



Sharing Our Values

Giovanni Palazzo

PRESIDENT AND C.E.O., ELECTRIFY AMERICA

It's no secret that this last year has been a challenging one. But what has been inspiring to see is so many businesses and organizations committing to move forward with greater purpose, a stronger focus on sustainability and increased responsibility for people and communities around the world.

At Electrify America we are fortunate in that corporate social responsibility is embedded in the core of what we do – it's part of our D.N.A. Our mission is rooted in enabling and expanding emissions-free driving for all Americans, and we are doing that by not only building the nation's largest open DC fast-charging network, but by building trust.

Environmental sustainability, equity and diversity, and community engagement drive this ambition. We envision an entire generation thriving in a world of clean air, no matter where you live or work. And Electrify America is proud to be a part of the foundation that can make that possible.

From educating diverse audiences about the benefits of electric vehicles to providing the charging solutions that will power the electric mobility revolution, we're working hard to help drive meaningful change. Every day we strive to make the future a cleaner, healthier, and more equitable place. For everyone. We're excited to share progress of our journey along the way.

To learn more, [view here](#).

Employee Spotlight

Misty Jappa

BUYER, EV INFRASTRUCTURE, ELECTRIFY AMERICA

People often ask what I enjoy most about my job. Besides feeling good about the work we do as a company to advance electric vehicle education and adoption, I've most enjoyed the opportunity to be a part of shaping our corporate culture.

We're working to foster a more inclusive company environment, where equity and access remain a core part of our business strategy. And not just for our employees, but for our customers and stakeholders as well.

Creating a better world starts from looking inward, and that's why we're focused on employee and supplier diversity. It's exciting to see that commitment extend to reaching underserved communities through our education, outreach, products, and services. Like many companies, we have work to do, but it's work I am proud – and grateful – to be a part of.



In addition to her role as a Buyer at Electrify America, Misty is the Chair of the Inclusion, Diversity, Equality, Awareness Committee, and President of the Volkswagen Group Of America African and African American Employee Resource Group and a member of their Professional Women's Network.



Investing in STEM and Workforce Development

Doubling down on our commitment to zero emission vehicle (ZEV) education, Electrify America recently invested over \$1.6 Million in Science, Technology, Engineering & Math (STEM) programs and workforce development training across the country for students and workers of all ages. These resources will directly fund educational and vocational training programs, projects, ideas, concepts, and related sponsorships to help promote and advance electric vehicle technology and infrastructure.

These California and nationwide investments will help train skilled workers for ZEV industry and charging infrastructure jobs needed now and in the near future, through the following organizations: **Ecology Action**, **Los Angeles Cleantech Incubator**, **National Energy Foundation**, and **Valley Clean Air Now**.

A revamped and reimagined ZEV curriculum for K-12 students, coupled with on-the-job vocational training, will help create an increased understanding of the benefits of zero emission vehicles and infrastructure, and train a workforce of future engineers, software developers, battery technicians, energy management specialists, construction managers, and a wide variety of additional jobs that the industry will have a strong need for as it continues to grow.

This most recent round of STEM and workforce development funding is only the beginning. Recognizing these investments are especially critical in low-income, disadvantaged, and rural communities, Electrify America will continue to focus on equity as a cornerstone of our commitment to educate, engage, and train students and workers around the growing opportunities our industry offers.

By The Numbers

\$1.6 Million investment in STEM and workforce development

Four Community-Based Organizations supporting California and nationwide efforts

\$82.4 Million total investment in underserved California communities in 2019

Solar Charging for Rural Californians

At Electrify America, we believe wide access to electric vehicle (EV) charging needs to be available to more than just select consumers in certain regions. For zero emission vehicle use to truly take off, significant charging infrastructure investments are needed in rural communities just as they are in metropolitan areas.

That is why Electrify America has officially added 30 solar-powered EV charging stations with two Level 2 chargers each to its network in the state of California. The off-grid, standalone chargers are strategically located throughout the Central Valley and inland areas of Southern California, intended to provide greater access to sustainable EV charging for drivers in rural parts of the state. Additionally, energy storage at these sites enables the chargers to operate at night, in inclement weather, and in the event of a blackout or power outage.

What makes this even better is charging is completely free for EV drivers, and increasingly sustainable through use of clean, renewable electricity. With complimentary

charging, the new solar units help combat two of the biggest barriers to EV adoption in these locations – access to public charging and affordability. More than half of these chargers are located in disadvantaged and low-income communities, demonstrating our ongoing commitment to serve these populations.

Electrify America worked with the Fresno County Rural Transit Agency on our deployment strategy, and with a local clean tech company to manufacture and install the stations. More information on our efforts with solar charging and rural community investments can be found **here**. Additionally, we have added a new section to our website to highlight the benefits of solar charging and renewable energy efforts. Learn more **here**.

“We believe adding charging using renewables to our offerings and expanding access to public charging in rural communities will help.”

— NINA HUESGEN, SENIOR MANAGER, HOME AND ECOMMERCE AT ELECTRIFY AMERICA



Ongoing Engagement in Underserved Communities

By working with and investing in trusted community partners to further brand-neutral zero emission vehicle (ZEV) awareness and education in low-income and disadvantaged California communities, Electrify America is walking the walk on our pledge to provide the tools and resources to promote an accessible electric future for all. Electrify America has awarded six California Community-Based Organizations (CBO) funds to educate diverse audiences about the benefits of driving electric and available incentives, and provide other support services in an effort to get more drivers behind the wheel of electric vehicles.

These organizations, who are already doing impactful work throughout the state, include: **Breathe Southern California, Central California Asthma Collaborative, Drive Clean Bay Area, Ecology Action, Liberty Hill Foundation**, and **Valley Clean Air Now**.

Promoting ZEV adoption across California (and the country), can't be a one-size-fits-all approach. We must recognize the diversity of the communities we are trying reach and meet their unique needs, which is why this has been a multi-year and multi-investment effort by Electrify America. The recent \$3 million investment brings our total California CBO funding to \$5.7 Million over the last two years, and growing.

By The Numbers

\$3 Million in new investments in ZEV education and adoption

Nearly \$6 million in total California investments and growing

Six California Community-Based Organizations focused on low-income and disadvantaged communities

\$10 Million in education and marketing efforts within these California communities in 2019

Focusing on Diversity: Electric Vehicle Education and Outreach

Education is an integral part of Electrify America's goal of powering the electric mobility revolution, which can only be successful if it benefits all audiences and communities. That's why we are proud to collaborate with **EVNoire**, the nation's largest network of diverse electric vehicle (EV) drivers and enthusiasts, and their "Drive the Future California" campaign.

This effort aims to educate and engage African American communities across the state on the benefits of driving electric. The campaign will also help ensure underrepresented communities interested in EV adoption have access to all of the financial assistance and case management support available.

Through storytelling and digital grassroots engagement, this campaign will showcase a variety of real-world, affordable,

and available EV options, and will engage EVNoire's network of members, EV enthusiasts, and others across the state to share their experiences and inspire further access to driving electric.

EVNoire's market research shows many African American communities in both California and nationally have a growing interest in electric vehicles. Their work to educate and convert new EV drivers is essential to help these communities reduce their reliance on fossil fuels and have access to cleaner and more sustainable transportation.

"EVNoire is on the forefront of accelerating EV adoption by creating best practices with E-Mobility, equity and environmental public health for all communities, including underserved and diverse communities across the U.S."

— DR. SHELLEY FRANCIS, CO-FOUNDER OF EVNOIRE

Electrify America in the News



Feb. 2021

Level Up: Electrify America's HomeStation is your Personal Level 2 Charger



Feb. 2021

Electrify America and Arizona Utility Team Up with Electrify Commercial



Mar. 2021

Electrify America Introduces Fully Redesigned Mobile App; Aims To Improve The EV Life

Trending Corporate Social Responsibility Stories




Jan. 2021

Biden Aims to Replace Government Fleet with Electric Vehicles



Feb. 2021


BlackRock Steps Up Investor Pressure On Its Portfolio Polluters



Feb. 2021

Veloz Launches "Electric for All" Campaign


Electrify America: Enabling Electric Mobility



Completed 600 ultra-fast charging stations with nearly 2,600 individual chargers, and growing



Completed two east-to-west cross-country routes across the continental U.S., as well as two north-to-south highways along both coasts



Goal of 800 charging stations with 3,500 individual chargers to be under development or deployed by the end of 2021



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