Brothers Fund — Philanthropy for an Interdependent World

Participating Automakers

BMW

Kia

GM

Toyota

Ford

Stellantis

Participating Charging Partners

ABB

SMUD

EVgo Fast Charging

COLLABORATE

INDUSTRY EVENTS & SPEAKING ENGAGEMENTS

As Veloz expanded its footprint nationally last year, so did the team's attendance and speaking engagements at EV industry events to support our longtime partners, build new regional collaborations, share consumer insights, and align diverse sectors around our shared transportation electrification goals.

Additionally, Veloz staff and board directors hit the road to showcase the power of fact-based consumer education to increase EV consideration across party and state lines. Staff provided state-specific campaign briefings to over 1,000 state officials and agency employees representing 25 states.



Ford Motor Company Electric Vehicle Development Center – Ford Blue Table Forum Partner Tour



SXSW | Brand Innovators Summit


New York Climate Week | BMW Event


Fourth Annual New York State Electric Vehicle Fleet EVent


Charge Across Town - EV Week VIP Reception

August 5, 2025
Sacramento Women in EVs Convening
(virtual)

August 12, 2025
California Air Resources Board ZEV Equity Task Force Meeting
(virtual)

August 13, 2025
California Energy Commission Business Meeting
Sacramento, CA

August 23, 2025
Eco Village by Generation180 - Dave Matthews Band Concert
Mountain View, CA

September 17, 2025
Washington Interagency Electric Vehicle Coordinating Council
(virtual)

September 18, 2025
The Shipyard's Engineering Brand Love Summit
Columbus, OH

September 24, 2025
MOVE America 2025
Detroit, MI

September 21 – 25, 2025
New York Climate Week
New York City, NY

September 30, 2025
Georgia EV Braintrust
Atlanta, GA

October 1, 2025
UC Berkeley Goldman School of Public Policy
(virtual)

October 10, 2025
Charge Across Town - EV Week VIP Reception
San Francisco, CA

October 15 – 16, 2025
Forth Roadmap Conference 2025
Detroit, MI

October 23, 2025
EV Hub Life: Inside the Campaign to Help America Go Electric
(podcast)

October 28, 2025
Drive Electric Minnesota Annual Event
Minneapolis, MN

March 12 – 18, 2026
South by Southwest Film & TV Festival – SXSW
Austin, TX

March 15, 2026
SXSW | Electric For All Partnership at iHeart Podcasts Hotel
Austin, TX

March 16, 2026
SXSW | Brand Innovators Summit
Austin, TX

March 17 – 19, 2026
EV Charging Summit and Expo
Las Vegas, NV

April 29, 2026
Ford Motor Company Electric Vehicle Development Center – Ford Blue Table Forum Partner Tour
Long Beach, CA

May 7, 2026
Fourth Annual New York State Electric Vehicle Fleet EVent
Albany, NY

June 25, 2026
Maryland Commission on Climate Change
(Virtual)

CALIFORNIA ELECTRIC VEHICLE MARKET REPORT

Veloz continued to strengthen its quarterly EV Market Report in collaboration with the California Energy Commission, the California Air Resources Board and the Office of California Governor Gavin Newsom. While the California market remained the central focus, the report evolved to meet current market conditions with expanded contextual narrative, increased emphasis on out-of-state content, and the inclusion of used EV sales data.

- **Consumer Behavior:** Providing data from our message-testing and consumer sentiment research, alongside the market context was critical to ensuring that sales drops were properly explained as an expected outcome of federal policy choices, and not a sudden rejection of EVs.
- **National Policy Tracking:** Reflecting Veloz's national footprint and the increased importance of state-level EV incentive programs and infrastructure funding, our reports covered successful regulatory tactics being utilized by states across the nation.
- **Used EV Sales:** The surge of used EV sales became a central part of the quarterly report to accurately gauge consumer demand and to showcase how used EVs provide additional access that the new EV sales numbers in early 2026 did not accurately reflect.

Veloz plans to evolve EV Market Report into a new product that includes a national outlook and regionally specific content, reflecting our national footprint. These new quarterly reports will dive into policies that are achieving the most measurable impact to consumer adoption by describing the successful legislative frameworks driving real-world market acceleration.



8,022,935
U.S. EV Sales



2,784,253
CA EV Sales



224,438
CA EV Chargers



59
CA Hydrogen Stations



145
CA Light-Duty Models Available



2,075
CA Medium/ Heavy-Duty EV Trucks



3,910
CA EV Buses



2,873
CA EV Delivery Vans

Q3 2026 data update — October 2026:
CA and US sales data are cumulative from 2011 – 2026.

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

VELOZ POLICY EDUCATION

In Veloz's 2023 Strategic Plan, a need was identified for an increased focus on nationwide policy education highlighting successful policies and programs that would decrease vehicle costs and increase charging access for consumers and commercial fleet operators.

The 2025 changes to federal policies that reduced upfront vehicle costs, in conjunction with large-scale divestments in planned infrastructure projects, created unprecedented market volatility nationwide. This change also created a fragmented EV policy landscape relying on state-level rulemaking, creating an unforeseen and urgent need to provide lawmakers and elected officials with fact-based, data-driven EV policy education.

In 2026, Veloz hired the organization's first-ever Policy Education Lead to partner with our membership and other industry leaders to educate policy leaders to craft programs that accelerate EV adoption.

Next year, Veloz will launch **Policy Education Working Groups** — an exclusive forum that will convene executive-level policy experts from each Veloz member, representing every sector of the industry, to serve policymakers with benefits-based, data-driven policy education that enables real-world EV market acceleration.

CONVENE

This year, Veloz's events brought together leaders from across the EV ecosystem to examine the issues shaping the market and identify opportunities to advance transportation electrification. Veloz Summits create opportunities to connect with fellow EV leaders, exchange ideas, build momentum across the industry. Our Digital Dialogues convene subject matter experts to move beyond discussion, highlight replicable successes, and drive measurable outcomes.

SUMMITS

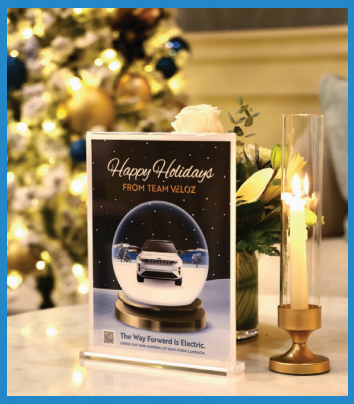
Veloz hosts exclusive in-person Summits each year that bring together our members, board leaders, and partners for in-person conversations to discuss the challenges and opportunities shaping transportation electrification. These gatherings create space to build relationships, exchange ideas, and work across sectors to address the barriers to EV adoption and advance a shared vision for an Electric For All future.

DECEMBER 10, 2025

Electric For All Campaign and Holiday Party: A Member-Exclusive Event

Veloz convened over 100 board leaders, members, and key industry partners in Washington, D.C., to celebrate the holiday season and reflect on Veloz's growing programs and impact across the U.S.

Veloz has spent several years intentionally developing its leadership and membership nationwide, driving EV adoption with the launch of its first national campaign, *Electric For All — The Way Forward is Electric*, and positioning the organization as a source for fact-based strategic communications and thought leadership. It was a memorable gathering and a fitting way to close out the year.









Serena McIlwain, Secretary of the Maryland Department of Environment and Veloz Public Policy Board Member (photo: right), gave remarks at the event about the power of coming together around a shared goal:

"From my experience, Veloz knows how to convene. They bring everyone to the table, surface and address barriers to EV adoption, build synergy across all sectors, and make the policy landscape easier to navigate — not just in one state, but across the country. Just look around this room: you'll see utilities, automakers, tech companies, start-ups, state leaders like me, advocates, and more. We're all stepping up and helping to meet this moment and keeping the momentum going."



DIGITAL DIALOGUES

Veloz's Digital Dialogues bring together industry leaders to share insights, experiences, and strategies for advancing EV adoption. Throughout the year, these conversations explored the practical challenges and opportunities shaping the transition to an electric future, such as city-led adoption, consumer education, charging infrastructure, vehicle technology, and industry leadership. This year, our Digital Dialogues saw an average of 275 registrations for each event.

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

FEBRUARY 26, 2026

Plugged In: How Cities Are Leading the Charge on EVs

Program leaders from Austin Energy, the City of Pasadena, ComEd, and the Rocky Mountain Institute shared strategies to advance EV adoption in their communities and create more accessible pathways to transportation electrification. The conversation highlighted the financial benefits of fleet electrification, the importance of viewing charging strategy as a behavioral consideration, how charging speeds can be matched to how long people typically spend at a location, and how instant rebates at the dealership can reduce upfront costs and make the EV purchase experience easier for consumers.



Speaker
Ellen Kennedy
Principal, Carbon-Free Transportation
Rocky Mountain Institute



Speaker
Jordan Losiak
Senior Business Program Manager, Beneficial Electrification
ComEd (an Exelon Company)



Speaker
Evan Johnson
Electrification Program Manager
City of Pasadena



Speaker
Bobby Godsey
EV Community Engagement Manager
Austin Energy



Moderator
Rosa Davies
Business Development Director
Veloz

APRIL 30, 2026

The Future Is Fast: High-Powered Charging and Long-Range EVs

Industry executives from BYD North America, Autel Energy North America, BP Pulse, and Lucid Motors explored the current state and future of high-powered charging and long-range EVs. The conversation examined the partnerships needed to maintain reliable public fast-charging networks, the role of long-range EVs in building consumer confidence, and the importance of en-route charging for all-electric fleets. Speakers also discussed how the industry can create a better fueling and driving experience for EV drivers rather than replicating the experience of driving a gas-powered vehicle.



Speaker
Patrick Duan
SVP of Operations, BYD North America
Co-CEO
RIDE Mobility



Speaker
Dario Pagani
Vice President of Marketing & Communications
Autel Energy North America



Speaker
Ross O'Brien
Network Commercial Director
BP Pulse



Speaker
Daniel Witt
Head of State & Local Public Policy
Lucid Motors



Moderator
Munni Krishna
Head of Business Development
Veloz

JUNE 25, 2026

Executive Spotlight: Uber's Andrew Cornelia

Veloz's 2026 Executive Spotlight featured Uber's Global Head of Electrification & Sustainability, Andrew Cornelia, in conversation with Veloz Executive Director Josh D. Boone. Cornelia shared insights into Uber's approach to advancing EV adoption, from building out public fast-charging networks to using data from billions of platform trips to identify where charging infrastructure is needed most. He also discussed how charging has emerged as a key barrier to adoption and how Uber's zero-emissions goals could drive broader change across the transportation industry.



Speaker
Andrew Cornelia
Global Head of Electrification & Sustainability
Uber



Moderator
Josh D. Boone
Executive Director
Veloz

CONVENE

BOARD OF DIRECTORS 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 California Independent System Operator (ISO)
Thursday, July 31, 2025

Winter Board Meeting, hosted by Electrify America
Wednesday, December 10, 2025

Spring Board Meeting, hosted by Ava Community Energy:
Thursday, March 26, 2026

IN THEIR OWN WORDS



Tessa Sanchez
Head of Sustainability Policy
Uber

"At Uber, we see firsthand both the opportunities and challenges drivers face in going electric. Making EVs more affordable and charging easier to access is critical to accelerating the transition. I'm proud to work alongside Veloz and its partners to help make the vision of Electric For All a reality."



Megha Lakhchaura
State Electric Vehicle Officer
State of Illinois

"Sitting on Veloz's Public Policy Board offers opportunities for cross-sector collaboration at a time when our shared vision of a clean transportation future needs us most. Illinois' state economic growth, maturing EV market, and expanding charging infrastructure can only benefit from having a seat at the Veloz table."



Deborah Burke
Program Officer,
Sustainable Development
Rockefeller Brothers Fund

"Veloz's consumer education campaigns are driving forward EV awareness and education with equity at the forefront. The Rockefeller Brothers Fund is dedicated to an Electric For All future and I am proud to come alongside my fellow Veloz Board Members to keep the EV momentum moving forward at the state and national level."

LEADERSHIP

BOARD OF DIRECTORS

Veloz's unparalleled 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.



Caroline Choi
Board Chair
Executive Vice President of Public Policy and Corporate Affairs
Edison International and Southern California Edison



Adam Gromis
Board Vice Chair
Senior Manager, Sustainability Standards & Partnerships
Netflix



Sara Rafalson
Board Secretary
Executive Vice President, Policy and External Affairs
EVgo



Arnie Sowell
Board Treasurer
Executive Director
NextGen California



Adam Lenz
Head of Sustainability and Environment
Waymo



Cynthia Williams
Global Director, Vehicle Compliance
Ford Motor Company



Hon. David Strickland
Vice President, Global Regulatory Affairs and Transportation Technology Policy
General Motors



Deborah Burke
Program Officer, Sustainable Development
Rockefeller Brothers Fund



Dianne Martinez
Director
Garfield Foundation



Howard Chang
Chief Executive Officer
Ava Community Energy



Linda White
Director of Government and External Affairs
BMW of North America



Miguel Romero
Senior Vice President and Chief Commercial Officer
San Diego Gas and Electric



Mike Delaney
Vice President, Strategy & Innovation
Pacific Gas and Electric Company



Paul Escobar
State Policy Lead, Staff Public Policy and Regulatory Affairs Manager
Zoox



Robert Barrosa
President and Chief Executive Officer
Electrify America



Robert S. Kenney
President
Xcel Energy – Colorado



Tessa Sanchez
Head of Sustainability Policy
Uber

LEADERSHIP

PUBLIC POLICY BOARD

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



David Hochschild
Public Policy Board Chair
Chair
California Energy Commission



Chris Lee
Senator
Hawaii State Senate



Doreen Harris
President and Chief Executive Officer
New York State Energy Research and Development Authority



Elliot Mainzer
President and Chief Executive Officer
California ISO



John Reynolds
President
California Public Utilities Commission



Lauren Sanchez
Chair
California Air Resources Board



Megha Lakhchaura
State Electric Vehicle Officer
State of Illinois



Serena McIlwain
Secretary
Maryland Department of the Environment



Toks Omishakin
Secretary
California State Transportation Agency

THE FUTURE OF VELOZ'S LEADERSHIP

Veloz continues to evolve the geographic and industry representation of our Board of Directors and Public Policy Board. As our programming continues expanding across the country, we will ensure that our leadership represents the nation's varied regions, along with the ever-expanding sectors of the EV industry.

Learn more about our leadership at veloz.org/leadership.

MEMBERSHIP

Veloz is a 501 (c)(3) nonprofit founded by industry and government leaders to reduce the threats of transportation pollution on public health, the environment and the economy, while accelerating the adoption of EVs in the global multi-trillion dollar zero-emission market. Our high-powered, diverse board and membership include global automakers, electric utilities, Fortune 500 companies, charging providers, government agencies, transportation network companies, autonomous zero-emission vehicle companies, and nonprofits — anyone and everyone with a stake in electrifying transportation.

We invite public and private sector organizations within the EV ecosystem to **join us by becoming a member today**!

PREMIER MEMBERS

- BMW*
- California Air Resources Board*
- California Energy Commission*
- Los Angeles Department of Water and Power*
- New Jersey Department of Environmental Protection
- Pacific Gas & Electric Company*
- Southern California Edison*
- Stellantis
- Xcel Energy

CHAMPION MEMBERS

- Ava Community Energy
- Bay Area Air District*
- California ISO*
- California Public Utilities Commission*
- Electrify America
- EVgo*
- Ford
- San Diego Gas & Electric*
- Sacramento Municipal Utilities District*
- Uber Technologies Inc.
- Waymo
- Zoox

SUPPORTER MEMBERS

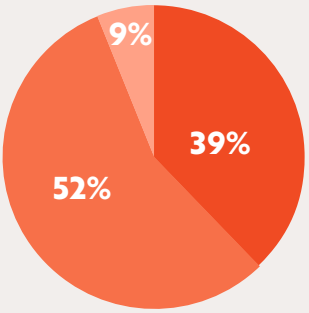
- General Motors*
- Kia America
- Maryland Department of the Environment
- New York State Energy Research and Development Authority
- Nissan*
- Toyota

AFFILIATE MEMBERS

- California New Car Dealers Association*
- CALSTA
- Electric Power Research Institute
- New York Power Authority
- NextGen California*
- Pasadena Department of Water and Power

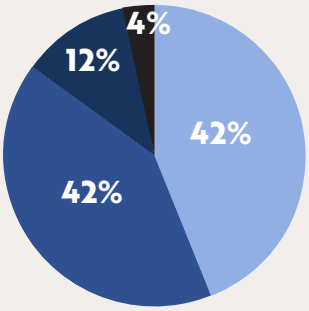
** Founding members*

MEMBERSHIP BREAKDOWN:



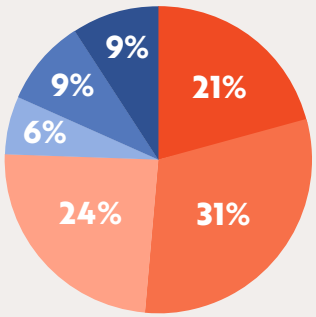
Sector

Public
Private
Nonprofit



Coverage

West
National
Northeast
Midwest



Industry

Automaker
Government
Utility
Charging Provider
Nonprofit
Ride-Share/ Autonomous

FINANCIALS

INCOME

Memberships	**$1,747,500.00**
Unrestricted Grants, Sponsorships, Donations	**$5,003.00**
Restricted Grants, Sponsorships, Donations:	
The Way Forward is Electric	**$39,227,183.00**
Interest	**$138,679.00**
Total Income	**$41,118,365.00**

EXPENSES

Program Expenses	**$38,020,631.00**
Admin	**$259,587.00**
Fundraising	**$175,968.00**
Total Expenses	**$38,456,186.00**

Change in Net Assets	**$2,662,179.00**

Checking/Savings	**$4,785,953.00**
CDs	**$7,243,061.00**
Cash on hand July 1, 2026	**$12,029,014.00**

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 the July 2025 – June 2026 fiscal year.

VELOZ STAFF



Josh D. Boone
Executive Director



Munni Krishna
Head of Business Development



Margaret Mohr
Communications Director



Jennifer Newman
Senior Communications Advisor



Rosa Davies
Business Development Director



Noah Garcia
Policy Education Lead



Shevonne Sua
Lead Events and Partnerships Manager



Mary-Elizabeth Breslin
Digital Content Manager



Jasmine "Jazz" Reed
Administrative Assistant

VELOZ®

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