



October 21, 2025

National Electric Vehicle Education Campaign Update

MD Governor's Working Group on ACCII and ACT

VELOZ[®]



TODAY'S AGENDA

1. Veloz Overview
2. Electric For All Overview
3. The Way Forward is Electric Campaign
4. Discussion: Partnering for Success

An aerial photograph of a two-lane asphalt road cutting through a dense, vibrant green forest. Two cars are visible on the road, one in each lane. A large, semi-transparent orange rectangle is positioned on the left side of the image, partially covering the road and forest. The text 'ABOUT VELOZ' is written in white, bold, sans-serif capital letters within this orange area. The corners of the image are decorated with orange triangles: a small one in the top-left and a larger one in the bottom-right.

ABOUT VELOZ

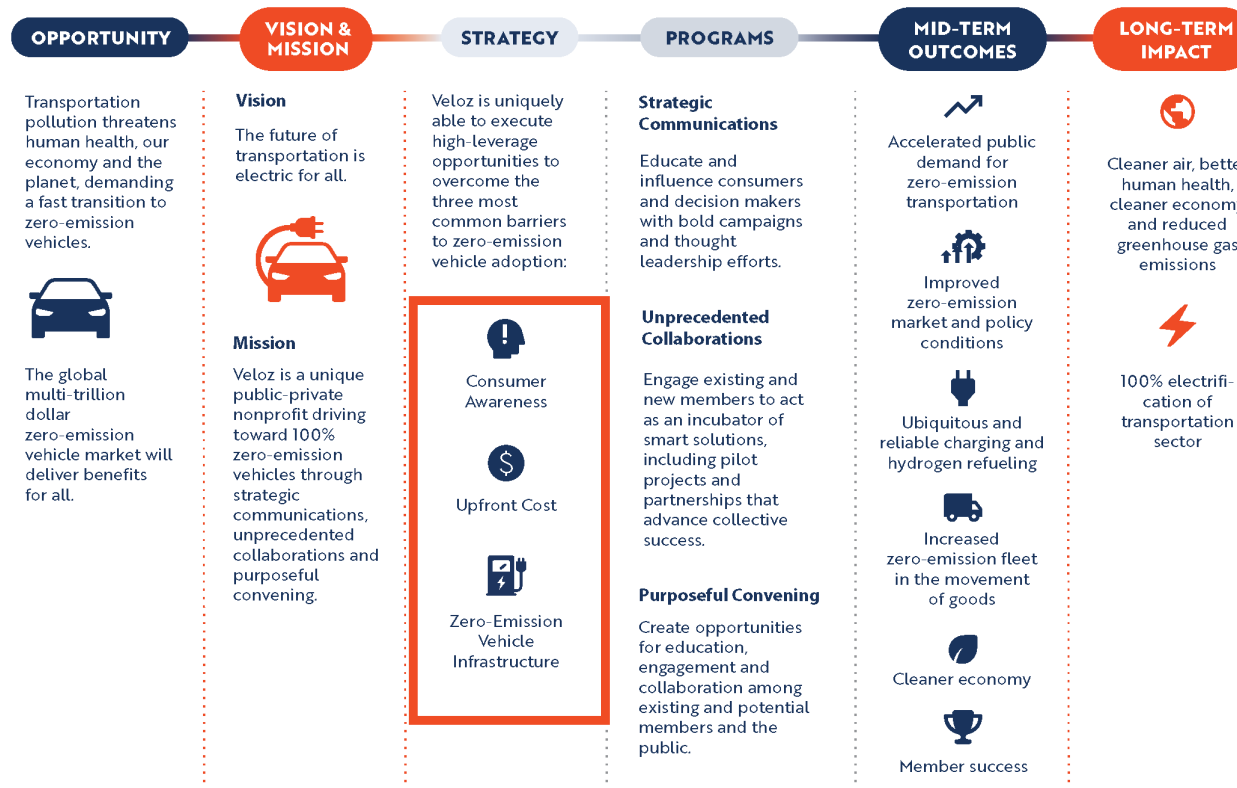
VISION AND MISSION

VISION ————— The future of transportation is **ElectricForAll.**
powered by VELOZ

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



THEORY OF CHANGE



BOARD OF DIRECTORS



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California Edison



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SARA RAFALSON
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ARNIE SOWELL
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Uber



CYNTHIA WILLIAMS
Ford Motor Company



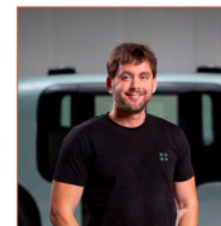
HON. DAVID STRICKLAND
General Motors



DIANNE MARTINEZ



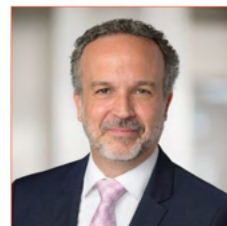
HOWARD CHANG
Ava Energy



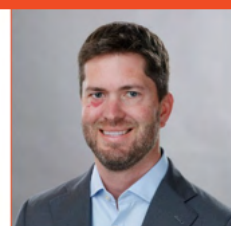
JESSE LEVINSON
Zoox



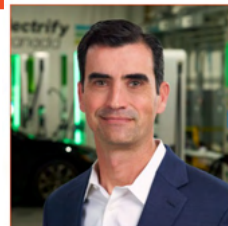
LINDA WHITE
BMW of North America



MIGUEL ROMERO
San Diego Gas & Electric



MIKE DELANEY
Pacific Gas and Electric Company



ROBERT BARROSA
Electrify America



SPENCER REEDER
Audi



PUBLIC POLICY BOARD



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Commission



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ELLIOT MAINZER
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LIANE RANDOLPH
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NANCY SUTLEY
Office of Los Angeles Mayor Karen
Bass



SERENA MCILWAIN
Maryland Department of the
Environment



TOKS OMISHAKIN
California State Transportation
Agency



Breaking News:
NYSERDA and **NJDEP** joined **MDE** as Veloz members this month!

PREMIER



CHAMPION



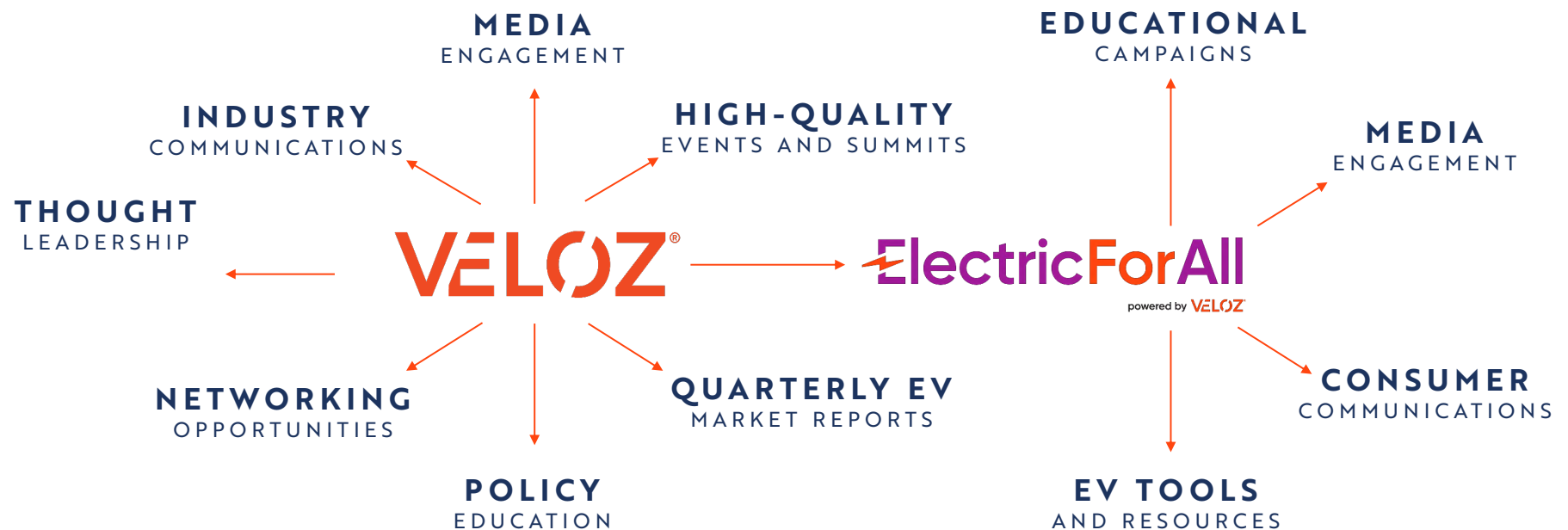
SUPPORTER



AFFILIATE



INDUSTRY & CONSUMER PROGRAMS



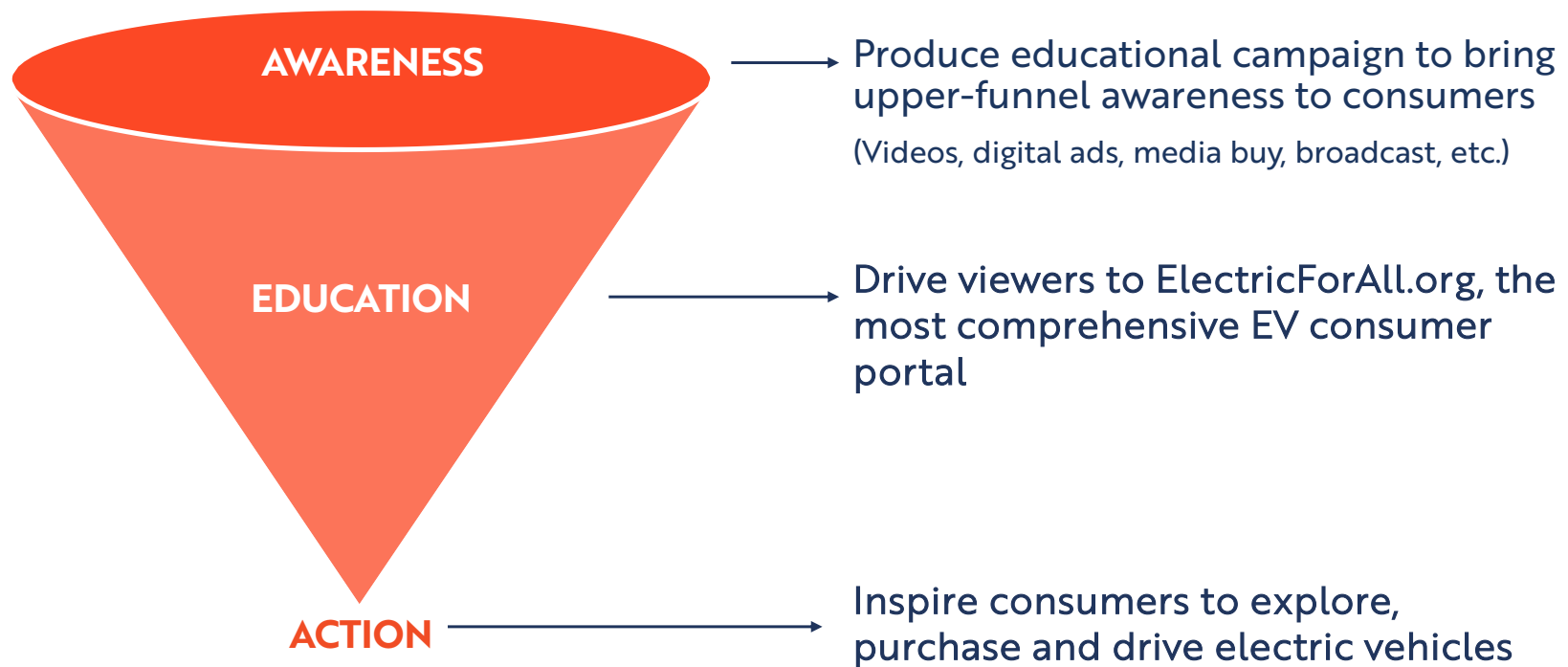


ELECTRIC FOR ALL

WEBSITE & CAMPAIGNS

ELECTRIC FOR ALL THEORY OF CHANGE

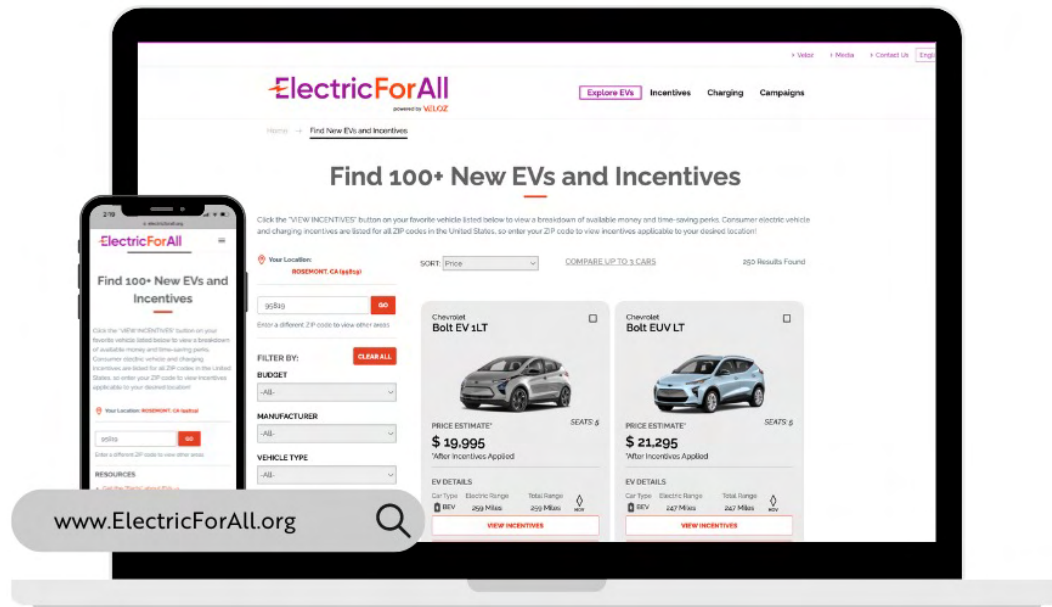
Driving customers from awareness to action.



ELECTRIC FOR ALL

The Electric For All campaign is supported by an engaging, comprehensive website full of resources and tools to inspire consumers to act, including:

- New EV Shopping Tool
- Used EV Search Tool & Resources
- ZIP-Code Based Incentive Finder
- EV Savings Calculators
- Home Charging Advisor
- Charging Locations
- More Ways to Go Electric
- EV Mythbusting Resources
- Local EV Dealer Finder
- EV Chat Feature



EXAMPLE: INCENTIVES DISPLAYED IN BALTIMORE

EV Charging and Energy

Electric Vehicle Supply Equipment Rebate Program
- Maryland Incentive

Up to \$700

The Maryland Energy Administration (MEA) offers a rebate to individuals of \$700, or 50% of the cost of acquiring and installing qualified EVSE.

[READ MORE](#)

Alternative Fuel Vehicle Refueling Property Credit
- Federal Incentive

Up to \$1,000
- Income Requirement -

Individuals in low-income communities and non-urban areas who purchase and install qualifying residential charging equipment, may receive a tax credit of 30% of the cost, up to \$1,000.

[READ MORE](#)

Vehicle Charging Time-of-Use Rate
- Baltimore Gas & Electric Co Incentive

Baltimore Gas and Electric Company (BGE) offers a time-of-use (TOU) rate for BGE residential customers who purchase or lease an EV. Participants must own an eligible smart Level 2 charger to enroll for the rate.

[READ MORE](#)

Home Charging

At Purchase	Tax Credit
MARYLAND ELECTRIC VEHICLE SUPPLY EQUIPMENT REBATE PROGRAM \$305 The Maryland Energy Administration (MEA) offers a rebate to individuals of \$700, or 50% of the cost of ... see more LEARN MORE	FEDERAL ALTERNATIVE FUEL VEHICLE REFUELING PROPERTY CREDIT \$183 Individuals in low-income communities and non-urban areas who purchase and install qualifying residential ... see more LEARN MORE

PAST SUCCESSFUL CAMPAIGNS

2018 OPPOSITES ATTRACT



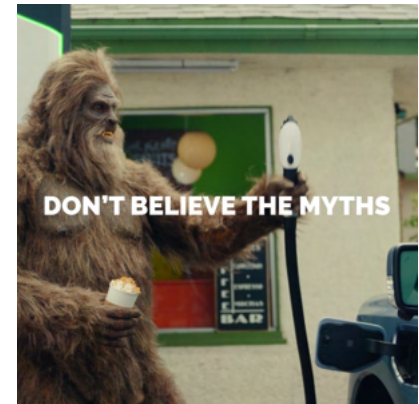
2019 KICKING GAS



2021 40 MILLION REASONS



2022-2023 MYTHS BUSTING MYTHS





ElectricForAll

powered by **VELOZ**

**The Way Forward
is Electric**

HERO BRAND CAMPAIGN

THE WAY FORWARD IS ELECTRIC

KEY MESSAGING PILLARS

COST
RANGE
CHARGING
INCENTIVES

sponsored by  **electrify**
america®

 SOUTHERN CALIFORNIA
EDISON
Energy for What's Ahead®

Uber

ABB    **Jeep** 

| Veloz.org





HERO BRAND CAMPAIGN

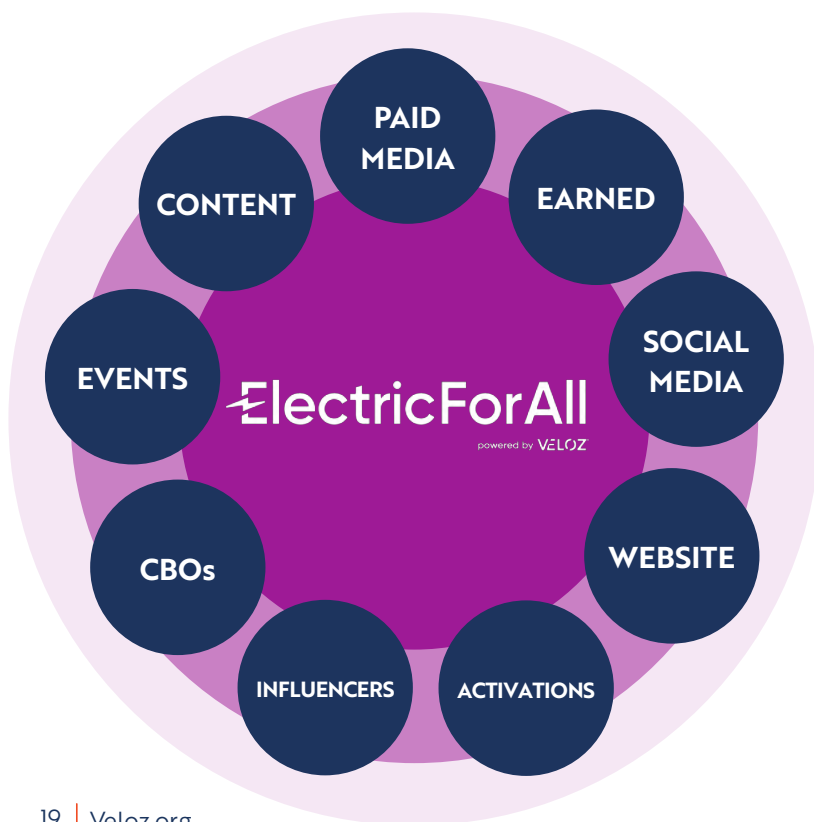
CELEBRITY VOICEOVER TALENT: NICK OFFERMAN

"Weaning our civilization off fossil fuels is the obvious path forward to choose, if we want to be responsible to ourselves and future generations in the way we steward our planet's resources. I'm pleased to lend my voice to this positive effort."





360° CAMPAIGN ROLL OUT IN MARYLAND



Spend and Impact:

- **\$1M** est. paid media budget from July 2025 to June 2026
- **46M** total estimated impressions

Channels:

- Search, Social, Digital Video, Digital Media Banner Display, Music Streaming, Podcasts, Radio, Geotargeted Addressable Linear TV (NBC & Univision + local Seattle/Spokane spots) & CTV (i.e. Peacock, Hulu, Disney+), Digital Billboards

Phased Roll Out:

- 7/1 - Search, Social & Digital Display live
- 7/14 - DOOH, Audio, & Video live
- 10/1 - CTV to launch
- 10/13 - Linear TV to launch
- Experiential phase coming soon!



MEDIA PARTNERSHIPS

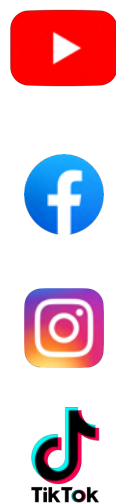
TELEVISION



AUDIO



SOCIAL MEDIA



DIGITAL

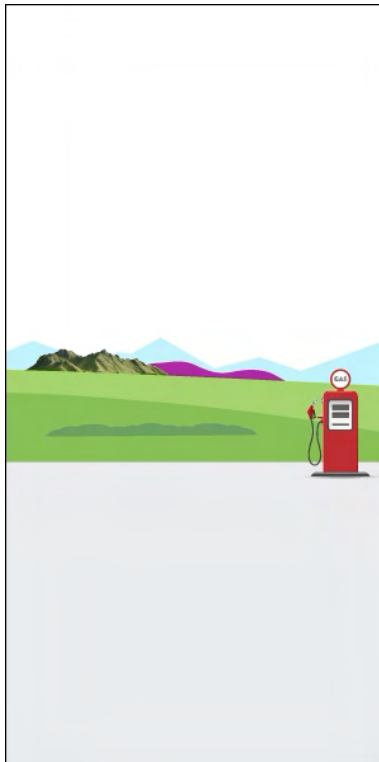


BILLBOARDS

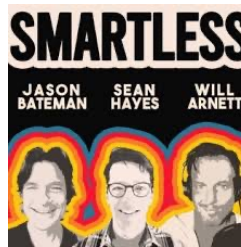


\$8MM IN BONUS EXPOSURE

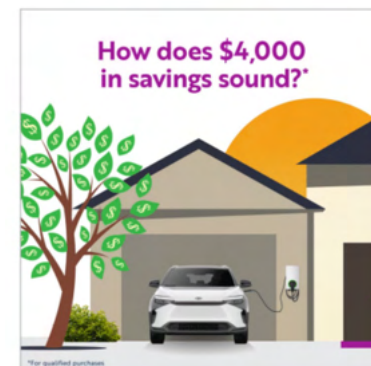
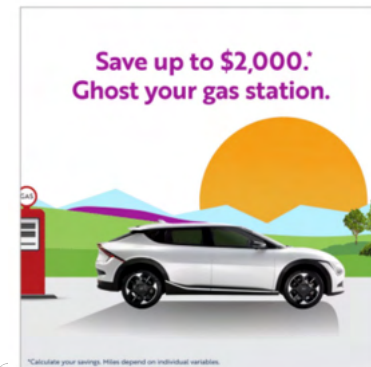
DIGITAL BANNER



PODCASTS

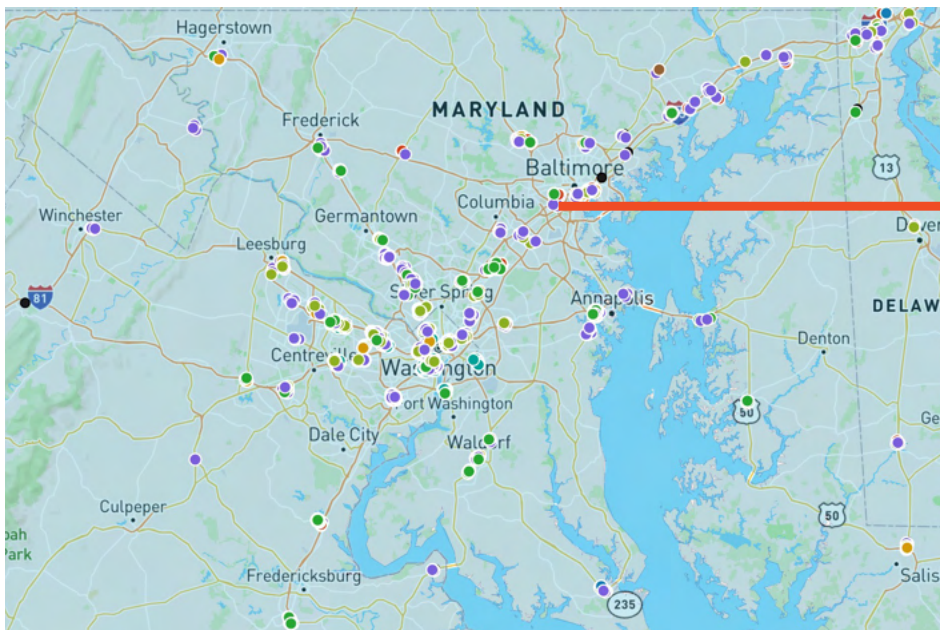


SOCIAL



DIGITAL BILLBOARD INFRASTRUCTURE OVERVIEW

REGIONAL LOCATIONS



ARUNDEL MILLS - SEVERN, MD





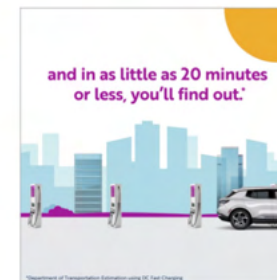
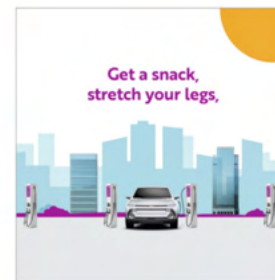
DIGITAL



SOCIAL



DIGITAL CAROUSEL



SOCIAL MACRO INFLUENCER CAMPAIGN

REAL PEOPLE. REAL CONTENT. REAL IMPACT.

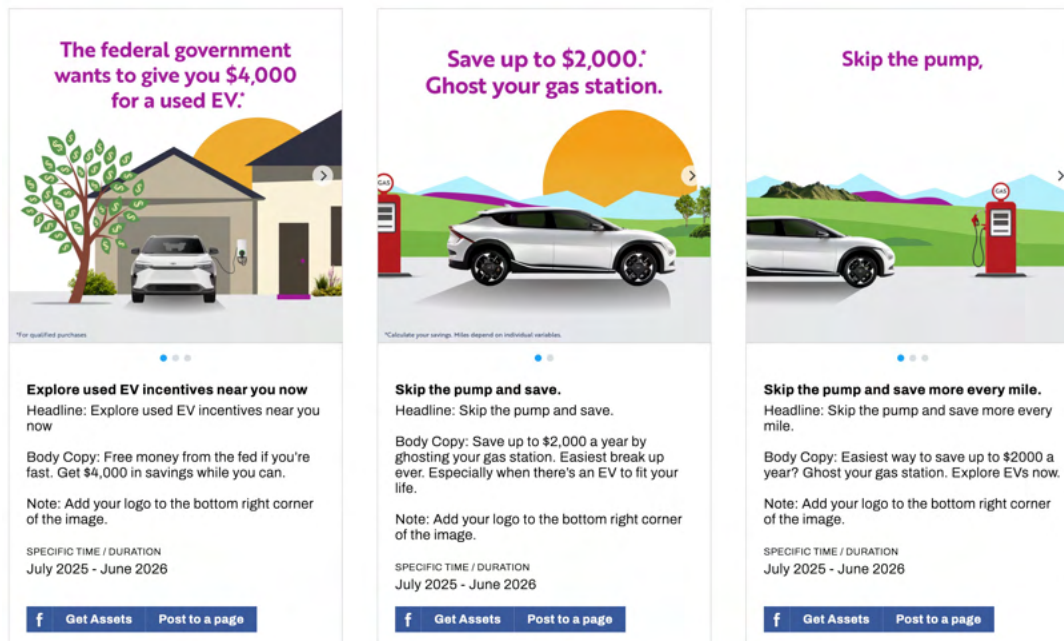
Our influencer strategy answered the call for authentic content by tapping into a diverse mix of mid-tier to macro creators to drive urgency amongst their engaged audiences.

Creators were briefed to bring relatable social content to life centered around one big message: the federal government wants to give you \$7,500 for new EVs and \$4,000 for used EVs, but the offer ends soon!





FREE CAMPAIGN TOOLKIT FOR CBOs



- Free-to-use tool kit available online with both campaign creative and Electric For All brand assets including logos, copy, and banners!
- Assets are available in Spanish and English.
- Tool kit will be refreshed periodically throughout the campaign.





IMPACT

NATIONAL CAMPAIGN RESULTS TO DATE

JULY 1 – SEPTEMBER 30, 2025



Q3 2025 MARYLAND CONSUMER DATA

Overview:

- Targeted ads to Marylanders who are “very likely to purchase an EV” within 2 years
- Achieved **21K+** web sessions on ElectricForAll.org (linear to population)

Key Audience Insights:

- Over-indexed on prioritizing **innovative technology** and **elegance** as a purchase-driver
- Top barriers to buying an EV were: **limited charging infrastructure**, **charging time**, and **range anxiety**
- **Safety** remains foundational, consistent with national norms
- ‘Feel guilty about environmental impact’ massively over-indexes (over 6x baseline) so this audience is **acutely aware of sustainability**, suggesting emotional as well as rational motivation to go electric
- Emotional connection to the vehicle (the car is an expression of myself; I enjoy act of driving)
- Price and practicality play a minimal role, suggesting low functional or economic anxiety

PARTNERING FOR SUCCESS

- Engagement opportunities with the Governor's Office and other state agencies
- Seeking funding for increased amplification of media campaign
- Supporting Maryland's ZEV goals with Veloz's industry-facing programs