

ANNUAL REPORT

2020

Plug In
America.





A WORD FROM THE EXECUTIVE DIRECTOR

What a year 2020 has been! And it certainly wasn't the year we expected. When it started, we were eager to see the steady ramp-up in vehicles that Tesla had promised us and hoping to see the legacy manufacturers finally start competing seriously in the EV market. Instead, we got hit in the nose with COVID-19 and all of the profound ways that it has affected us each personally and as a society.

Tesla certainly delivered the goods, sharply increasing its deliveries of cars despite the pandemic and the overall slump in the car market, reaching an outstanding U.S. market share of BEVs of 80%. The rest of the EV market shrank in 2020, along with the larger car market. The Tesla Model Y was the only new BEV to come to market in the U.S. The overall U.S. EV market ended the year with sales almost identical to 2019.

I am beginning to wonder whether the legacy automakers will ever catch up to Tesla. Perhaps its decade head start is too much to overcome, even with their vastly deeper pockets. Certainly plenty of investors think so to look at the value they place on the company—far larger than all other U.S. automakers combined.

But I am not just a Tesla booster. As a consumer group, Plug In America wants to see the broadest possible selection of EVs on the market, so that there will be something for every taste and lifestyle. In any case, just behind Tesla, several other pure EV American manufacturers are planning to come to market with products soon, starting with Rivian and Lucid this year.

As for Plug In America this year? As with most non-profit organizations, we were affected when COVID-19 hit and had to adapt to some cost-cutting. We immediately shifted Drive Electric Earth Day to a virtual format in April but had more than 17,000 people view our virtual Earth Day presentation highlighting the benefits of electric vehicles. In September, we were so thrilled to see the EV community rally around National Drive Electric Week, with organizations and volunteers creating more than 150 online events and 50 safe, socially distanced in-person events. We also launched online training for auto dealers and our first major national survey of EV consumers in 2020, among other accomplishments you'll see on the following pages. Thanks to the dedication of our staff, board, volunteers, and supporters, we are on sound financial footing as I write this.

We are looking forward to an exciting year in 2021, with a new commitment to EVs from the federal government and several important vehicles expected to roll out, including the first pick-up trucks!

Thanks for your continued support and keep driving electric!

JOEL LEVIN
EXECUTIVE DIRECTOR



PLUGSTAR

Plug In America's consumer and dealer engagement program, PlugStar, continued to build on both ongoing and new programs in 2020. Through PlugStar.com, we connect educated EV consumers with dealers trained and certified by PIA to better assist EV customers. PlugStar-certified dealers receive tools to answer customers' questions about EV charging, incentives, and more, reducing barriers to increase EV sales. Due to the COVID-19 pandemic, we adjusted our training through webinars; we also offered our nationwide web-based training course for free for a limited time to help dealers through this challenging time.

In 2020, we implemented PlugStar programs in Los Angeles, New Jersey, Sacramento, and launched a Massachusetts program. These programs were generously funded by the Los Angeles Department of Water and Power, Southern California Edison, Sacramento Municipal Utility District (SMUD), Roseville Electric Utility, Placer County Air Pollution Control District, New Jersey Coalition of Automotive Retailers, New Jersey Department of Environment, ChargeVC, and Massachusetts Clean Energy Center. The PlugStar team also implemented some initial dealer engagement research in Colorado, generously funded by Energy Foundation. Throughout these programs in 2020, PIA trained 141 dealership sales staff representing almost every major EV automaker, bringing the total of PIA trained sales staff to over 1,000 trained staff since 2016 across the

country. The PlugStar team continued to administer a sales incentive for each EV a dealer sells; we issued a total of 213 incentives in 2020. We also continue to implement a consumer rebate in San Diego through SDG&E's Champions for Clean Air Program, administering a total of 81 rebates that benefited K-12 school district employees and first responders in 2020. The PlugStar team has administered a total of 1,421 dealer and consumer incentives from 2017–2020.

PIA has also continued to build out PlugStar.com, a consumer-facing EV 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. In 2020, PlugStar.com had over 170,000 users on the site, bringing the total number of users to over 428,000 since launching in 2018.

EV Support Program

The EV Support Program (EVSP) allows current and prospective EV drivers to connect with our experts and receive one-on-one, personalized assistance with questions about vehicles, charging, incentives, and more. On December 15, 2020, PIA partnered with SMUD to provide greater support to their customers, including additional follow-up with customers and extended hours of operations. In 2020, the EVSP responded to a total of 336 inquiries. The EVSP team has responded to 553 questions since launching in 2019.

ADVOCACY

Despite a global pandemic, resulting in many state legislatures ending their sessions early or focusing solely on COVID-19 relief measures, 2020 was a big year for EV policy. It was a year for laying a solid foundation for EV education and awareness amongst policymakers for significant adoption gains to be seen in 2021. Plug In America was at the forefront of this education and awareness to policymakers at the federal, state, and city levels.

Most notably, at the federal level, the House of Representatives passed HR 2, the Moving Forward Act. This was the first time comprehensive legislation passed the House to support the transition to an electrified transportation sector. The bill included several Plug In America policy priorities, including changes to the federal EV tax credit and infrastructure credit, and additional supportive policies for an infrastructure rebate program, for the federal fleet to go electric, and for a used EV tax credit.

On the state level, Nevada and Minnesota moved forward with adopting the zero-emission vehicle mandate, which will give consumers in those states access to more EVs. Plug In America was involved with both efforts, and will continue to be in 2021. The northeast states also moved forward with an MOU on the Transportation Climate Initiative (TCI), a clean fuels policy for the

northeast. We submitted multiple comments and attended public listening sessions in support of that program. In Minnesota, we were also active in educating policymakers on a clean fuels policy for the state. Finally, we continued to be engaged in utility filings for transportation electrification and EV programs around the country, representing the EV driver voice.

Specifically in Nevada, a big focus for our policy work, we hosted the Nevada Transportation Electrification Forum on March 12. We had representatives from the Governor's Office of Economic Development, Office of Energy, the Chair of the NV Public Utilities Commission, and several Legislators attend the Forum. We also educated numerous Chamber of Commerce groups, cities, and other stakeholders about the need for supportive transportation electrification policy.

We also continued to develop support materials and resources. We updated our workplace charging program materials, released a whitepaper on EV fees, updated our AchiEve Model Policy Toolkit, and also released a whitepaper on the need for utility transportation electrification education and outreach programs. We look forward to building this foundation for 2021, which is sure to be a breakthrough year in EV policy.



EVENTS

In 2020, Plug In America continued EV advocacy and education with an unprecedented variety of events. Due to COVID-19, we quickly shifted to implementing and supporting online EV events and worked with hundreds of Drive Electric Earth Day (DEED) and National Drive Electric Week (NDEW) volunteers to bring virtual EV education to the general public.

For DEED 2020, its second year, PIA rapidly shifted the campaign to a dynamic online event featuring environmental activist, race car driver, and documentary filmmaker Leilani Münter, auto columnist of The Wall Street Journal Dan Neil, and former member of the California State Legislature Hon. Lloyd Levine. More than 16,500 people joined the first-ever national virtual DEED event.

NDEW 2020 was the first-ever hybrid campaign featuring both virtual and safe in-person events. More than 150 online events provided accessible EV education. The online kick-off received over 10,000 views and included appearances from TV personality Bill Nye the Science Guy, NPR host Peter Sagal, Leilani Münter, and Warren Dickson of 3rd Rock Hip Hop. More than 250 volunteers supported EV educational events that reached almost 50,000 people.

In addition to organizing the DEED and NDEW, PIA conducted a combination of in-person and online EV ride and drive events in 2020. In January 2020, PIA conducted 40+ rides and drives in 8 different

EV models at the Atlanta, GA FET Forum. In March 2020, PIA brought 12 different EV models to the Transportation Electrification Forum in Las Vegas, NV, resulting in 50+ rides and drives. When the COVID-19 pandemic started, we took our event efforts online for a series of EV webinars covering EV 101, EV charging, EV incentives, EV battery impacts and recycling solutions, the post-election outlook for EV policy, and virtual rides and drives. The online 2020 EV events were generously supported by Energy Foundation, Southern California Edison, Electrify America, and other PIA partner organizations.

SUPPORTER ENGAGEMENT

EV consumers are at the core of everything we do and we continued to engage with our community throughout the pandemic. At the beginning of the pandemic, when our nation's economic future was uncertain, our supporters contributed greatly to ensuring our organization's stability. In total, contributions from supporters nearly doubled in 2020 over 2019. Thank you for your continued support!

We also launched the first-ever major national survey of EV consumers, which generated much valuable data that is both useful in our efforts to expand EV adoption and was widely cited by media outlets, raising our visibility. The survey will be continued in future years.



Photo Credit: Joseph Montuori

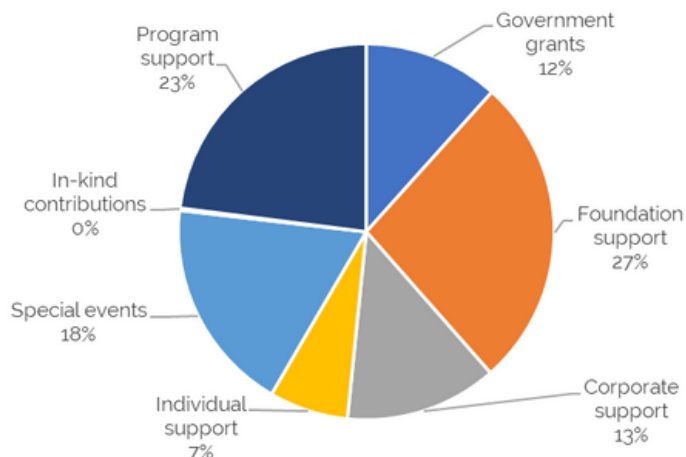


Photo Credit: Zan Dubin-Scott, ZDS Communications

FINANCIAL SUMMARY

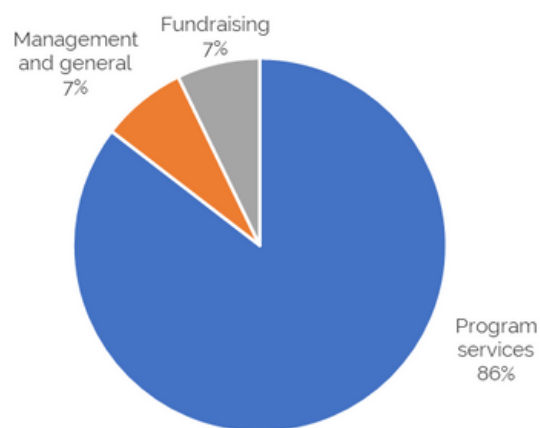
Support & Revenue

Government grants	208,327
Foundation support	479,529
Corporate support	233,925
Individual support	121,598
Special events	328,820
In-kind contributions	3,543
Program support	410,470
Total	1,786,212



Expenses

Program services	1,545,664
Management and general	133,455
Fundraising	130,068
Total	1,809,187



Assets

Net Assets at Beginning of Year	861,747
Change in Net Assets	-22,975
Net Assets at End of Year	838,772

OUR TEAM

Staff

Joel Levin, Executive Director
Katherine Stainken, Policy Director
Eric Cahill, Program Director
Kathryn Urquhart, Program Director
Ahmed Abou-Ismael, Director of Finance
and Administration
Noah Barnes, Director of Communications and
Individual Giving
Danny Leung, Project Manager
Anthony Soto, Program Manager
Laura Andrews, Events Manager
Kylie Morgan, Assistant Program Manager
Peter O'Connor, Policy Specialist
Corey Permann, Dealer Relations Specialist
Mellisa Park, Program Associate
Silvia Gonzalez, Assistant for Communications and
Administration
Anthony Franzoia, Policy Intern

Board of Directors

Tonia Buell, President	Ron Freund
Marc Geller, Vice President	Jay Friedland
Barry Woods, Treasurer	Britta K. Gross
Tom "Smitty" Smith, Secretary	Randy Johnson
Cedric Daniels	Richard Kelly
Raejean Fellows	Jennifer Krill
Carisa Ferrer	Nancy Sutley
Pamela Frank	

Advisory Council

Anthony Eggert	Fran Pavley
Jeff Finn	Chad Schwitters
Kathryn Lynch	Paul Scott
Linda Nicholes	Dean Taylor
Chris Paine	Eileen Tutt



THANK YOU TO OUR 2020 SUPPORTERS

Leadership Circle

Anonymous (3)
Sandra Berg
Savanna Cooper
Scott Cronce
Cedric Daniels
Terry Dilocker
Robert Erdman
Michael Ferrante
Jeffrey & Mary Lynne Finn
Marc Geller
Daniel Glidden
Mary Margaret Gross
Gina Heng
Brad Johnson
Mike Kane
Arthur Keller
Richard Kelly
Earl Killian
William Lavoie
John Markowitz
Linda Nicholes
Suzette Olson
Dana Palmer
Charles Sanchez
Andrew Saul
Tom Saxton
Chad Schwitters
Ben Serebin
Tom "Smitty" Smith
Sven Thesen
Colby Trudeau
Eileen Tutt
Barry Woods
Richard Zitrin

Gold Supporters

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Robert Anderson
Chris Archer
Danny Ballas
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Angela Branch
Pete Bremy
Tonia Buell
Collin Burnell
Patrick Burton
Forrest Callahan
Don Carufel-Wert
Stephen Casner
Bill Clem
Jim Colleran
Kelly Cookson
Earl Cox
Sybil Cramer
Larry Davis
Virginia Davis
Suzanne Dee
Rick Demers
Peter Denman
Joe Di Lellio
Lawrence Emerson
Raejean Fellows
Ron Freund
Mark Geduldig-
Yatrofsky
Wrensey Gill
Steven Green
Britta Gross
Daniel Hofer
Peter Hollinger
David Howes
Monte Ikemire
Siobhan Jacobson
Stan Jeffress
Enid Joffe
Randy Johnson
Jeffrey Johnston
Barbara Joyce
Robert Kibrick
McLean King
John Kirby
Peter Kirby
Jukka Kukkonen
Wei-Tai Kwok
John Lamb
Waidy Lee

Christopher Lehnen
Ray Levinson
Charlie Loeb
William Lynn
Vladimir Lytchakov
Peter Mackin
Andrew MacLeod
Mark Malkasian
J E Martin
August Mathisrud
Michael McCarthy
Scott McNaughton
John Meisenhelder
Kerry Miller
Michael Moser
Lawrie Mott
Dency Nelson
Stephen Noctor
Jerrold OBrien
Terry Oswalt
Janet Parks
E Blake Peterson
Michelle Pierce
Craig Powell
Nora Quinn
Doug Reynolds
Duane Rice
William Riker
Robert Sanchez
Rolf Schreiber
Tom Sidle
Khalid Simjee
Jerome Sirmans
Peter Sneeringer
Alan Soule
Christopher Sousa
Jochen Spengler
Andy Spitzer
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