

Corporate Social Responsibility 2021 Highlights



This year has been extraordinary for many reasons. We've seen economies come roaring back from pandemic lows and we've witnessed the fastest vaccination campaign in U.S. history bring hope to many of us. But perhaps what is most interesting is the incredible shift in the way many businesses are committing to move forward with greater purpose, a stronger focus on sustainability and increased responsibility for people and communities around the planet.

Beyond business, government at all levels is also coming together to tackle climate change with new commitments and motivation, and consumers are committing to lead more sustainable lifestyles. We are seeing the world transition to electric vehicles faster than ever expected. It's inspiring to both witness and be a part of.

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

Environmental sustainability, equity and diversity, and community empowerment drive this ambition to enable electric transportation for all. We envision an entire generation thriving in a better world, no matter where you live or work. And Electrify America is proud to be a part of the foundation that can help make that future possible.

From educating diverse audiences about the benefits of electric vehicles to providing the charging solutions that will power the electric mobility revolution, our team is working hard to help drive meaningful change. We're excited to share progress of our journey along the way, and while I'm incredibly proud of what we've accomplished in under five years, we're just getting started.

Giovanni Palazzo

PRESIDENT AND C.E.O., ELECTRIFY AMERICA





# **Corporate Social Responsibility**

Electrify America's corporate social responsibility (CSR) strategy is centered around staking a position at the forefront of the electric vehicle (EV) charging industry by accelerating and expanding access to electric mobility across the U.S.

We are achieving this through responsible actions and decision-making every single day, driving sustainable innovation with EV charging solutions as well as through investing in people, communities and the planet.

Looking back at 2021, several of our business units have introduced new products and initiatives, rapidly expanding America's largest open, ultra-fast charging network. And during this time, we've invested more than ever in communities across the country.

We're working closely with regulators, automakers, governments, businesses, NGOs, suppliers and consumers to create an EV ecosystem that inspires positive change. This CSR update highlights several key efforts and milestones from the past year. As we look ahead to the future, our overall growth plans and corporate social responsibility vision remain in lockstep, as outlined in our near-term business plans, which can be found at <a href="https://www.electrifyamerica.com/our-plan">www.electrifyamerica.com/our-plan</a>.

We are laying the foundation for an electric mobility revolution through a CSR strategy rooted in four key pillars:



**Enabling Electric Transportation** 



**Environmental Sustainability** 



**Empowering Communities** 



**Equity and Diversity** 





#### **EV Education and Marketing**

In 2021, Electrify America invested millions in driving brandneutral electric vehicle education and awareness, to continue to inspire and engage communities across the U.S. These education efforts have garnered millions of impressions, and a recent Comscore assessment shows that our Normal Now education campaign, launched in 2019, has significantly decreased concerns about EV "range anxiety" among our target audience. Additionally, we teamed with Veloz and funded the development of Home Charging Advisor, a new consumer-friendly, web-based tool to help EV owners in California select a home charging unit that best fits their needs.

#### **Electrify Home**

Over the last year we launched Electrify Home, offering home charging solutions such as the all-new HomeStation<sup>TM</sup> with easy installation and supported through the Electrify America app.

## Electrifying Fleet and Commercial Transportation

The next frontier to supporting emissions reductions in electric transportation is electrifying medium and heavy-duty trucks and commercial fleets. Highlighting our achievements in this area, in 2021, Electrify America received the prestigious ACT Expo Fleet Award in the Transit & Mobility category for the GIG Car Share electric vehicle initiative in Sacramento, CA. Additional projects enabling electric transportation include working with:

- New York Power Authority and Arizona Public Service to build statewide charging infrastructure
- NFI Industries on the nation's largest heavy-duty electric truck charging infrastructure project

"We're adding nearly four new charging stations to our network every single week, bringing the fastest chargers available on the market today to consumers across the U.S. to help make the transition to an electric vehicle lifestyle easy."





## Battery Storage: Building a Grid-Friendly Charging Network

We've built more than 140 stations with onsite, behindthe-meter battery energy storage systems reaching more than 30 megawatts of installed energy battery storage to supplement the grid at peak times when electricity use is usually at its highest, with plans for additional expansion.

#### **On-Site Solar Canopies**

At some locations, such as our Baker, California station, a large canopy of solar panels provides shade from the elements while customers charge their vehicles. These solar canopies integrate with the local electrical grid to help deliver DC fast charging. Additionally, some of these locations are equipped with on-site energy storage. The solar canopy can also minimize impact on the energy grid and Electrify America has plans to expand solar canopies to new stations and site builds in the future.



#### 100% Solar-Powered Level 2 Charging Stations

Electrify America has invested **\$2 million in 30 solar-powered EV charging stations** in rural California.

These stations aren't tied to the electrical grid, and they provide drivers in rural areas free access to EV charging via solar power, regardless of weather or time of day.

#### Renewable Energy Credits

All energy delivered to customers at Electrify America's California stations is already offset by renewable energy, through the purchase of renewable energy credits (RECs) from California producers. We are also exploring options for renewable energy procurement for the remainder of our coast-to-coast network.

#### Responsible Recycling

Electrify America has established policies for suppliers and vendors for responsible removal and reuse or recycle efforts to swap out hardware equipment at our charging stations.

"Sustainability doesn't stop with tailpipe emissions. My goal is to make the charging process as environmentally-responsible as possible, while deploying technology to promote vehicle-grid integration and reduce the emissions associated with the energy that powers our charging infrastructure and local communities."





### **Empowering Communities**

We seek to unlock electrification for all by investing in education and programs in disadvantaged, low-income and rural areas.

#### **Supporting Community-Based Organizations**

In 2020 and 2021 in California alone, we invested more than \$3 million in education and awareness programs for low-income and disadvantaged communities on the benefits of driving zero emission vehicles and available incentives. This brings Electrify America's total investment in California community-based programs to \$5.7 million over the past two years. In 2021, the community-based organizations Electrify America invested in include:

**Breathe Southern California** 

Central California Asthma Collaborative

**Drive Clean Bay Area** 

**Ecology Action** 

**Liberty Hill Foundation** 

**Valley Clean Air Now** 

### Investing in STEM and Workforce Development

This last year, Electrify America 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 directly fund educational and vocational training programs and internships, projects, ideas, concepts and related sponsorships to help promote and advance EV technology and infrastructure through the following organizations:

**Ecology Action** 

Los Angeles Cleantech Incubator

**National Energy Foundation** 

The National Energy Foundation supports programs across the country.

Valley Clean Air Now



#### **Green City Initiative**

In 2021, we launched our second "Green City" initiative, investing \$25 million in a program in the City of Long Beach and the Wilmington neighborhood of Los Angeles focused on charging station investments for electric transit buses and medium and heavyduty trucks located in or serving the



#### **Grassroots Community Support**

In addition to sponsoring, supporting and investing in many organizations for EV education and outreach, Electrify America also donated **more than 50 VW e-golf electric vehicles** to non-profit groups across rural Central Valley in California to support these local communities. Additionally, we collaborated with Plug In America to sponsor **30 ride-and-drive educational events** during National Drive Electric Week in 2021.

More than 18,000 trucks are registered to operate in the Ports of Los Angeles and Long Beach, showcasing a significant opportunity for tailpipe emissions reductions through electrified transportation solutions and infrastructure. Our Green City investment contributes to a cleaner, healthier and more equitable future for the region."







#### **Engaging Broader Audiences with EVNoire**

Over the last year we have been proud to collaborate with EVNoire, the nation's largest network of diverse EV drivers and enthusiasts to support their "Drive the Future" campaign. This effort aims to specifically educate and engage African American communities on the benefits of driving electric and ensure that underrepresented communities interested in EV adoption have access to all the financial assistance and support available.

#### **Supplier Diversity**

Electrify America is committed to ensuring that our investments reflect the rich and diverse characteristics of this nation and its people. To meet this commitment, Electrify America staff conducts outreach efforts and activities to: ensure potential new diverse suppliers and contractors are aware of RFP opportunities; and encourage greater participation by underrepresented groups, including certified veteran-, women-, and minority-owned businesses.

#### Proud to Support the Los Angeles (LA) LGBT Center

This summer Electrify America was proud to be a Pride Month sponsor of the LA LGBT Center, the world's largest provider of programs and services for lesbian, gay, bisexual and transgender communities. Our collaboration supported important work the Center does in the community and beyond and included a social media education campaign around the benefits of driving electric. Additionally, the LA LGBT Center provided Electrify America employees with educational resources for Pride Month and other LGBTQ+ topics.



#### **Electrify America Hiring Metrics**



Women in management: **up 11%** from 2019

New hires: Since 2020 **over half** of all new non-management hires were women

#### Recruiting

To achieve diversity in recruiting, Electrify America and its parent company have implemented a set of recruiting practices that promote career openings to traditionally underrepresented groups including women, racial minorities and members of the LGBTQ+ community.

"Creating a better world starts from looking inward, and that's why we're focused on employee and supplier diversity. It's rewarding to see that commitment extend to reaching underserved communities through our education, outreach, products and services."







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