

2023-2024 ANNUAL REPORT

ABOUT VELOZ

Veloz is the power behind the nation's largest and most inventive <u>multi-partner public awareness</u> campaign for electric vehicles, the architect of <u>events and programming</u> 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 <u>California Plug-In Electric Vehicle Collaborative</u> founded in 2010. Veloz is a nonpartisan 501 (c)(3) nonprofit.



Learn more about Veloz 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.

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"As Veloz expands nationally, Edison supports bold measures to achieve net-zero carbon goals. Transportation accounts for 29% of U.S. greenhouse gas emissions, underscoring Veloz's critical role in consumer EV education and advancing EV policy discussions that are imperative for a healthier, more sustainable future."



Caroline Choi

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

This annual report covers programs from July 2023 through June 2024, unless otherwise noted, and the financial summary reflects data from the most recent fiscal year close on June 30, 2024.

THE RIDE TO ZERO

This year, Veloz took bold action on the strategies outlined in our strategic plan and expanded across programs, educated consumers and decision makers with impactful campaigns and thought leadership efforts, engaged existing and new members to act as an incubator of smart solutions, and created opportunities for engagement and collaboration among our members and the public.

California recently celebrated the 2 million EVs sold milestone and nationally, we're seeing sustained EV adoption with the U.S. market share reaching 8.9% in Q3 2024 the highest on record. However, this year was not without challenges as the industry faced headwinds in the form of misleading EV headlines across local and national media outlets. To address those headlines and position Veloz as a credible truth-telling source, we launched a Communications Working Group with over 20 member and partner organizations participating.

Veloz's *Myths Busting Myths* Electric For All consumer education campaign wrapped up in December 2023, successfully busting myths about EVs by changing perceptions around upfront cost, public and home charging, and vehicle availability, which included reaching priority populations. Ultimately, 75% of people improved their consideration of EVs as a result of seeing the campaign, 81% agreed that charging an EV is fast, easy and convenient, and 72% said that EVs are more affordable than they originally thought. We still have more work to do, and our team is working on our next campaign, which will expand to include California and other states.

In preparation for a more expansive Electric For All campaign, Veloz worked alongside J.D. Power to launch enhanced EV shopping and incentive-finder tools on ElectricForAll.org, covering all U.S. metro areas with populations of 50,000 or more, along with the **Biden-Harris Administration's** Justice40 communities. Additionally, the content was expanded to include more ways to go electric, such as green rideshare, autonomous ride-hailing, and EV rental cars, a refreshed home page to help consumers quickly find the right information, a comprehensive EV myth busting page, and much more.

Veloz convened hundreds of members and industry VIPs across three in-person Summits this year for networking, policy education and inspiration. Leaning into our ever-growing impact as a convenor of top minds, we also welcomed industry professionals to join our Digital Dialogues and learn from high-level industry experts about everything from autonomous ride-hailing to grid readiness to ground-breaking innovations in the EV space.

We believe our continued efforts to expand Veloz's impact and drive toward our 100% transportation electrification goals can only work if we move together in unison. Veloz's mission – focused on expanding our programming beyond California, increasing our EV policy education outreach, and facing those who wish to undermine the EV industry headon – is now more critical than ever as we galvanize support across the nation for our unique publicprivate partnership. I urge each and every one of you to join us in positioning Veloz for national growth, undeniable impact and an expansive sphere of influence in the year to come.

Let's Veloz!



Josh D. Boone Executive Director, Veloz

COMMUNICATE

Veloz's communications efforts expanded quickly after the strategic planning process wrapped up in 2023. The Veloz board saw the value in collaboration between communications teams and helped us bring together our first Communications Working Group. Additionally, we partnered with J.D. Power to launch the national expansion of ElectricForAll.org, and the team began planning Veloz's next Electric For All campaign.

VELOZ COMMUNICATIONS WORKING GROUP

In the fourth quarter of 2023, Veloz began noticing misleading headlines and stories across local and national media outlets. To address those headlines, bust myths and facilitate fact sharing about EVs in the press, Veloz launched its first ever Communications Working Group with over 40 communications and policy professionals from over 20 member and partner organizations.

To date, Veloz and the working group have taken the following actions:

- Convened every other month to discuss high-priority industry topics, communications pain points facing the working group members and opportunities to find solutions in collaboration.
- Created, distributed and actively communicated Veloz Talking Points that working group members can utilize within their own companies and organizations, allowing the full working group to have consistency in messaging. Topics include overall message framing, consumer interest, charging, the economy and jobs, EV cost and savings, and public health.
- Developed a Tough Q&A document that covers industry topics that are potentially more controversial or divisive — including the electrical grid, consumer acceptance, pollution, weather, minerals, fires, charging, and infrastructure vandalism — to help the working group with their crisis media response efforts.
- Continued building a rapport with journalists to help engage and inform them about the state of the industry, the bell curve of technology adoption and key topics identified in the working group.
- Worked with a third-party research firm to poll likely voters in California on their impressions of EVs, in response to the McKinsey Report. The results were ultimately covered by Politico and Capitol Morning Report, and included the following key metrics:
 - Among Californians who currently have an electric vehicle, nearly 80% would consider purchasing another
 - Nearly 40% of Californian's surveyed would consider an electric vehicle for their next car
- Amplified working group member communications efforts across Veloz and Electric For All platforms, while leveraging the group for cross-promotional opportunities.

Participating Companies and Organizations

- Bay Area Air Quality Management District
- California Air Resources Board
- California Energy Commission
- California Environmental Protection Agency
- California Public Utilities
 Commission
- California State Transportation Agency
- Edison International & Southern California Edison
- Electrify America & Electrify
 Canada
- Electric Power Research Institute
- EVgo
- Ford Motor Company
- Gage Zero
- General Motors
- International Council on Clean
 Transportation
- Los Angeles Department of Water and Power
- Maryland Department of the Environment
- National Caucus of Environmental Legislators
- Pacific Gas & Electric Company
- San Diego Gas & Electric
- Uber Technologies Inc.
- U.S. Climate Alliance
- World Resources Institute
- Zoox

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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 industry resources and events. In coordination with the Veloz Talking Points generated through the Communications Working Group, the team relaunched the Ride to Zero blog to highlight Veloz's thought leadership across trending topics, answer the negative headlines with facts and support member initiatives including:

- Utility vehicle-to-grid and vehicle-to-home pilot programs
- EV affordability through federal, state and local incentive programs
- Automaker make and model availability and affordability
- Debunking EV misinformation leading up to the 2024 election
- The current status and impact of the National Electric Vehicle Infrastructure (NEVI) Program roll out

Across the website, we've maintained a strong level of engagement. Google continues to be our top referrer, accounting for 41% of our traffic, while organic search remains a critical driver of ongoing visibility.

VELOZ SOCIAL MEDIA REACH

LINKEDIN ENGAGEMENT RATE

3X the industry standard

X ENGAGEMENT RATE

12.8% t year-over-year increase

This year, we primarily focused on LinkedIn and X for our Veloz social media efforts to reach our targeted industry and media audiences. On LinkedIn, we celebrated strong growth, with an average of 57 new followers per month and an engagement rate that is three times the industry standard. This consistent growth and high engagement highlight the relevance and strength of our content strategy. On X, our follower count grew to 2,850, which is a 4.1% increase year-over year, and 659 total engagements through June 2023, resulting in a 12.8% year-over-year growth rate.

VELOZ E-NEWSLETTER

OPEN RATE 34% Veloz E-newsletter



The Veloz e-newsletter keeps our members, partners and the media engaged in our efforts including the latest in EV industry news, updates on membership, member spotlights, programming, campaign details, partner events, invitations and much more. This year our open rate was 34%, which is up 3.8% year-over-year and exceeds the industry average of 20-25%. This marks strong subscriber engagement as we expanded our database by 19%. Veloz's newsletter click-through rate of 3.3% is 17.86% higher than the nonprofit industry average, demonstrating strong audience engagement and an effective content strategy. To date, the Veloz industry database has 7,998 contacts.



Subscribe today at veloz.org/#mcSubscribe.

COMMUNICATE

ElectricForAll.org

This year, the focus of ElectricForAll.org has been national expansion. In September 2024, the newly redesigned and expanded ElectricForAll.org launched with enhanced EV shopping and incentive-finder tools covering all U.S. metro areas with populations of 50,000 or more, along with the Biden-Harris Administration's Justice40 communities. Backed by data from J.D. Power, the consumer EV education website allows EV-curious consumers to shop and compare EVs, find location-specific vehicle and charging incentives, discover home charging options and get the facts about going electric all in one place.

The ElectricForAll.org content also expanded to include a refreshed home page to help consumers find the information they need quickly, a page with more ways to go electric — including green rideshare, autonomous ride-hailing, and EV rental cars — and a more comprehensive EV myth busting page.

ELECTRICFORALL.ORG IN THE NEWS



New Tool Helps Car Shoppers Find EV Rebates Kelley Blue Book, October 3, 2024 electrek

Here's How to Find All the Free Money You Qualify for When You Buy an EV Electrek, September 19, 2024

INSIDEEVs

This Tool Shows You All The Incentives You Could Get When Buying An EV Inside EVs, September 23, 2024

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ELECTRIC FOR ALL SOCIAL MEDIA

The Electric For All social media channels were a strategic focus this year both during the Electric For All Myths Busting Myths campaign and after it wrapped. On Instagram, our link clicks doubled, reaching 8,300. Organic reach on Instagram increased by 100%, growing our audience even without paid media.

Electric For All's Facebook presence remains a vital tool for connecting with a wide audience. The organic growth speaks volumes about the value and relevance of our content, with nearly 2 million users reached and significant link clicks driving deeper engagement. This demonstrates how the platform continues to be a key channel for promoting EV adoption.

ELECTRIC FOR ALL FACEBOOK

- **Total Reach:** Nearly 2 million users, demonstrating the vast audience that Electric For All continues to engage.
- **Organic Reach:** A 232.6% increase, reaching over 27,000 users. This significant surge highlights how strongly our content resonates with the audience, even without paid efforts.
- Link Clicks: Over 256,000 clicks, showing strong interest and engagement with the resources we share, driving users to explore Electric For All's offerings.
- Followers: A growing community of 1,600 lifetime followers, continuing to support our mission and expanding our reach.

MYTHS BUSTING MYTHS ELECTRIC FOR ALL CAMPAIGN

Veloz's highly successful 2022-2023 Electric For All campaign, which concluded in December 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." The campaign successfully busted myths about EVs by changing perceptions around upfront cost, public and home charging, and vehicle availability.



CONSUMER IMPACT

- 75% of people improved their consideration of EVs as a result of seeing the campaign.
- The campaign effectively targeted priority communities with 45% ad recognition within that demographic.
- Post-campaign, 81% agreed that charging an EV is fast, easy and convenient and 72% said that EVs are more affordable than they originally thought.

CONSUMER REACH

The following metrics reflect key performance indicators for the campaign from September 21, 2022 through December 31, 2023.



2025 ELECTRIC FOR ALL CAMPAIGN

The Veloz team is in the process of gathering data, fundraising and planning for a national Electric For All campaign that moves beyond the state of California, which will direct consumers to the recently expanded ElectricForAll.org. Several states have expressed interest and Veloz's goal is to launch the campaign in 2025.

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 timely and relevant topics in our industry.

JULY 20, 2023

On the Grid: The Role of EVs in Energy Reliability

EVs are part of a clean energy future, but we often hear about the constraints on our existing grid. For this Digital Dialogue, we called upon industry experts to demonstrate how EVs are going to be a part of the solution.

Speakers:



Alice Reynolds President





James Frasher Manager of New Business Development, Grants and Innovation Sacramento Municipal Utility District Utility District



Smriti Mishra Senior Director of Strategic Growth and Partnerships WeaveGrid



Jennifer Cahill Distributed Energy Resource Lead Black & Veatch



Jigar J. Shah Head of Energy Services Electrify America

OCTOBER 19, 2023

CEO Spotlight: Zoox CEO Aicha Evans

This year's CEO Spotlight featured Zoox CEO and former Intel SVP and Chief Strategy Officer Aicha Evans. Aicha shared more about her role at Zoox, the ride-hailing industry, autonomous EVs, Zoox's focus on safety and much more.

Speaker:



Aicha Evans Chief Executive Officer Zoox



Josh Boone Executive Director Veloz

JUNE 27, 2024

Breaking Ground: Innovating Within the EV Industry

The EV industry is constantly changing, and we invited leaders from some of the industry's most innovative companies to discuss how their work is accelerating the market, promoting equitable access, and creating new clean jobs for the workforce of the future.

Speakers:



Ariel Fan Chief Executive Officer GreenWealth Energy



Jon Stafford Senior Vice President of North American Sales Zeti



Luke Mairo Co-founder and Chief Operating Officer Voltpost



Neel Gulhar Chief Product Officer Kaluza



Suncheth Bhat Chief Business Officer EV Realty

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.

DECEMBER 7, 2023

Women Drive the EV Revolution: A Veloz Leadership Summit Presented by San Diego Gas & Electric



Veloz's winter Summit in San Diego and was attended by nearly 200 guests, including Veloz's member organizations, San Diego Gas & Electric's (SDG&E) Clean Transportation team and STEM students from regional colleges. Keynote speaker and former Veloz Board member, Caroline Winn, Chief Executive Officer, SDG&E, delivered a powerful keynote address followed by an in-depth transportation electrification panel discussion featuring speakers from the California Governor's Office of Business and Economic Development, Uber, Toyota, Gage Zero, Southern California Edison, and SDG&E.

APRIL 11, 2024

You've Got Problems? We've Got Solutions: The Future of EV Charging and Electrified Ride-Share



In April, Veloz brought together subject matter experts from over 20 public and private companies at our national headquarters in Sacramento. During the Summit we discussed how we can increase the number of electrified ride-share trips nationwide, and how we can execute and maintain a reliable national public charging network. Congregating together for a half-day session, a group of leaders from both the public and private sectors brought their decades of combined experience to provide answers to these two questions, resulting in a comprehensive list of recommendations.

JULY 31, 2024

Ship Ahoy! An Evening Aboard the S.S. Veloz



This summer, Veloz convened its board leadership, EV industry V.I.P.s, and influential state agencies for a trip down the Sacramento River aboard the S.S. Veloz! Gathering nearly 90 visionaries and leaders from over 25 public and private organizations across the EV industry, the evening was an opportunity to network and discuss both immediate actions and long-term strategies that will ensure a sustainable and equitable EV future.

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.

Tuesday, July 18, 2023

Annual Board Meeting, hosted by Southern California Edison

Tuesday, December 19, 2023

Winter Board Meeting, hosted by San Diego Gas & Electric

Thursday, March 28, 2024

Spring Board Meeting, hosted by Pacific Gas & Electric

IN THEIR OWN WORDS



"Becoming a Veloz Public Policy Board Member has already proven valuable to Marylanders — from convening with key industry leaders and collaborating to dispel EV myths, to empowering consumers with the information they need to make meaningful progress on climate change."

Serena McIlwain

Veloz Public Policy Board Member Secretary of the Maryland Department of the Environment



"Veloz's Electric For All vision is poised to become a nationwide effort and I am thrilled to be a Veloz Public Policy Board member at this momentous time in not only Veloz's history, but the history of our country. Like California, Hawaii is committed to carbon neutrality, and the transportation sector plays a large role in those efforts. I look forward to driving toward our common goals together in the year ahead."

Chris Lee

Veloz Public Policy Board Member Senator, Hawaii State Legislature



"Veloz's ability to facilitate industry collaboration and educate consumers is unmatched and, having served on the Veloz Public Policy Board for several years, I've witnessed the positive impact first-hand. Clean air benefits everyone and transitioning to electrified transportation is crucial as we work collectively to combat climate change and improve health outcomes for residents in California and beyond."

Liane Randolph

Veloz Public Policy Board Member Chair of the California Air Resources Board

COLLABORATE

CALIFORNIA 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 March 2024, the Office of California Gov. Gavin Newsom announced that the state had surpassed 100,000 public and shared private electric vehicle chargers installed statewide, just weeks after unprecedented funding was approved to build a bigger, better network of charging and refueling infrastructure for zero-emission cars, trucks and buses – the most extensive network in the nation. This is on top of more than 500,000 at-home chargers that Californians have installed for personal use.

In November 2024, Veloz, along with the Office of California Gov. Gavin Newsom, the CEC and CARB celebrated hitting the 2 million EVs sold milestone with California's EV market share reaching 26.4% in the third quarter of 2024.



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

INDUSTRY EVENTS

At Veloz very little of our work is possible without solid partnerships, shared collective goals and active collaboration. In the last year, Veloz staff has attended key industry events to strengthen our current partnerships and nurture the potential for new collaborations, including:

- October 2023: EVNoire's National E-Mobility DEI Conference in Washington DC
- November 2023: Los Angeles Auto Show
- January 2024: Bloomberg New Energy Finance Summit, San Francisco
- May 2024: ACT Expo, Las Vegas







2,113,135 CA EV Sales

152,356 CA EV Chargers





CA Light-Duty

Models Available



853 CA Medium/ Heavy-Duty EV Trucks

CA Hydrogen Stations



2,062 CA EV Buses



Data shown is from Q3 2024.

SPEAKING ENGAGEMENTS

Additionally, Veloz staff moderated or spoke at several events to showcase Veloz's thought leadership within the industry and serve as an unbiased truth-telling source to bust the misperceptions about EVs. Those speaking engagements include:

- March 2024: Charging Forward: Insights into EV Progress in the West, presented by NewsData
- April 2024: BMW ZEV Policy Discussion and BMW Vision Vehicle Event
- May 2024: CalETC Webinar Series: Challenges and Opportunities to Electrification

LEADERSHIP

BOARD OF DIRECTORS



Caroline Choi Chair Edison International & Southern California Edison



Anand Gopal Vice Chair Energy Innovation



Sara Rafalson Secretary E√go



Arnold Sowell Treasurer NextGen California



Adam Gromis Uber



Cynthia Williams Ford Motor Company



Dan Lashof World Resources Institute



Hon. David Strickland General Motors



Dianne Martinez Garfield Foundation



Jesse Levinson Zoox



Linda White BMW of North America



Mary Nichols Climate Counsel



Miguel Romero San Diego Gas & Electric



Mike Delaney Pacific Gas & Electric Company



Robert Barrosa Electrify America



Sam Arons GageZero



Spencer Reeder Audi



Terry Travis EVNoire

PUBLIC POLICY BOARD





David Hochschild Alice Reynolds Chair California Energy Commission

California Public Utilities Commission



Angelina Galiteva California ISO



Chris Lee Hawaii State Senate



Davina Hurt Bay Area Air Quality Management District



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.



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

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 <u>veloz.org/join</u>.

PREMIER MEMBERS

- BMW*
- California Air Resources Board*
- California Energy Commission*
- Electrify America
- General Motors*
- · Los Angeles Department of Water and Power*
- Pacific Gas & Electric Company*
- Southern California Edison*
- Stellantis

CHAMPION MEMBERS

- Audi
- Ava Community energy
- Bay Area Air Quality Management District*
- Ford Motor Company
- San Diego Gas & Electric*
- Sacramento Municipal Utilities District*
- Uber Technologies Inc.
- Waymo
- Zoox

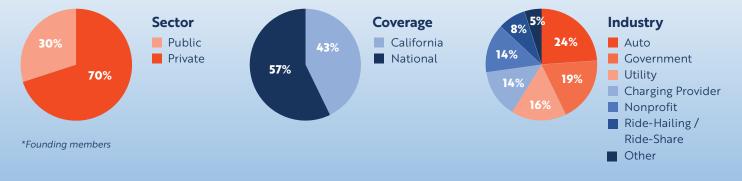
SUPPORTER MEMBERS

- Black & Veatch
- California State Transportation Agency
- Center for Sustainable Energy*
- EVgo*
- Kia America
- Nissan*
- Subaru*
- Toyota

AFFILIATE MEMBERS

- ABB
- Blink Charging
- California ISO*
- $\cdot\,$ California New Car
- Dealers Association*California Public Utilities
- Commission* • Electric Power
- Electric Power Research Institute

- NextGen California*
- Gage Zero
- Pasadena Department
 of Water and Power
- $\cdot \,\, {\sf PowerFlex}$
- Shell Recharge Solutions
- World Resources Institute



FINANCIALS

INCOME

Membership —	\$1,490,000.00
Grants, Sponsorships, Donations and	\$124,381.00
Fundraising (unrestricted)	
Grants, Sponsorships, Donations and	\$600,000.00
Fundraising (restricted)	
Total Income	\$2,214,381.00
EXPENSES	
Programs	\$736,005.0 0
Administrative	\$1,034,830.00
Total Expenses	\$1,770,835.00
Net Income	\$443,546.00
Cash on hand as of July 1, 2024 —	\$3,971,493.00

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 2023 – June 2024 fiscal year.





VELOZ STAFF



Josh D. Boone Executive Director



Rosa Davies Business Development Director

Margaret Mohr Communications Director



Jennifer Newman Senior Communications Advisor



Shevonne Sua Event and Partnerships Manager



Jasmine "Jazz" Reed Administrative Assistant

CONTACT

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WEBSITE & SOCIAL

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