
ANNUAL REPORT

2019

Plug In

America.

ECO electric



A WORD FROM THE EXECUTIVE DIRECTOR

I write this now from the middle of the COVID pandemic. What a strange and unprecedented time we live in, with so much sickness, death, isolation and economic disruption, not to mention the important ways that our eyes have been opened to the systemic racism in our midst by the bravery of the Black Lives Matter movement.

When I look back to 2019 and the year that has been for electric vehicles and Plug In America, it feels like such an innocent time, a different era, even though it was just a few months ago. The EV market was flat, after the explosive growth of 2018. Tesla continued to grow its output—mostly the Model 3—which dominated the U.S. and global EV markets, while EV sales of most other automakers slowly declined.

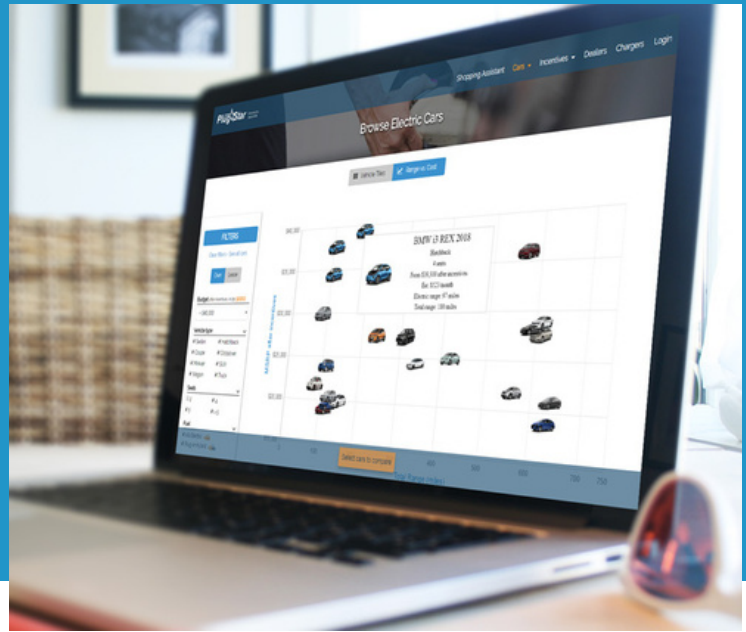
At the end of 2019, we had hoped (and still hope) that this decline in EV sales by the major automakers was just a lull before the launch of a new generation of EVs. Little did we know that their sales would sink even further under the weight of COVID. A wide range of exciting new EVs are still under development for 2021. But for the moment, Tesla continues to have the EV marketplace mostly to itself.

And Plug In America? For us, 2019 was a year of steady progress. Our budget grew 13% and we used those funds to hire two additional staff. We continued to build out the PlugStar program and expand our policy work, as you will read below. We added Drive Electric Earth Day as a springtime complement to NDEW in the fall, and held a total of over 500 EV events in every state between the two campaigns.

In December, we came within inches of passing a broad extension of the federal EV tax credit. This has been our top policy priority for some years. It made it all the way to the President's desk, but was taken out of the federal budget bill due to his personal intervention. On one hand, that can be seen as a failure. We didn't get what we wanted. But on the other hand, it is also something of a success. EVs have now risen to be one of the top tax priorities for the U.S. House of Representatives. The roughly 10,000 times that EV activists contacted Congress last year made a difference. Our voices are being heard. It's a long way for a scrappy group of activists from DontCrush.com to getting a bill to the president's desk, even if it didn't quite make it past there.

But we are certainly not done. The pipeline of great EVs is continuing to roll out, even if it has been delayed a few months. The electric car will certainly be around long after COVID is history. And we will get the tax credit done, even if it takes another 10,000 phone calls and emails—which it probably will, so stick around, we'll need your help.

JOEL LEVIN
EXECUTIVE DIRECTOR



PLUGSTAR

Plug In America's (PIA) consumer and dealer engagement program, PlugStar, continued to significantly build on both ongoing and new programs in 2019. The PlugStar Program connects educated EV consumers, through PlugStar.com, and connects them to EV educated dealers that are trained and certified by PIA. PIA trains auto dealers to better assist EV customers, giving salespeople the tools to answer customers' questions about EV charging, incentives, and more, reducing barriers to increase EV sales.

In 2019, we continued to implement PlugStar Programs in Los Angeles, Sacramento and New Jersey, as well as completed programs in San Diego and St. Louis. These programs were generously funded by ChargeEV, Los Angeles Department of Water and Power (LADWP), New Jersey Coalition of Automotive Retailers (NJCAR), New Jersey Department of Environment (NJDEP), Sacramento Municipal Utility District (SMUD), San Diego Gas and Electric (SDG&E), Southern California Edison (SCE) and Ameren Missouri. Throughout these programs in 2019, PIA trained 283 dealership sales staff representing almost every major EV automaker, bringing the total of PIA trained sales staff to 1,000 from hundreds of dealers since 2016.

The PIA PlugStar team also continued to administer EV incentives, including a consumer rebate in San Diego through SDG&E's Champions For Clean Air Program, as well as a per EV sold dealer incentive in Sacramento and San Diego, administering out a total of 689 in EV incentives in 2019.

PIA has also continued to build out PlugStar.com, a consumer facing electric vehicle shopping and information site. The PlugStar tool helps EV shoppers find EVs that match their lifestyle, discover available EV incentives, expose the cost of charging at home and on the go, and many other features. PlugStar.com also connects EV shoppers with dealers who have been trained and certified by Plug In America. In 2019, PlugStar.com had over 209,500 users on the site, bringing the total number of users to over 360,000 since launching in late 2018. With SMUD and SDG&E, PIA also developed SMUD.PlugStar.com and SDGE.PlugStar.com, which are partner-branded versions of its PlugStar site.

Also, in 2019, Mellisa Park joined the PlugStar team as a Program Associate.

ADVOCACY

Overall, 2019 was a year of gaining ground for supportive EV policy, but also defending existing policies. Major policy highlights included CO adopting the zero-emission vehicle (ZEV) mandate, which allows consumers to have a greater selection of EV makes and models, and MN and NM announcing their intent to adopt the ZEV mandate. The decade concluded with many policymakers aware that EVs are here to stay.

At the federal level, our priority was to extend the federal EV tax credit. We hosted our third annual Senate EV ride and drive, educated Congress on EV policy items to include in any infrastructure package, and joined the EV Drive Coalition. We also supported the Driving America Forward Act, which had over 130 co-sponsors. We pushed for the EV tax credit extension to be part of any end-of-year tax or budget package, but due to interference from the president, the credit was left out. We also continued our participation with the National Coalition for Advanced Transportation, standing firm in our litigation on the re-opening of the mid-term evaluation of the clean car standards.

At the regulatory level, Plug In America held events at a number of utility commissioner conferences on the importance of utilities preparing for an electric transportation future. We also submitted comments to a number of commission dockets on EVs, including in the states of AZ, VT, NH, NY, CA, and SC.

For the municipal utilities, we hosted webinars in the northeast on the actions these utilities can take to prepare for an electric future, as well.

We also supported EV purchase incentive legislation in GA and WA. We engaged with the Transportation Climate Initiative process in the northeast, a policy mechanism to reduce emissions from the transportation sector. Plug In America became more active in the midwest, building our network and educating policymakers at the state and local levels. We also expanded our presence in the southwest, hosting the Arizona Transportation Electrification Forum with partners, and educating policymakers at the state and local levels in NM and NV. On the defensive side, we were active in a number of states, ensuring that EVs were not assessed a punitive registration fee, ultimately successful in some states, but not in others.

We finally saw regulations adopted for legislation that we sponsored in 2013 in CA, the EV Charging Stations Open Access Act; the regulations ensure that all EV drivers can access public charging stations, without membership. We fended off legislation in that would have derailed this intent.

Finally, Plug In America developed new policy resources in 2019. We released the New Hampshire EV Infrastructure Assessment Report, the 3.0 version of the AchiEVe Model Policy Toolkit, and our Used EV Purchase Guide.



EVENTS

In 2019, Plug In America's events program reached new heights with another record-breaking National Drive Electric Week, the newly launched Drive Electric Earth Day, and more than a dozen EV test drive events. These events allow the general public to experience electric vehicles, many for the first time, and educate Americans about the many benefits of driving electric. Once a person has test driven an electric vehicle, they are much more likely to consider purchasing or leasing one.

The first ever Drive Electric Earth Day exceeded our expectations with 187 events in 44 US states and five countries. More than 100,000 attendees participated in more than 1,700 EV test rides and drives.

National Drive Electric Week grew to 324 events in all 50 US states and eight countries. More than 600 event organizers and volunteers helped us reach upwards of 170,000 people and provide more than 10,000 EV test rides and drives. A special thanks to our sponsors Edison International and Electrify America, who funded EV test drives at 14 National Drive Electric Week events.

Additionally, Plug In America brought EV test drives to communities across Southern California. The events featured a variety of plug-in hybrid and all-electric vehicles for viewing, driving, and riding.

Finally, Plug In America welcomed a new staff member, Laura Andrews, to manage our growing events program. Thanks to our donors and partners, we look forward to building a brand new EV education space for our 2020 EV test drives!

SUPPORTER ENGAGEMENT

Plug In America continued encouraging more supporters to contribute financially, increasing the number of individual donors in 2019 by 39% over 2018. We also began laying the groundwork to build a major giving program, with the goal of attracting larger gifts to support Plug In America's important programs and services.

We continued raising awareness of EVs among the general public through social media advertising, which garnered more than one million impressions in 2019. We also spread the word about EVs through media outlets, with nearly 300 mentions in the press during 2019. We continued delivering our newsletter, filled with news and information for EV drivers, twice monthly, with our mailing list growing by 34% in 2019.

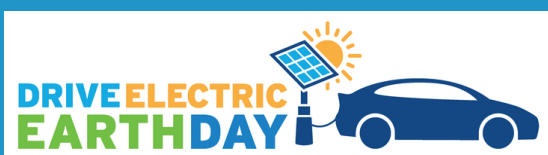
The supporter engagement team also presented the second annual Drive Electric Awards in 2019 and launched the first Independence Day EV Count, encouraging supporters to count EVs in their neighborhood.



Photo Credit: Juno Apalla for KauaiEV



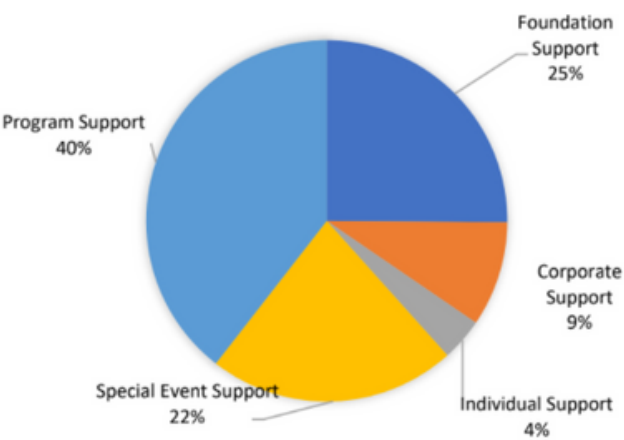
Photo Credit: Andrew Wojton



FINANCIAL SUMMARY

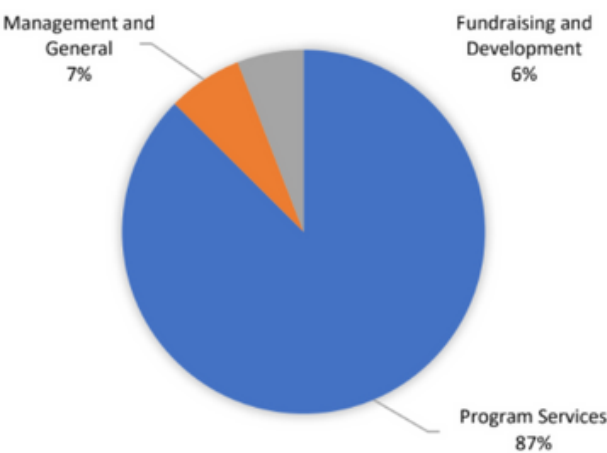
Support & Revenue

Foundation Support	639,789
Corporate Support	239,864
Individual Support	97,389
Special Event Support	564,471
Program Support	1,005,557
Total	2,547,070



Expenses

Program Services	2,140,396
Management and General	162,964
Fundraising and Development	144,858
Total	2,448,218



Assets

Net Assets at Beginning of Year	762,895
Change in Net Assets	98,852
Net Assets at End of Year	861,747

OUR TEAM

Staff

Joel Levin, Executive Director

Eric Cahill, Program Director

Katherine Stainken, Policy Director

Ahmed Abou-Ismael, Director of Finance
and Administration

Noah Barnes, Director of Communications and
Individual Giving

Kathryn Urquhart, Program Manager

Anthony Soto, Program Manager

Laura Andrews, Events Manager

Peter O'Connor, Policy Specialist

Corey Permann, Dealer Relations Specialist

Danny Leung, Assistant Project Manager

Kylie Morgan, Program Coordinator

John U'Ren, Communications and Operations
Associate

Mellisa Park, Program Associate

Silvia Gonzalez, Assistant for Communications and
Administration

Daniel Chung, Program Team Intern

Anthony Franzoia, Policy Intern

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