

June 24, 2026

PLUGGED IN: **BENEFITS-BASED** EV EDUCATION IS MOVING ADOPTION

Maryland Mitigation Working Group

VELOZ[®]

An aerial photograph of a two-lane asphalt road cutting through a dense, lush green forest. Two cars are visible on the road, one in each lane, moving away from the viewer. A large, bright orange semi-transparent shape, resembling a stylized speech bubble or a document tab, is positioned on the left side of the image, partially overlapping the road and the forest. Inside this orange shape, the words "ABOUT VELOZ" are written in a bold, white, sans-serif font.

ABOUT VELOZ

VISION AND MISSION

VISION

The future of transportation is



MISSION

Veloz is a unique public-private nonprofit driving toward 100% zero-emission vehicles through strategic communications, unprecedented collaborations and purposeful convening.

NATIONAL PUBLIC-PRIVATE PARTNERSHIP

PREMIER



CHAMPION



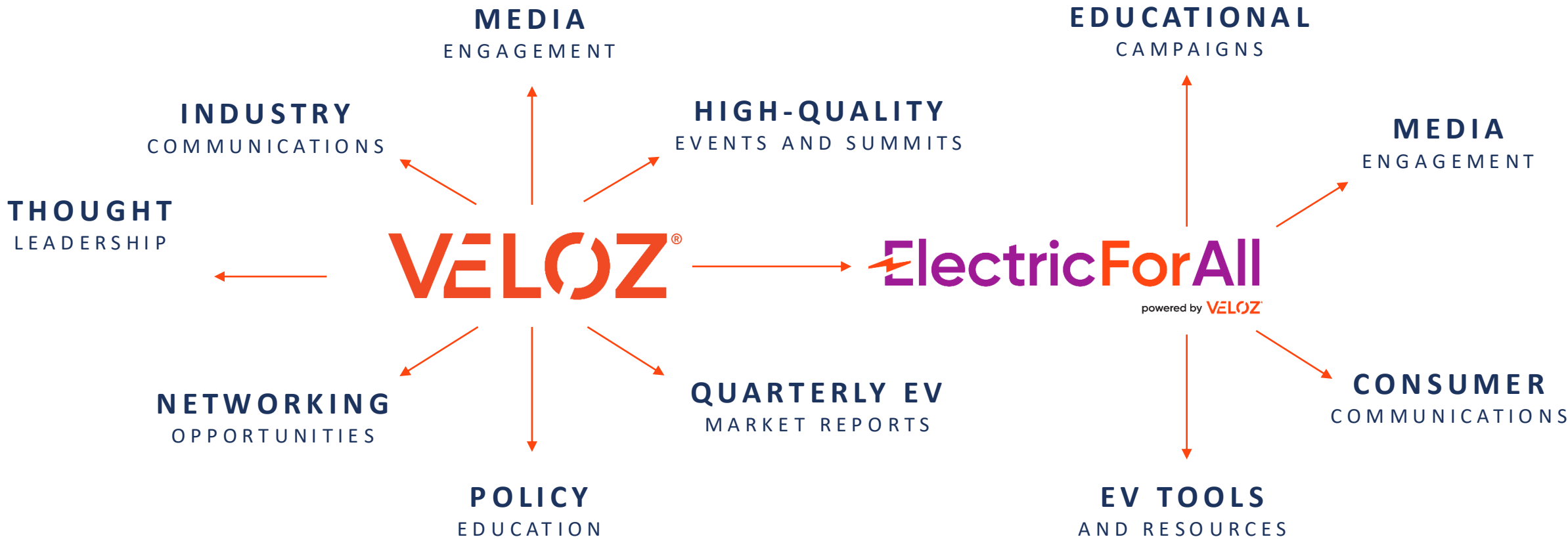
SUPPORTER



AFFILIATE



INDUSTRY & CONSUMER PROGRAMS



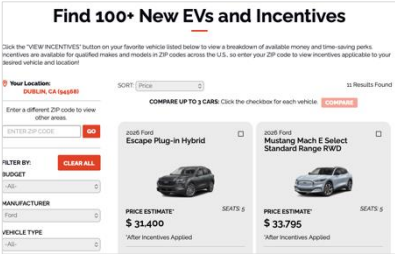
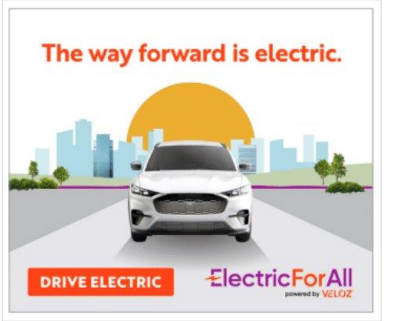
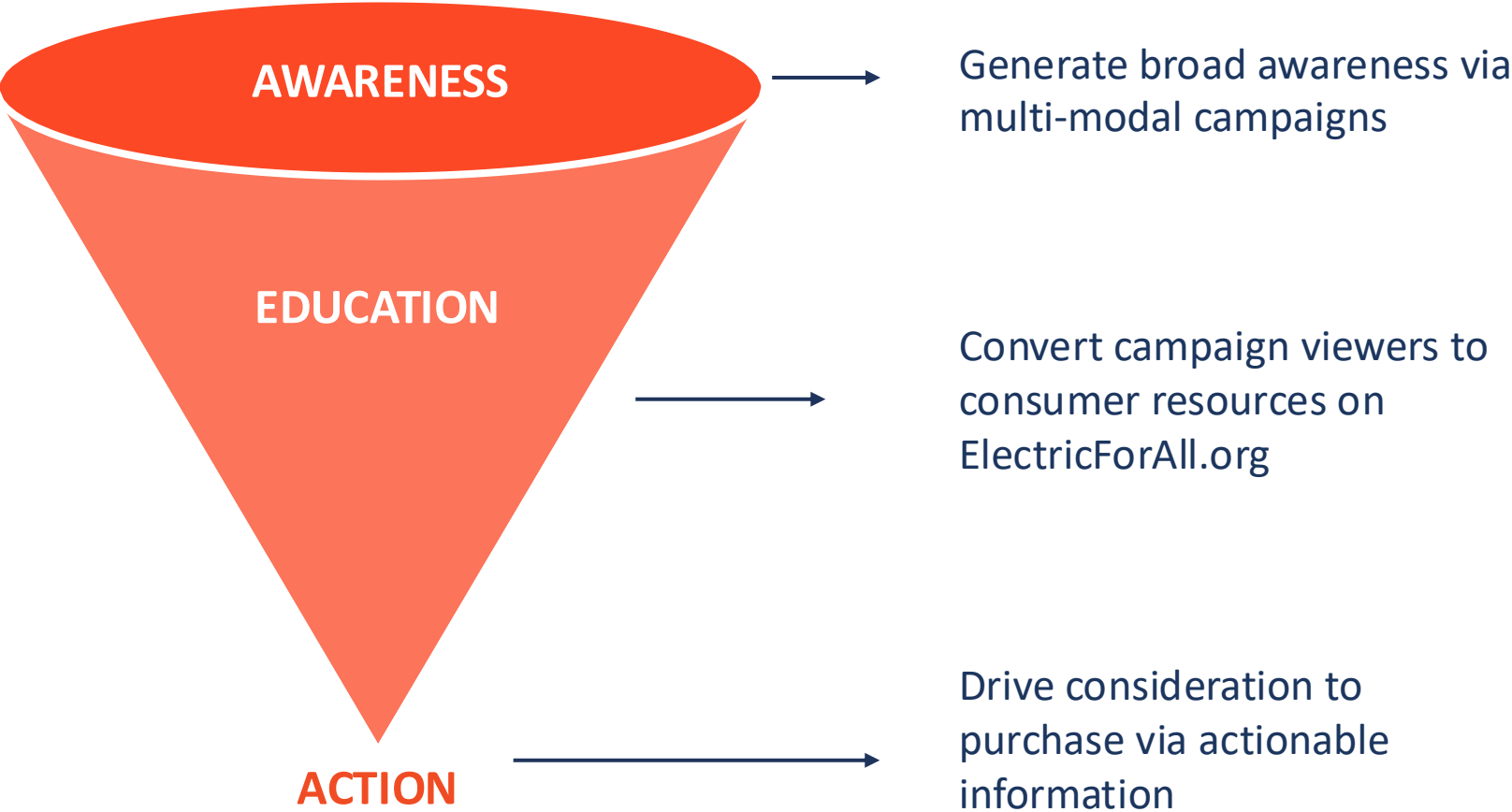
A man and a young girl are smiling and looking at a smartphone together. They are standing next to a red electric car at an EVgo fast charging station. The man is wearing a blue and tan jacket, and the girl is wearing a denim jacket. In the background, there is a city skyline and some trees.

ELECTRIC FOR ALL

WEBSITE & CAMPAIGNS

ELECTRIC FOR ALL THEORY OF CHANGE

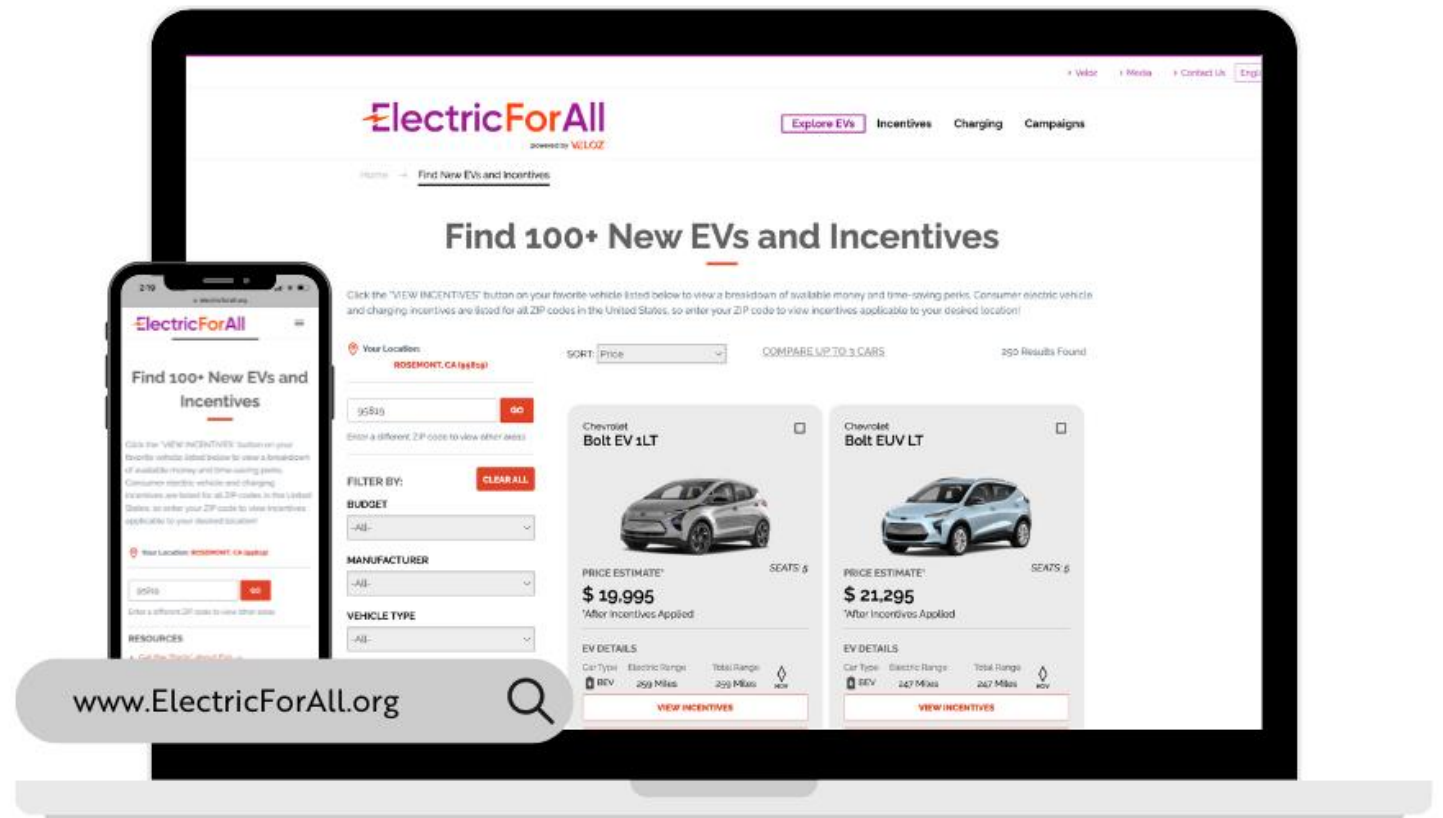
Driving consumers from awareness to action.



ELECTRIC FOR ALL WEB TOOLS

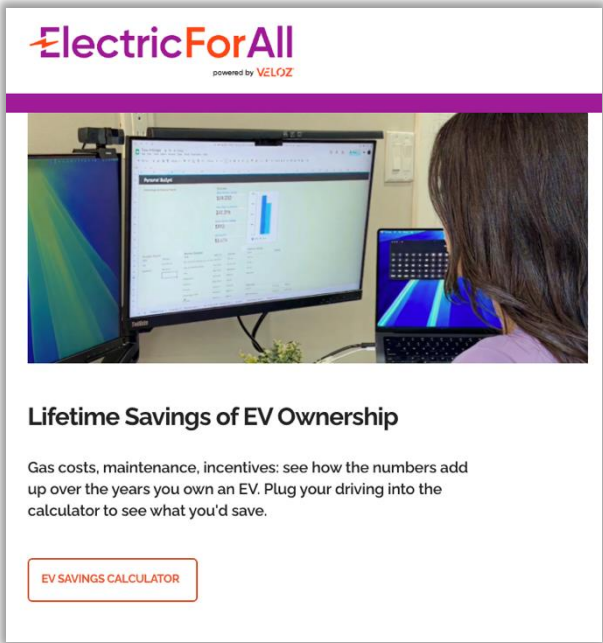
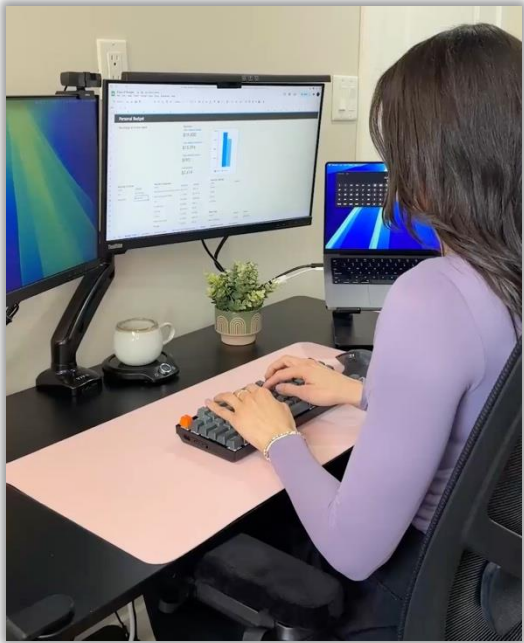
The Electric For All campaign drives viewers to a comprehensive website full of resources and tools to inspire consumers to act, including:

- New EV Search Tool
- Used EV Search Tool
- ZIP-Code Based Incentive Finders
- EV Savings Calculators
- Home Charging Advisor
- Charging Locations
- EV Education Resources
- More Ways to Go Electric
- Local EV Dealer Finder
- EV Chat Feature
- **Brand New – Real Stories Hub!**



NEWLY LAUNCHED - REAL STORIES HUB

Built for viewers to explore EVs based on their own lifestyle choices, mirroring how consumers learn, compare, and make purchasing decisions.



CAMPAIGN TRAFFIC DIRECTED TO HUB



LIFESTYLE-BASED CONTENT



ACTIONABLE TOOLS

ElectricForAll

powered by VELOZ

THE WAY FORWARD
IS ELECTRIC
NATIONAL CAMPAIGN

June 2026



KEY MESSAGING PILLARS

COST SAVINGS

Gas prices going up?
Switch lanes.
Go electric.



ElectricForAll.org
powered by VELOZ

RANGE

Today's EVs
have gas car range.
Minus the gas.



DRIVE ELECTRIC

ElectricForAll
powered by VELOZ

CHARGING

With an EV,
your garage is
your gas station.



ElectricForAll
powered by VELOZ

INCENTIVES

EVs: No oil changes.
No spark plugs.
Just thousands in savings.

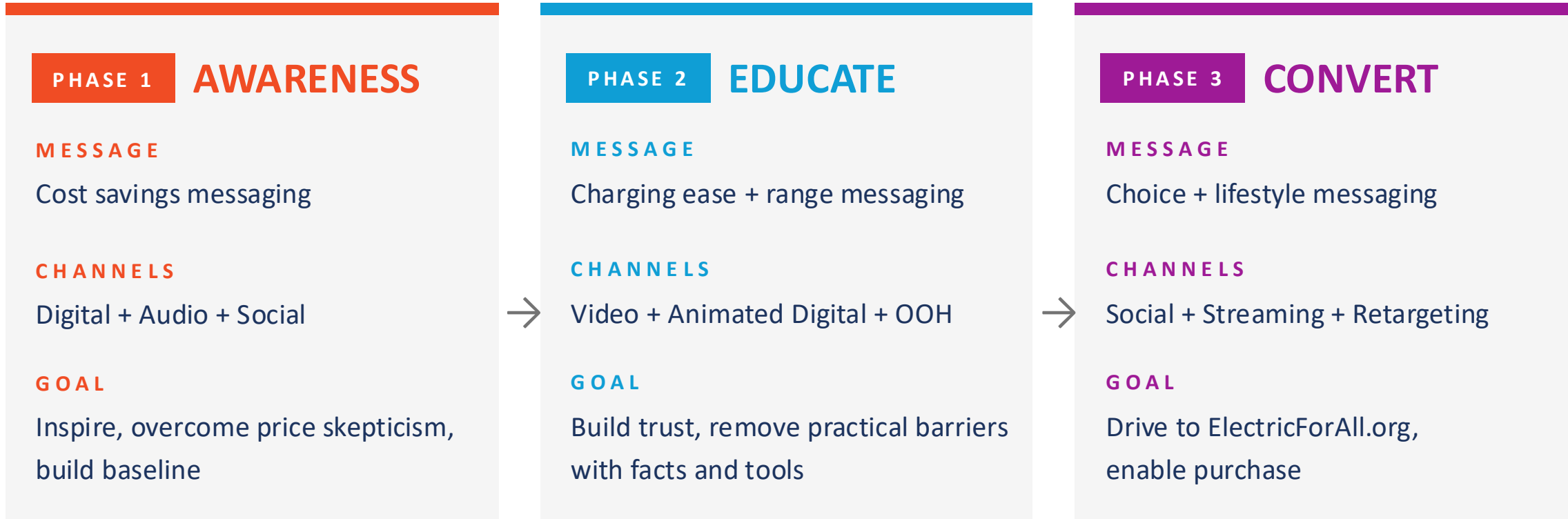


ElectricForAll
powered by VELOZ

MEDIA PARTNERSHIPS

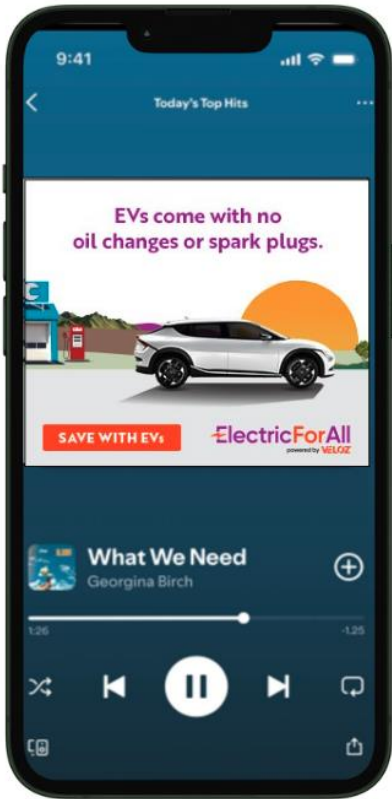
TELEVISION	AUDIO	SOCIAL MEDIA	DIGITAL	BILLBOARDS
				
				
				
				
				

PHASED, FULL-FUNNEL APPROACH

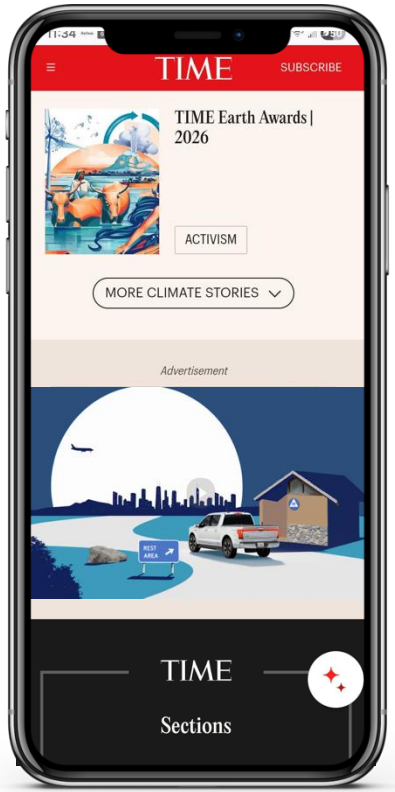


CUSTOM-PRODUCED EDUCATIONAL CONTENT

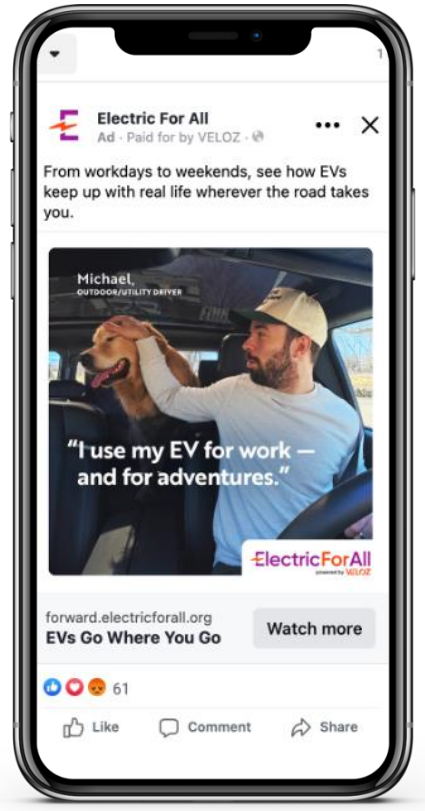
STREAMING AUDIO



DIGITAL VIDEO



SOCIAL MEDIA

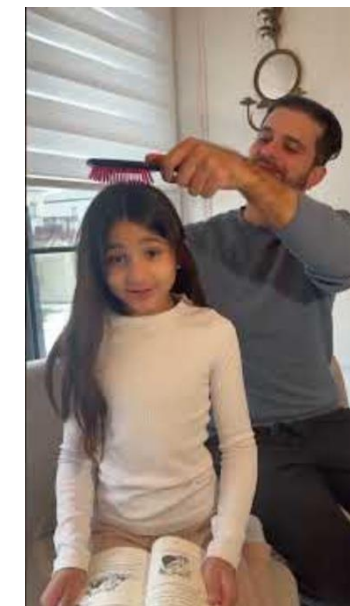


CUSTOM-PRODUCED EDUCATIONAL CONTENT

TELEVISION



SOCIAL MEDIA INFLUENCER VIDEOS

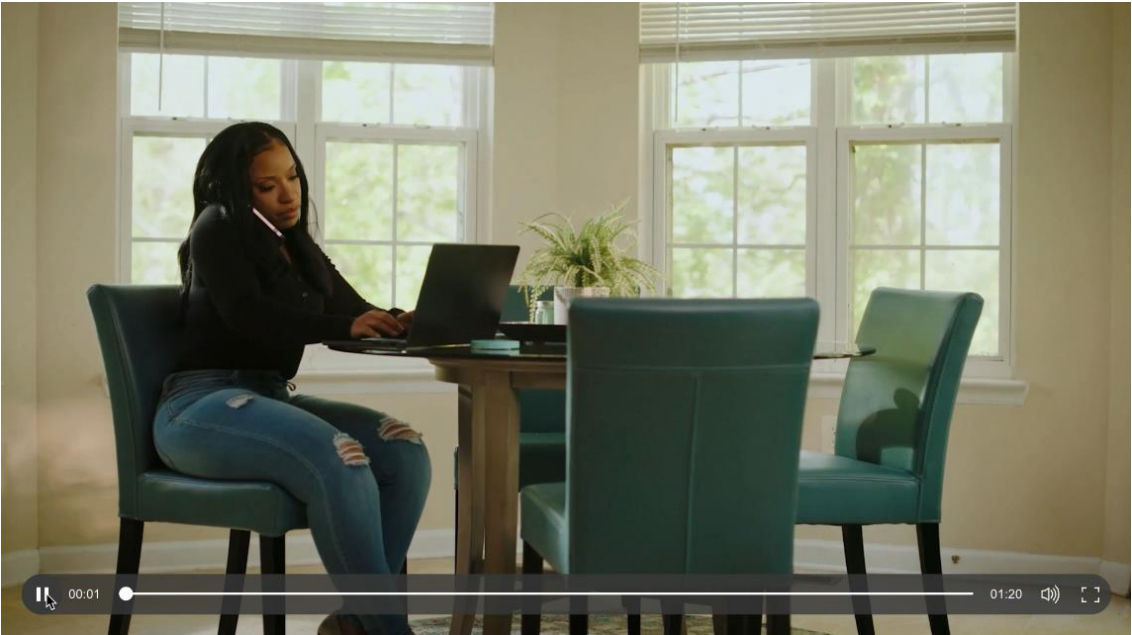


CUSTOM-PRODUCED EDUCATIONAL CONTENT

“HERO ANIMATION”
WITH NICK OFFERMAN



Real Hub Content



Tiameka Watson, Maryland Resident

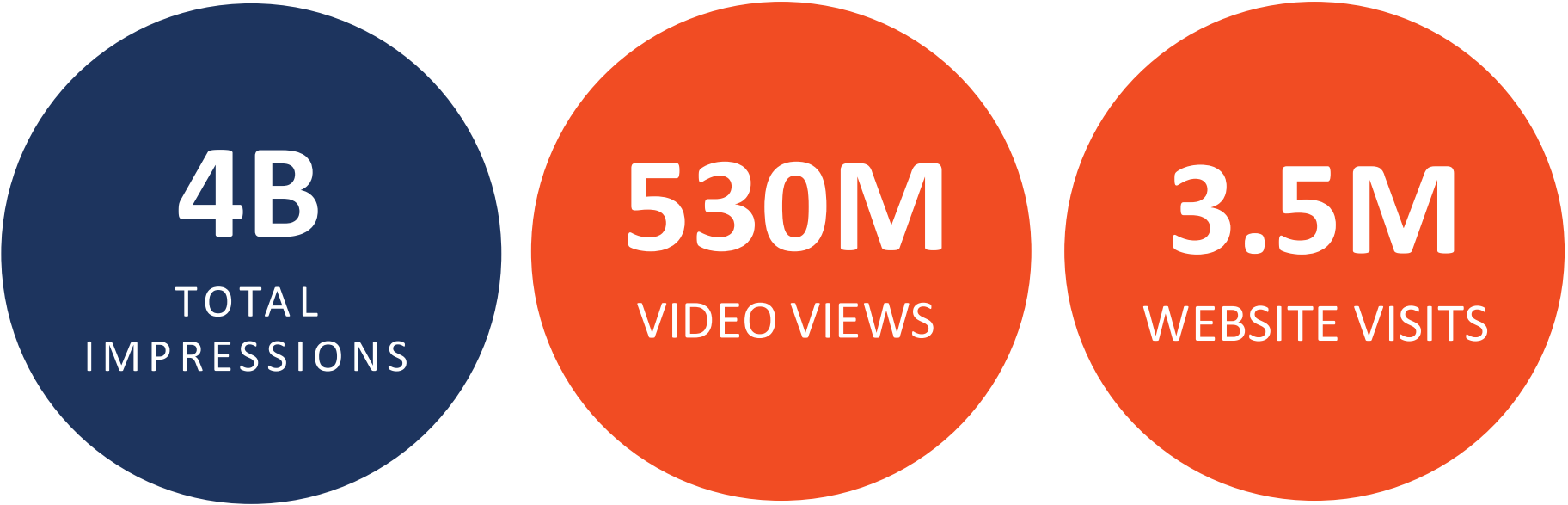


CAMPAIGN IMPACT

NATIONAL CAMPAIGN RESULTS

Across paid, earned, and owned media, the campaign drove over **4B** total impressions and **3.5M** web visits to ElectricForAll.org, with at least 85% attributed to paid media.

JULY 1, 2025 – APRIL 30, 2026



NATIONAL CAMPAIGN | EFFECTIVENESS STUDY

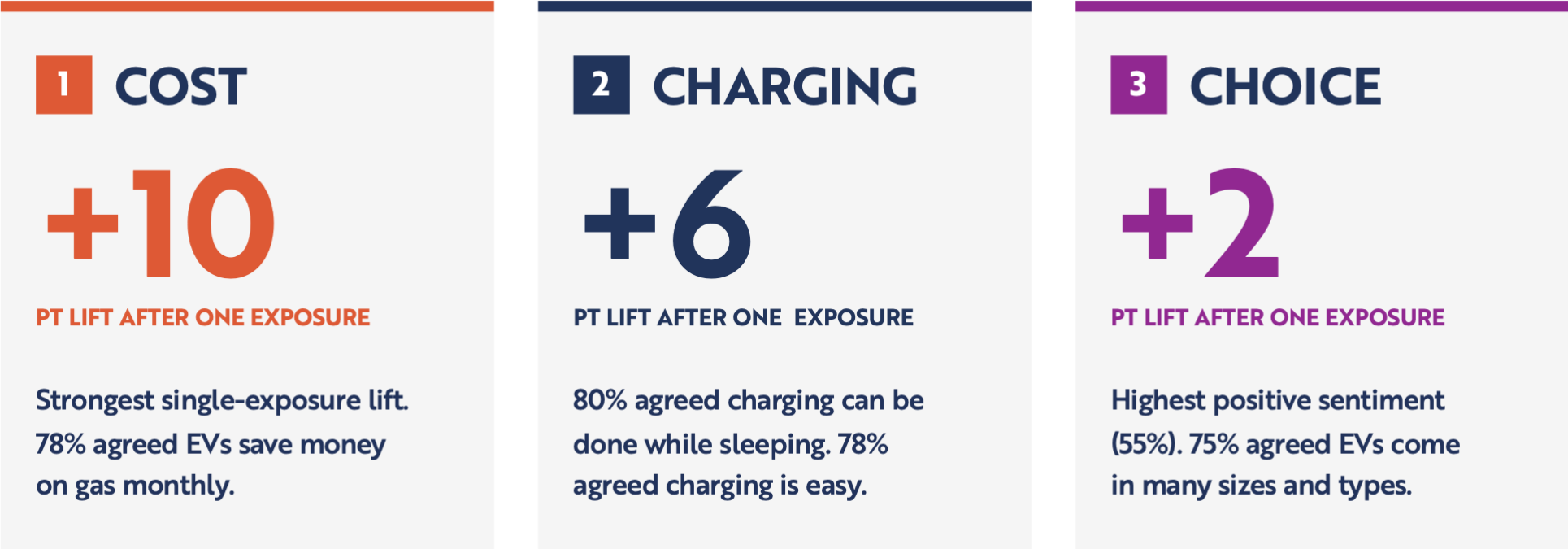
Multiple touchpoints are compounding lift and increasing purchase consideration each time across all demographics

	BASELINE	AFTER 1ST VIEWING	AFTER MULTIPLE VIEWS	NET CHANGE
TOTAL AUDIENCE	58%	64%	67%	+9
LOW ADOPTION STATES ¹	52%	58%	66%	+14
60+ YEAR-OLDS	30%	41%	45%	+15
WOMEN	51%	60%	63%	+13
REPUBLICANS	50%	56%	57%	+7

Campaign effectiveness study performed in Jan-Feb 2026; Sample 1,800 adults in 4 separate regions
1: Low adoption states: AL, AK, AR, ID, IA, KS, KY, LA, MS, MO, MT, NE, ND, OK, SC, SD, TN, WV, WY

NATIONAL CAMPAIGN | EFFECTIVENESS STUDY

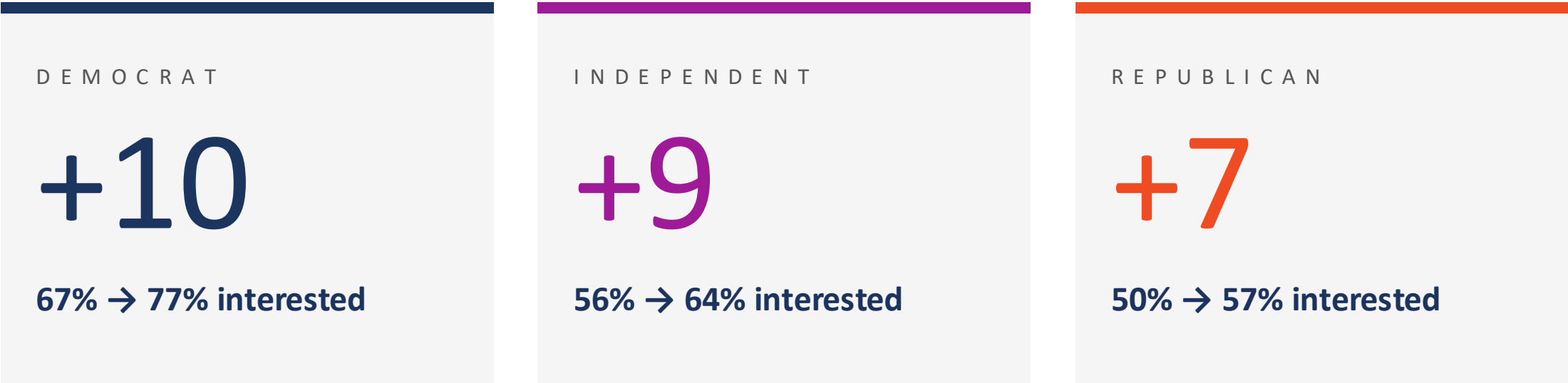
Most successful approach to improve consideration across all cross-political parties is to start with cost savings messages, layered with lifestyle benefits



Campaign effectiveness study performed in Jan-Feb 2026; Sample 1,800 adults in 4 separate regions

NATIONAL CAMPAIGN | EFFECTIVENESS STUDY

Veloz’s position as a neutral, education messenger achieved cross-party appeal and avoided triggering the political filters often occurring in brand advertising



Campaign effectiveness study performed in Jan-Feb 2026; Sample 1,800 adults in 4 separate regions

CONSUMER FEEDBACK → BENEFITS MESSAGING

CURRENT EV LANDSCAPE					VELOZ CAMPAIGN		
State	Registered EVs	EV Market Share	Public Charging Stations	EV to Port Ratio	Total Paid Media Budget	Total Projected Impressions	Web Sessions (April 30)
Maryland	146,125	6.6%	1,749	34	\$955,000	46,000,000	39,162

Data sourced from Atlas Public Policy Hub (January 2019 – May 2026)

Deploying Benefits-Based Messaging to Address Adoption Barriers

- For Marylanders, the top barriers to buying an EV were: **limited charging infrastructure**, **charging time**, and **range anxiety**
- The Electric For All Campaign overprioritized range and charging as the main message pillars serving the state
- Attained a **.28%** click through rate from campaign – **22% higher** than the national average – indicating a stronger interest in EVs above the national baseline when barriers are addressed
- **333%** growth of new users on ElectricForAll.org from campaign viewers in MD (May 2026 vs. July 2025)

Data-Driven Messaging Is Moving the Needle

- One of the biggest benefits of EVs is that almost 80% of charging happens at home or at work when the car is parked and utilities across Maryland offer affordability programs to bring down energy costs for consumers.
- There are over 1,749 publicly available charging stations across the state, putting it 11th in the nation in terms of ports per capita
- It is true that right now a good portion of the charging is highly concentrated in metropolitan hubs
- Upcoming NEVI roll out will deploy \$19 million in federal funding to 31 projects that will install 166 DC fast chargers and the state announced additional funding targeted major roadways to gap-fill charging deserts
- State has seen 349 stations opened in the last 12 months

THANK YOU
FROM TEAM
VELOZ!

