



2022

Annual Report

An overview of our annual financial statements and program achievements.



PLUGINAMERICA.ORG



A letter from the Executive Director



Dear EV advocates,

2022 was an exciting year for Plug In America. Thanks to our incredible community of drivers, volunteers, advocates, and partners, we made huge strides in connecting people with electric vehicles and building the movement for a cleaner, more equitable transportation future.

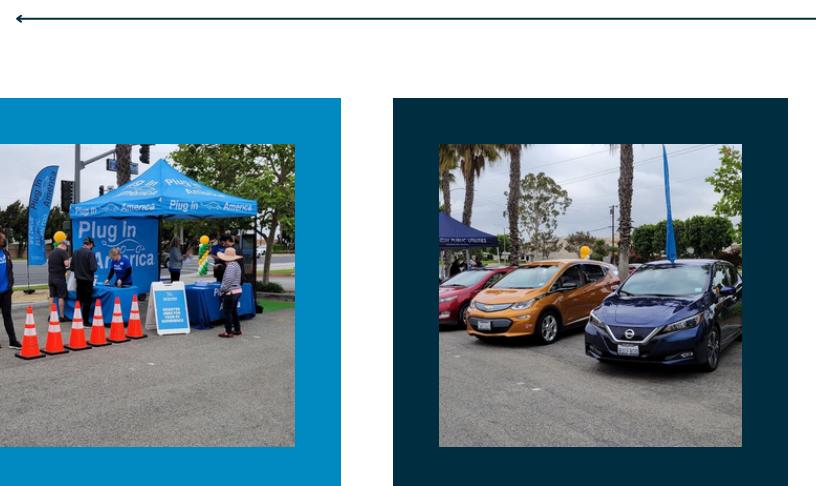
From coast to coast, our events put people behind the wheel of the latest EVs, our programs expanded to reach more drivers and dealerships than ever before, and our policy efforts continued to push for a stronger, EV-friendly future.

This report captures a glimpse of the momentum we built together in 2022—and it's just the beginning. We can't wait to keep growing, innovating, and electrifying communities in the years ahead.

Sincerely,

Joel Levin

Executive Director, Plug In America





Mission



Our mission is to drive change to accelerate the shift to plug-in vehicles powered by clean, affordable, domestic electricity to reduce our nation's dependence on petroleum, improve air quality and reduce greenhouse gas emissions. Plug In America helps consumers, policymakers, auto manufacturers, and others to understand the powerful benefits of driving electric by providing practical, objective EV information.

Statement of Activities



	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND SUPPORT			
Contributions			
Foundations	-	\$245,000	\$245,000
Corporations	-	24,600	24,600
Individuals	254,737	-	254,737
Program support	933,661	25,000	958,661
Special events	678,000	57,900	735,900
In-kind contributions	15,027	-	15,027
Other income	8,859	-	8,859
Net releases from restrictions	556,528	(556,528)	-
Total revenue and support	2,446,812	(204,028)	2,242,784
EXPENSES			
Program	2,002,905	-	2,002,905
Total program	2,002,905	-	2,002,905
Supporting services			
Management and general	320,610	-	320,610
Fundraising	106,280	-	106,280
Total supporting services	426,890	-	426,890
Total expenses	2,429,795	-	2,429,795
CHANGE IN NET ASSETS	17,017	(204,028)	(187,011)
NET ASSETS, beginning of year	1,343,762	464,444	1,808,206
NET ASSETS, end of year	\$1,360,779	\$260,416	\$1,621,195

Impact highlights of the year



Educated auto dealership staff nationwide about EVs

Trained more than 100 dealership staff across Sacramento, New Jersey, Massachusetts, and Washington through our PlugStar dealer training program.

Helped drivers understand public charging

Launched the PlugStar/Chargeway partnership in Los Angeles, helping make charging easier to understand for new drivers.

Assisted prospective EV buyers with their journey online

PlugStar.com grew to over 772,000 users in its lifetime and crossed the milestone of 3 million pageviews by March 2022.

Brought cost savings to families

Helped 389 households in San Diego Gas & Electric territory save on their first EV through Clean Air rebates, alongside ride-and-drive events that introduced hundreds more to EVs for the first time.

Gave the public first-hand EV experiences

Brought the EV experience to life with 180+ Drive Electric Earth Day events spanning 41 states and 3 countries, reaching thousands of participants worldwide

Earned media coverage in national outlets

Plug In America was featured on The Weather Channel, Wall Street Journal, Washington Post, and Times of London.

Behind the scenes



We expanded our team



Alexia Melendez
Martineau
Policy Manager



Ingrid Malmgren
Director of Policy



Martha Carver
Director of
Finance and
Administration



Lindsey Perkins
Director of
Communications
and Marketing



Derrick Vargas
Communications
Associate

SPONSORS

2022 brought exciting new partnerships with Orange Charger and Electrify America, who came on board as sponsors for Drive Electric Earth Day and National Drive Electric Week. We also debuted new promotional videos for both campaigns, driving even greater engagement and enthusiasm nationwide.

STAFF

We welcomed five new staff members to the Plug In America family, bringing a wealth of expertise from people across the country, which is critical in helping us represent drivers with different experiences.

ALLIANCES

We helped create the Global EV Drivers Alliance (GEVA) to shape global EV advocacy and strengthen international collaboration on electric mobility.

PROGRAMS

We launched several new programs with Kia, DoorDash, and Wells Fargo to expand and grow PlugStar.

Looking forward

What's ahead in 2023



- 1 Continue to grow Sacramento Municipal Utility District PlugStar program to equip more sales staff to help drivers go electric.
- 2 We will advance policy priorities at the state and federal levels, including EV-friendly building codes and rulemaking for the national infrastructure program and EV tax credits.
- 3 We will work on growing our corporate partnerships with sponsors like Electrify America, BMW, and Wells Fargo to power EV education and outreach.
- 4 The new EV Support Program is launching with extra staff to provide faster, personalized guidance for EV drivers.
- 5 We will continue to support and host EV ride-and-drive events nationwide, enabling more people to experience EVs and building on the success of our 2022 events.
- 6 We will establish a position on critical minerals extraction and responsible supply chain practices to ensure that EVs are a part of the climate solution.
- 7 Communications and marketing will give PlugInAmerica.org a fresh look, as well as improve the NDEW and DEED websites for a more user-friendly experience.



A growing movement



EV drivers love their cars: According to our annual EV consumer survey, satisfaction is high—90% of EV owners say they are likely or very likely to choose an EV as their next vehicle.



PlugStar expands to delivery drivers: Our partnership with DoorDash brought EVs to the California Bay Area, engaging Dashers with EV education and incentive programs, making the transition to electric seamless.

Hands-on EV experiences: We are grateful for cities like Anaheim, Riverside, and multiple locations in New Jersey and Sacramento which opened their streets to our ride-and-drive events.



Historic fleet electrification: The U.S. Postal Service and the Biden administration took a major step forward, committing \$9.6 billion to modernize the USPS fleet. This plan includes 66,000 EVs and nationwide charging infrastructure.



The heart of Plug In America is the community – drivers, volunteers, and advocates who keep the momentum alive. We couldn't do it without our partners, and the advocates that have helped make these giant strides in electrification possible.



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