

Plug In America

Annual Report 2017



Dear Friends,

2017 was a pivotal year for EVs—and for Plug In America. As the consumer voice for EVs, our success rises and falls with the fate of the cars. Right now, things are pretty exciting, despite what you might see in Washington.

In Hollywood (where I used to live), everyone is waiting for “the call”—the big phone call that offers an actor their breakthrough role. But first, there are other calls suggesting the big call is coming. Well, EVs have not yet had the big call for their starring role, but those other calls have been rolling in this past year.

Germany, France, the United Kingdom, Netherlands, Norway, and India have plans to phase out gas cars. China—the world’s biggest car market—has indicated it will do the same. Volvo has stated all new models will be electrified and General Motors has said “the future is electric.” Some of you may recall that Plug In America began by fighting against GM crushing the EV1, its first generation electric car. Times have changed.

Autonomous cars will soon show up on our roadways, taking us places it is difficult to imagine. We are pushing to be sure that they are also all-electric.

But the battle isn’t over yet. Oil companies lobby to roll back incentives and EV programs. Some states have punitive policies, such as high registration fees for EV drivers. We still have our fight cut out for us.

Despite this, the market is chugging along. There are now more than 40 models of plug-in cars in the U.S., including more cars with a 200+ mile range, although many market segments still lack an EV. (Where is our electric pickup truck?) Overall U.S. EV sales increased 27% in 2017 and are expected to do even better in 2018.

As you can see from our financial statements, it was also a strong year for Plug In America. Our revenue doubled to over \$1,700,000, allowing us to hire some extraordinarily talented new staff. In the following pages, you’ll see highlights of the work we did last year, but more than anything else, I am proud of the team we have put together.

For our supporters, I have a little homework. Please promote electric cars however you can. Share your EV experiences with friends and family. Take them for rides in your car. Participate in National Drive Electric Week and other Plug In America events and help us financially if you are able. We can only succeed with your help, but I am more confident than ever that EVs are on track to get the big call for their starring role soon.

Best wishes,
Joel

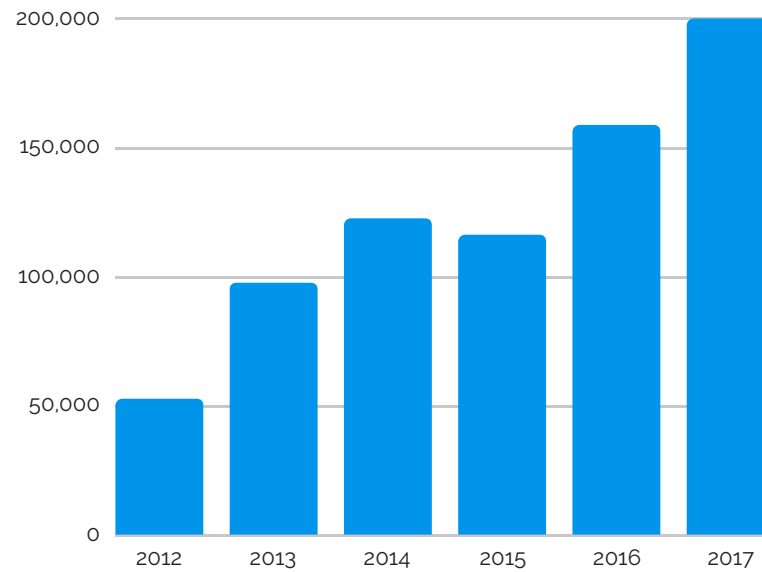


Joel Levin
Executive Director

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U.S. EV Sales



Source: InsideEVs.com



Policy

2017 was a big year for EV policy. Plug In America was active not just on the state level, but also at the federal level, and in a big way. As tax reform legislation progressed through Congress in the fall, Plug In America successfully defended the \$7,500 federal EV tax credit from the chopping block. Thank you to all of our supporters for stepping up and making calls and sending emails to your senators and representatives – it was a big team effort. Plug In America also hosted a ride and drive on Capitol Hill in May of 2017, which educated senators and staff about the benefits of EVs, and the EV activity going on in all 50 states. We even had five senators come to check out the EVs!

In March, the California Air Resources Board had a favorable review of the ZEV Mandate as part of the mid-term review of the Clean Cars Program. We worked with partners in the northeast and reached out to local elected officials to show overwhelming support for a strong review of the ZEV Mandate.

In the southeast, Plug In America worked with partners to publish a report and educate policymakers on the economic benefits to Georgia for an EV tax credit. The second annual EVs and the Southeast Grid Conference was a success and educated interested stakeholders on successful EV policies and programs.

We also provided feedback on EV legislation around the country, including states like CA, MA, WA, OR, NJ, GA, CO, CT, PA, MD, ME, and more. We hosted ride and drives for utility commissioners and staff in the southeast, northeast, and at the national utility commissioner meeting to educate them on the crucial role they play in advancing transportation electrification.

Finally, Plug In America created the AchiEVE: Transition to EVs Model Policy Toolkit with the Sierra Club, which details best practices on EV policies. We also updated our website, including our 50 state incentives database, 50 state factsheets, policy principles, and more.

Programs

In 2017, Plug In America laid the groundwork to build exciting new programs to introduce more people to EVs and to train auto dealers on how to better serve customers seeking EVs.

Events

The best way to get people excited about EVs is to show them off and get people behind the wheel. In 2017, Plug In America partnered with the Department of Energy and other organizations to hold ride-and-drive events in the Northeast, Georgia, San Diego, and other communities across America.

National Drive Electric Week, produced by Plug In America, Sierra Club, and Electric Auto Association, was held September 9-17. Events are produced by individuals and groups in their own communities, often introducing them to people who never experienced one. This year, there were 277 events across all 50 states and six countries, with an estimated 120,000 attendees.

PlugStar Dealer Training

Mounting evidence suggests that dealerships could do more to help customers get into EVs. To address this, Plug In America introduced a dealer engagement program that targets the root causes of dealer resistance. The program comprises three core activities that include qualifying dealers for EV sales, delivering EV-focused training and support resources, and rewarding dealers for their efforts.

We launched pilot programs in San Diego and Boston in 2017. These initial efforts focused on training salespeople in government incentives for EVs, utility rates and programs, and emerging best practice in EV sales. We also equipped dealers with print and online collateral to quickly access and share information with EV customers. The program expands to a third pilot city when it launches in Los Angeles in early 2018, with more regions to follow.

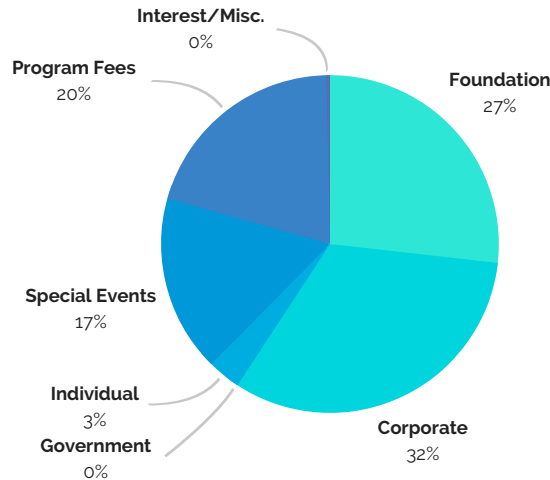
Photo Credit: Joseph Baum



Financial Summary

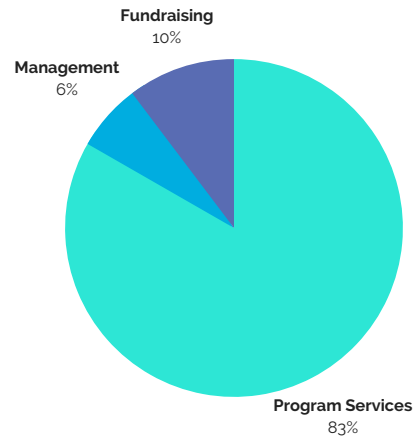
Support & Revenue

Foundation Support	456,626
Corporate Support	552,670
Government Grants	363
Individual Support	53,793
Special Event Income	288,758
Program Fees	346,076
Interest/Misc.	6,065
Total	1,704,351



Expenses

Program Services	1,226,968
Management and General	94,363
Fundraising and Development	151,711
Total	1,473,042



Assets

Change in Net Assets	231,309
Net Assets at Beginning of Year	566,169
Net Assets at End of Year	797,478





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