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
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 ChargEVC, 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.
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.
# Financial Summary

## Support & Revenue

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Foundation Support</td>
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<tr>
<td>Corporate Support</td>
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<td>Individual Support</td>
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<td>Special Event Support</td>
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<td>Program Support</td>
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<td><strong>Total</strong></td>
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## Expenses

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<td>Management and General</td>
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<td>Fundraising and Development</td>
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<td><strong>Total</strong></td>
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## Assets

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<td>Net Assets at Beginning of Year</td>
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<tr>
<td>Change in Net Assets</td>
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<tr>
<td><strong>Net Assets at End of Year</strong></td>
<td><strong>861,747</strong></td>
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OUR TEAM

Staff
Joel Levin, Executive Director
Eric Cahill, Program Director
Katherine Stainken, Policy Director
Ahmed Abou-Ismail, 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 Francoia, Policy Intern

Board of Directors
Jennifer Krill, President
Marc Geller, Vice President
Tonia Buell, Secretary
Barry Woods, Treasurer
Raejean Fellows
Jeff Finn
Ron Freund

Jay Friedland
Randy Johnson
Richard Kelly
Tom Saxton
Nancy Sutley
Michael Thwaite
Colby Trudeau

Advisory Council
Anthony Eggert
Ingrid Fish
Kathryn Lynch
Linda Nicholes
Chris Paine
Fran Pavley

Chad Schwitters
Paul Scott
Dean Taylor
Bob Tregilus
Eileen Tutt
THANK YOU TO OUR 2019 SUPPORTERS

Organizational Supporters
Alliance for Transportation Electrification
Ameren Corporation
Anaheim Public Utilities
Audi of America, Inc.
Avista Corporation
BMW of North America
Center for Sustainable Energy
Chrysler
ClipperCreek
DTE Energy
Edison Electric Institute
Enel X North America
Energy Foundation
Fidelity Charitable
FivePoint
Flo, Inc.
Forth
Gail & Rice Inc.
Stanley and Eve Geller Family Foundation
General Motors
GRID Alternatives
KIA
Kathleen Kramer Charitable Fund
Liberty Hill Foundation
Lyft
The McKnight Foundation
The John Merck Fund
State of New Hampshire
State of New Jersey
Nissan of North America
Pepco Holdings
Qualcomm
Sacramento Municipal Utility District
San Diego Gas & Electric
Silicon Valley Community Foundation
Southeast Energy Efficiency Alliance
Southern California Edison
Southern California Public Power Authority
Southern Company
Veson Nautical
Volkswagen
Workzone Charitable Fund

Leadership Circle
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Chris DeVries
Robert Erdman
Raejean Fellows
Michael Ferrante
Jeffrey & Mary Lynne Finn
Justin Fogle
Jay Friedland
Marc Geller
Gina Heng
Bradley Johnson
Earl Killian
Jennifer Krill
William Lavoie
Jeff Litow
John Markowitz
Linda Nicholes
Richard Prager
Charles Sanchez
Andrew Saul
Eric Strid
Stephen Szabo
Colby Trudeau
Brant Wilkinson
Barry Woods
Richard Zitrin

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Paige Balling
Phil Barnhart
Jill Beckett
Richard Bednarczyk
Kurt Beemer
Tim Benford
Wayne Boggis
Gary Boggis
April Bolduc
Christopher Born
Angela Branch
Lee Brege
Alexander Brown
Julian Brown
Tonia Buell
Colin Burnell
Patrick Burton
Robert Caletti
Forrest Callahan
Robyn Camp
Donald Carufel-Wertz
Stephen Casner
Chris Chandler
Carter Chapman
Hickson Chen
Michael Chiacos
Eujin Chng
Jan Clayton
Bill Clem
Karla Clement
Jim Colletter
Jonathan Collins
Larry Davis
Virginia Davis
Rick Demers
Gail Donner
Gregory Dorais
Kevin Douglass
Ernie Duschen
David Dutra
David Eagle
Bruce Edelston
Jon Edwards
Lawrence Emerson
Larry Enoksen
Donald Etzbach
Brian Faucher
Ryan Fenchel
John Fitzmaurice
Brian Folb
Mark Geduldig-Yatrosky
Andy Getch
Paul Glenney
Daniel Goldsmith
Paul Grantham
Gary Graunke
Mary Margaret Gross
Kyle Haldiman
Michael Hamman
David Hancock
Richard Haskell
Tyrel Haveman
Colin Healy
Barry Hentle
Kimberly Hildane Belding
Daniel Hildreth
Daniel Hofer
Simon Holden
Randy Hoover
David Howes
Douglas Hughes
Monte Ikemire
Nicole Ingram
Dan Inskeep
Erik Jacobsen
Sudhanshu Jain
Stanislav Jaracz
Stanley Jeffress
Eric Johnson
Jeffrey Jones
Ruta Jordans
Eliot Kalman
Angela Karnoupakis
John Kattwinkel
Eli Keddie
Arthur Keller
Richard Kelly
Ed Kim
Scott M King
McLean King
Peter Kirby
John Kirby
Robert Kiss
Joe Klimkowski
Janet Knutsen
Karen Ko
Rustam Kocher
Felix Kramer
Karsten Kuenne
George Kustas
Jason Lacher
Michael Lamp
Mark Lawrence
Christopher Lehnen
Jeff Loehr
Collin Loewen
Nick Lundberg
Andy & Amy MacLeod
Mark Malkasian
Nicholas Marino
J E Martin
August Mathisrud
John Meisenhelder
Kerry Miller
Marla Mo
Jason Morris
Lee Mortensen
Michael Moser
Lawrie Mott
Devaloy Muniz
Alexander Nelson
Dency Nelson
Erik Nelson
Michael Newell
Stephen Noctor
Steve O’Sullivan
Terry Oswalt
Douglas Otto
Christopher Paine
Aaron Patterson
Ian Pavelko
E Blake Peterson
Dennis Pinion
Tonia Pizer
Bruce Rathbone
Lloyd Reece
David Reed
Duane Rice
William Riker
M Parker Roberts
Ron Rockwell
Clay Ross
J Rosten
John Rush
Tom Saxton
Steve Schaefer
Rolf Schreiber
John Schutz
Paul Scott
Don Seck
Chelsea Sexton
Scott Shulman
Tom Sidle
Robert Simpson
Harvinder Singh
Jerome Sirmans
Alan Soule
Christopher Sousa
Andy Spitzer
Berl Stein
Richard Steiner
Art Stephens
Ray Stetkiewicz
Carol Stewart
Dean Taylor
Paul Taylor
Tom Terril
Philip Thalman
Harry Thompson
Charlie Tomberg
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Marc Vendetti
Paulus Vindzigelis
Stephen Warshaw
Michael Washington
Versailles Washington
Byron Washom
Ron Watts
Stephen Werts
Michael Wilkinson
Joseph Wismann
Jonathan Wolman