
ANNUAL REPORT 2018

*Plug In
America.*



A WORD FROM THE EXECUTIVE DIRECTOR

What a year 2018 has been for Plug In America—and for electric vehicles! We know that EVs are better cars: better for the environment, better for the economy, and better (and more fun!) for consumers. Our goal is to keep getting the message out so that every American knows that and double down on our role as the leading voice promoting EVs across the country.



This year we doubled our staff to 12 positions, enabling us to launch some exciting new programs, including:

- PlugStar.com, our online tool that helps consumers select the EVs that best fit their lifestyle and connects them with dealers trained by us;
- An expanded suite of supporter services, with a dedicated staff member;
- Our EV Support Program, providing phone and email assistance on any aspect of EVs—rebates, charging, technology, or whatever; and
- Drive Electric Awards, honoring leaders who are advancing EV policy and the EV market.

This year, National Drive Electric Week also grew with 321 separate events in all 50 states and well over 100,000 attendees.

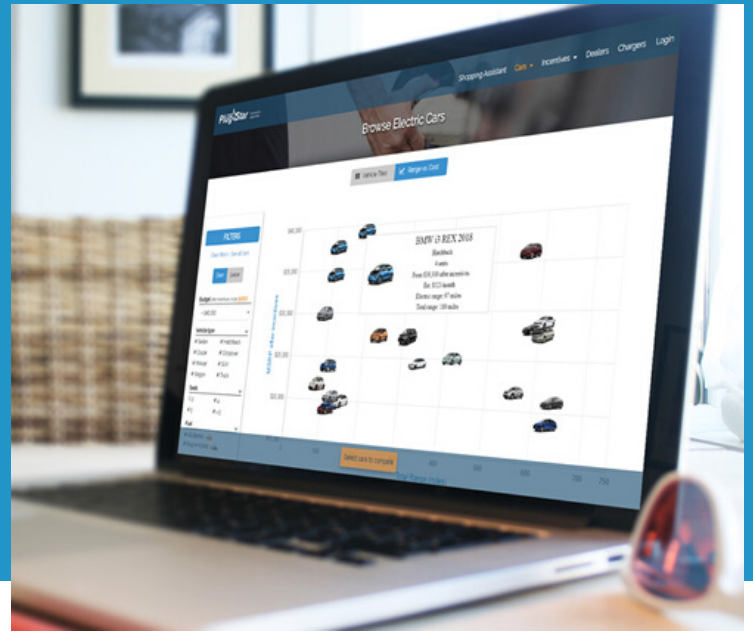
And with this, the EV market took a big step forward, as well. Sales of EVs grew more than 80% in the United States. Much of that came from the dramatic production ramp-up of the long-awaited Tesla Model 3, Tesla's first foray into the mass market. Back in 2017, Motor Trend called it the most important car of the century, a pretty bold statement for a century that was only 17 years old. Pundits doubted that Tesla could scale up production to the volume required for a mass market car, but by the end of December, they had delivered 140,000 units in the United States. This placed it among the most popular cars of any kind in the country, took a healthy bite of market share from the mainstream luxury car brands, and threw down the gauntlet to other automakers that the time had arrived to step up their game on EVs.

This year, Nissan did step up its game, increasing the range in the 2018 LEAF to 151 miles and Jaguar brought the new 234-mile I-PACE to market. And we are expecting a whole selection of new 200 mi+ cars over the next 12 months.

On the policy front, our biggest battle has been to extend the federal EV tax credit, which has been vital for the market. The credit is beginning to phase out, with Tesla beyond its 200,000 vehicle cap, GM close, and others not far behind. Extending this credit is our top priority for keeping the EV market robust and growing in 2019. We know the EV market will not need support forever. Battery prices are continuing to drop steadily and price parity with ICE cars is expected by 2025, if not sooner. But, for now, we need the credit to eliminate the cost differential with ICE cars and keep demand growing.

We appreciate your support this year and look forward to future successes with your help.

JOEL LEVIN
EXECUTIVE DIRECTOR



PLUGSTAR

PlugStar, Plug In America's consumer and dealer engagement program, continued to grow dramatically to ease the transition for EV shoppers.

Through this program, Plug In America trains auto dealers to better assist EV customers, giving salespeople the tools to answer customers' questions about EV charging, incentives, and more. In 2018, we launched and successfully executed a PlugStar-branded EV dealer training and support program for the Los Angeles region, jointly funded by utilities Southern California Edison and Los Angeles Department of Water & Power. The program trained 17 dealerships, eight of which submitted applications for PlugStar certification for a follow-on phase.

We also secured awards and implemented contracts delivering PlugStar-branded EV dealer certification and dealer/salesperson incentive programs for the Sacramento and San Diego regions, funded by Sacramento Municipal Utility District and San Diego Gas & Electric, respectively. In 2018, we successfully concluded the pilot phase, consisting of four dealers in each region to prove out our program design and policies. These programs will continue in 2019.

As part of our San Diego program, PlugStar is administering EV rebates for teachers and first responders.

A Department of Energy-funded program in New England concluded a full year ahead of schedule, successfully conducting a total of 43 ride and drive "EV showcase" events across four states and training 16 Boston metro area dealerships.

In September 2018, we launched the PlugStar.com EV shopping site, delivering first-of-its-kind tools to help 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. Electrify America embraced PlugStar.com, linking out to it from EA's Plug In to the Present campaign landing page.

PlugStar.com also connects EV shoppers with dealers who have been trained and certified by Plug In America.

Four new team members joined the PlugStar team in 2018, including Program Manager Kat Urquhart, Assistant Project Manager Danny Leung, Platform Program Manager Anthony Soto, and Intern Daniel Chung.

ADVOCACY

EV policy grew as fast as EV adoption in 2018. More utilities proposed EV programs, including deployment of infrastructure, EV charging rates, and education/outreach programs. At the same time, though, there was an attack on the zero-emission vehicle (ZEV) mandate through the proposed rollback of federal Clean Car Standards. Plus, many states proposed punitive EV registration fees.

At the federal level, we preserved the federal EV tax credit of up to \$7,500 from being cut and educated Congress on the importance of the extending the tax credit for more drivers for a longer period of time. To this end, we hosted our second annual EV ride and drive on Capitol Hill. Plug In America was also very active on the proposed Clean Car Standards rollback by the EPA and NHTSA. We submitted comments, put out a petition for our members to sign, and hosted a rally in opposition at the public hearing in Fresno. We also became a member of the National Coalition for Advanced Transportation to join litigation on the re-opening of the mid-term evaluation of the clean car standards.

In California, we worked on issues such as the removal of some EV drivers from the HOV lanes. We hosted a petition, held meetings with key staff and legislators, and submitted comments multiple times. We continue to seek solutions to remedy HOV access for EV drivers. In addition, we

provided support to a number of bills pertinent to advancing the EV market. We also worked with other EV advocate groups on post-2025 standards for automakers under the ZEV mandate.

On the utility front, Plug In America was active with the Alliance for Transportation Electrification, and submitted comments in a number of states, including Arizona, California, Maryland, New York, South Carolina, Vermont, and more. We hosted ride and drives at utility commissioner conferences to educate them on EVs. Plug In America was also an original author and signatory of the Transportation Electrification Accord, highlighting broad principles to transportation electrification for all stakeholders to agree to.

Around the country, we were active on many issues. In Georgia, we pushed for an EV tax credit and reduced user fee. In Colorado, we rallied EV drivers to support the state's inquiry into adopting the CA clean car standards. In Vermont, we were active on the commission process to understand if EVSE should be regulated. In Washington and New Jersey, we put out action alerts on EV legislation. This is just a small sampling of our state activity. Finally, Plug In America continued to educate groups on consumer protection issues, worked on a Model Building Code for installing EVSE, released a 2.0 version of our AchiEve Model Policy Toolkit, and prepared a number of new factsheets on various issues.



Plug In America Executive Director Joel Levin (right) with Sen. Doug Jones (D-AL) at the Capitol Hill EV Ride and Drive.

EVENTS

In 2018, Plug In America's events grew by leaps and bounds through the largest-ever National Drive Electric Week and other community-based EV test drive events.

National Drive Electric Week achieved new heights with 321 events in all 50 states, reaching more than 100,000 people. Thanks to funding from Southern California Edison, Plug In America was also able to offer small grants to five National Drive Electric Week events to offer EV test drives and rides to hundreds of people.

Plug In America also partnered with Southern California Edison and the Los Angeles Department of Water & Power to host EV ride and drive events throughout Southern California.

Finally, Plug In America, with Sierra Club and the Electric Auto Association, laid the groundwork for a new campaign, Drive Electric Earth Day, in April 2019. This campaign will bring more EV displays, education, and test drives to Earth Day events. With more than 100 events signed up at the end of 2018, the first year of this new program is already exceeding expectations.

In 2019, we will continue to work with invaluable non-profit and utility partners to expand our education and outreach efforts.

SUPPORTER ENGAGEMENT

Plug In America exists solely to serve and represent EV drivers, not large corporations or financial investors. To that end, we added a new position dedicated to supporter engagement. We doubled our email newsletters, increasing from monthly to every two weeks, providing more valuable content for EV drivers. We created the first annual Drive Electric Awards, which honored leaders in the EV movement. We added new benefits for supporters who donate to Plug In America.

In turn, you invested in us. Through these efforts and many more, we increased the number of supporters who are active in Plug In America and the number of supporters who contribute financially to Plug In America, allowing us to reach more people more effectively and strengthen our collective voice. Thank you for helping us accelerate the shift to EVs!



National Drive Electric Week event in Columbia, SC. Photo credit: Alan Buck



National Drive Electric Week event in Watts, CA. Photo credit: Corey Burns

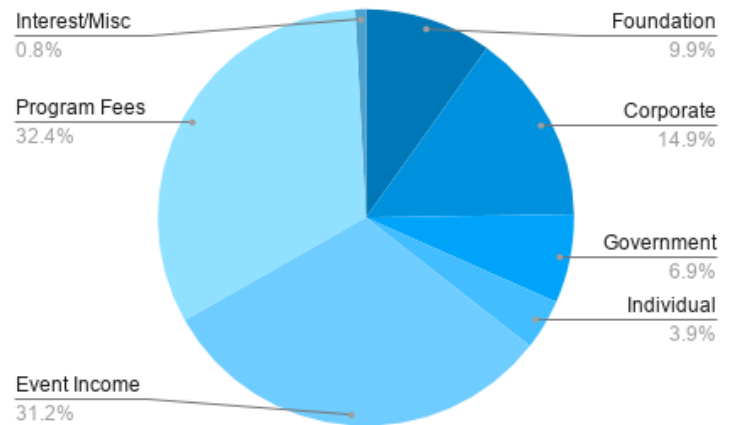


Plug In America ride and drive event in Compton, CA.

FINANCIAL SUMMARY

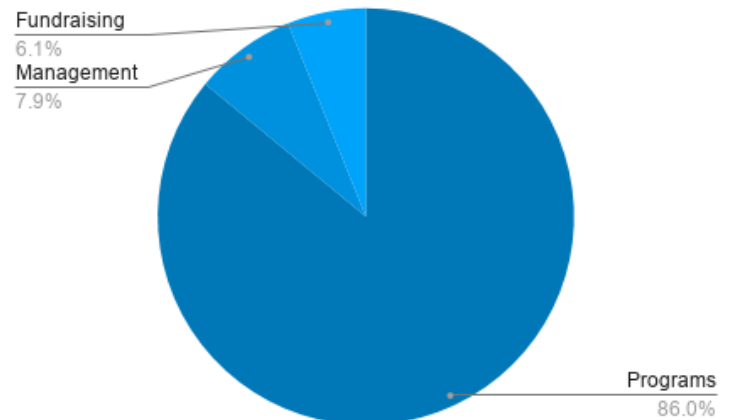
Support & Revenue

Foundation Support	221,817
Corporate Support	333,920
Government Grants	155,020
Individual Support	88,021
Special Event Income	701,237
Program Fees	727,076
Interest/Misc	18,691
Total	2,245,782



Expenses

Program Services	1,714,387
Management and General	157,897
Fundraising and Development	121,691
Total	1,993,975



Assets

Net Assets at Beginning of Year	511,088
Change in Net Assets	251,807
Net Assets at End of Year	762,895

OUR TEAM

Staff

Joel Levin, Executive Director
Eric Cahill, Program Director
Katherine Stainken, Policy Director
Jodi Waxman, Director of Operations
Noah Barnes, Membership Manager
MK Campbell, Program Manager
Brooke Jung, Events Manager
Marta Membreno, Operations Manager
Anthony Soto, Program Manager
Kathryn Urquhart, Program Manager
Peter O'Connor, Policy Specialist
Aria Berliner, Research Analyst
Danny Leung, Assistant Project Manager
Kylie Morgan, NDEW Communications Associate
John U'Ren, Communications and Operations Associate
Daniel Chung, Program Team Intern



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