

2024 ANNUAL REPORT



Plug In America



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A letter from the **Executive Director**

2024 was the year the scope of EVs expanded to consider the average driver, prioritizing model variety and accessibility, as well as the critical expansion of a more user-friendly charging network.

More than 1.3 million Americans chose electric in 2024, bringing us past 6 million EVs on the road in the U.S. When you look beyond the statistics, you see individuals discovering the joy of never having to visit a gas station again, breathing cleaner air, and finding greater independence.

At Plug In America, we've always believed that EV adoption is driven through real people telling their stories, policies that remove barriers, and that once someone drives electric, they rarely go back.

This year proved us right, and we did our part to make it happen.

From the White House to state capitols, we were part of the conversations that helped inform decisions and ensure that the shift to electric is accessible to more people.

We trained dealers, facilitated thousands of test drives, amplified the experiences of drivers who have already made the switch, and made resources more readily available. We kept asking the question that drives everything we do: How do we make this easier for the next person?

The community of EV drivers grows stronger every day.

This report tells the story of what we accomplished together in 2024. But the story isn't finished. In fact, it's just getting started, and we need you in it.

Whether it's sharing your story, spreading the word, or [joining the EV Champions Club](#), you can help us prove that the transition to electric isn't coming; it's here.

A handwritten signature in blue ink that reads "Joel Levin".

Joel Levin
Executive Director



2024 HIGHLIGHTS IN NUMBERS

\$80M

in **Advertising Value Equivalency (AVE)**.
This is a numeric value that
encapsulates the effort put into media
interviews and opportunities.

1.18M

EV consumers reached through 2024
program activities, including events,
website visits, webinar attendance, and
more.

4,200

survey responses to our annual survey,
enabling us to gather enough data to
provide state reports with more detailed
insight into Texas and California EV
drivers.

20,000

EV test drives or rides across the nation
enabled through National Drive Electric
Week, Drive Electric Earth Month, and Plug
In America events. Getting people in EVs is
what moves the needle towards faster and
more widespread EV adoption.

Securing the largest grant in the Plug In America history

In 2023, we submitted a proposal to the U.S. Department of Energy for a comprehensive EV consumer education campaign. On Jan. 8, 2024, we learned we had been awarded a three-year \$5 million grant to reach 5 million consumers, including those in underserved and rural communities. The project also includes EV training for dealership sales staff across the U.S.

The grant allows us to expand multiple departments, establish new partnerships, and build on our mission we refined in 2023. The grant supports several core initiatives that leverage our track record of EV education, advocacy, and research.

Project Highlights

- **Enhanced programming:** The funding enables us to expand our ride-and-drive events, grow our EV help desk for personalized consumer support, reach more dealers, and create more videos and educational materials with increased Spanish-language content.
- **Bilingual storytelling:** We're producing EV driver testimonial videos in both English and Spanish to reach diverse communities with authentic driver experiences.
- **Expanded reach:** With a significantly larger ad budget, we'll reach more people and meet them where they are on digital platforms.
- **Network expansion:** Working with the Electric Vehicle Association, we're establishing five new local EV associations to build community-level capacity for education and advocacy.

We added key positions to bring this work to life including a marketing manager with video expertise, senior program associate, program manager, events manager, and made our EV consumer insight analyst role full-time.



Impacting policy at a national level

Our policy work reached new heights as we established ourselves as a trusted voice and forged strong relationships that enabled us to have a seat at the table — in the White House.

Impact Highlights

We worked closely with the administration to guarantee that federal EV tax credits were widely available to drivers of all income levels and easily accessible for both new and used vehicles. We were honored to be invited to a White House roundtable focused on expanding awareness of used EV tax credits, which reflects the trust we've built and the expertise we bring to national policy discussions.

Working alongside our coalition partners, we advocated for the strongest vehicle emission standards in U.S. history. Through direct engagement with policymakers in Washington, D.C., and active participation in the Environmental Protection Agency rulemaking process, we helped underscore the undeniable benefits of EVs for public health and the environment.



We also met with the U.S. Department of the Treasury to discuss the used EV tax credit implementation. To ensure Treasury had comprehensive market insights, we engaged in conversations to provide real-time research from used EV dealers, including NIADA, CarMax, and Carvana, and inform policy design.

One of our proudest achievements came to fruition in 2024. After instrumental work in 2023 with the President's Council on Environmental Quality, the Department of Energy awarded Plug In America a \$5 million grant for EV education and outreach. These funds are now powering our mission to inform and inspire more Americans to make the electric switch.



"I've experienced firsthand how EVs can transform the entire vehicle experience through reduced fuel and maintenance costs, cleaner air, and freedom from volatile gas prices."

-Senior Policy Manager, Alexia Melendez Martineau
at California's 2024-25 Proposed Budget review

Accelerating transition through community & education

A Consumer Reports study shows that 72% of people with EV experience would seriously consider or definitely buy or lease an EV. In 2024, our programs team focused on a whole suite of initiatives designed to expose people to knowledgeable experts and interaction with an EV.

A robust PlugStar ecosystem

Building on the launch of our grant from the Department of Energy, we focused our efforts on equipping dealership sales staff with powerful information to sell EVs through our PlugStar dealer program, reaching over 200 dealer staff and continuing to bridge the gap between understanding EV technology and how to apply that knowledge on the sales floor, giving consumers confidence.

Alongside that training, we reached a significant milestone with the launch of a refreshed PlugStar.com. This year-long project involved enhancing data tools and improving the user experience on the brand-neutral EV shopping website that serves as a powerful support tool for consumers throughout the entire EV buying journey. This creates a more enriched PlugStar ecosystem, making it easier than ever for consumers to access accurate information.



More events than ever

Signature national campaigns like National Drive Electric Week (NDEW) and Drive Electric Earth Month (DEEM) continued to serve as one of our most powerful tools in exposing people to the benefits of going electric. We supported over 400 ride-and-drive events, which enabled nearly 20,000 test drives and rides. This means the EV-curious had the opportunity to meet with everyday EV drivers who are as passionate about the technology as we are, creating powerful opportunities for people to experience EVs firsthand.





The convenience of EVs can't be beat—the story of a family who went all-...



No regrets: A Phoenix mom moves beyond her gas-powered car and...



And my response is, you can go as far as you want as long as you plan.

Reaching people across the nation through storytelling

Recognizing the value of meeting drivers where they are, we started building a stronger, human-centric approach to storytelling. By expanding our communications efforts, we grew our presence and reached a wider audience in a fast-changing media landscape.

Improving our social media presence

In 2024, we ramped up production of trendy, organic, social-forward content to meet audiences in their feeds, while simultaneously partnering with an award-winning videographer to produce high-quality EV driver stories designed for advertising. From casual scrollers to car buyers ready to make the switch to electric, this combination allowed us to engage audiences wherever they were in their car journey.

Earning national coverage



REUTERS

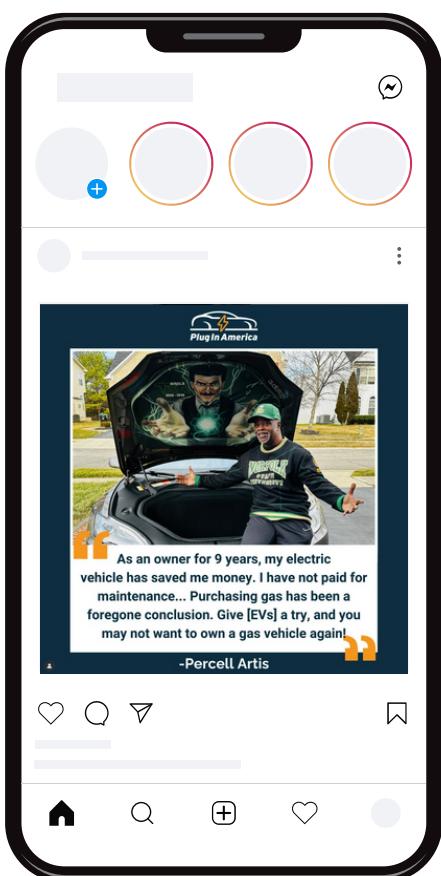


The Washington Post

The New York Times



Bloomberg



Our expertise and programs garnered significant media coverage throughout 2024, with features in major outlets, including Reuters, Yahoo! News, TIME, Fox News, CNBC, The Washington Post, and The New York Times. This media presence ensured that Plug In America's voice and accurate information reached diverse audiences, helping shape the national conversation around EVs.

Annual EV driver survey levels up

Our annual EV driver survey reached new heights in 2024, collecting over 4,200 responses from drivers across the country. This robust dataset enabled us to produce more granular insights for the first time, including detailed state reports for key markets like Texas and California. These reports provided valuable intelligence not just for our own programs, but also for policymakers, automakers, and advocates working to accelerate EV adoption in every corner of the country.

36k
followers
across platforms

920k+
impressions
across platforms

FINANCIALS

STATEMENT OF ACTIVITIES

REVENUE AND SUPPORT

	Without Donor Restrictions	With Donor Restrictions	Total
Government grants	-	902,458	902,458
Contributions			
Foundations	15,000	310,000	325,000
Corporations	2,500	150,000	152,500
Individuals	97,747		97,747
Program support	261,988	292,598	554,586
Special events	440,661	154,500	595,161
Investment return, net	450	-	450
Other income	6,253		6,253
Net releases from restrictions	1,958,624	(1,958,624)	
Total revenue and support	\$2,783,223	(149,068)	2,634,155

EXPENSES

	Without Donor Restrictions	With Donor Restrictions	Total
Program	2,197,743	-	2,197,743
Supporting services			159,951
Management and general	460,119	-	460,119
Fundraising	154,839		154,839
Total supporting services	614,958		614,958
Total expenses	2,812,701	-	2,812,701
CHANGE IN NET ASSETS	(29,478)	(149,068)	(178,546)
NET ASSETS, beginning of year	679,011	380,735	1,059,746
NET ASSETS, end of year	\$649,533	231,667	881,200



 <https://pluginamerica.org>

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