



ZEV Market Development Strategy

April 8th, 2021

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Governor's Office of Business &
Economic Development (GO-Biz)



Executive Order N-79-20



Sets three crucial goals for the ZEV Market:

1. 100% of in-state sales of new passenger cars and trucks will be zero-emission by 2035.
2. 100% zero-emission medium and heavy-duty vehicles in the State by 2045 where feasible and by 2035 for drayage trucks.
3. 100% zero-emission off-road vehicles and equipment by 2035, where feasible.



ZEV Market Development Strategy



1. Articulate **core principles** for collective action
2. Clearly identify **metrics/targets**
3. Establish **Roles/objectives** of agencies and major stakeholder groups
4. Organize **collective problem-solving**
Increase transparency and target stakeholder engagement
5. Ensure **lessons learned** are accessible and incorporated

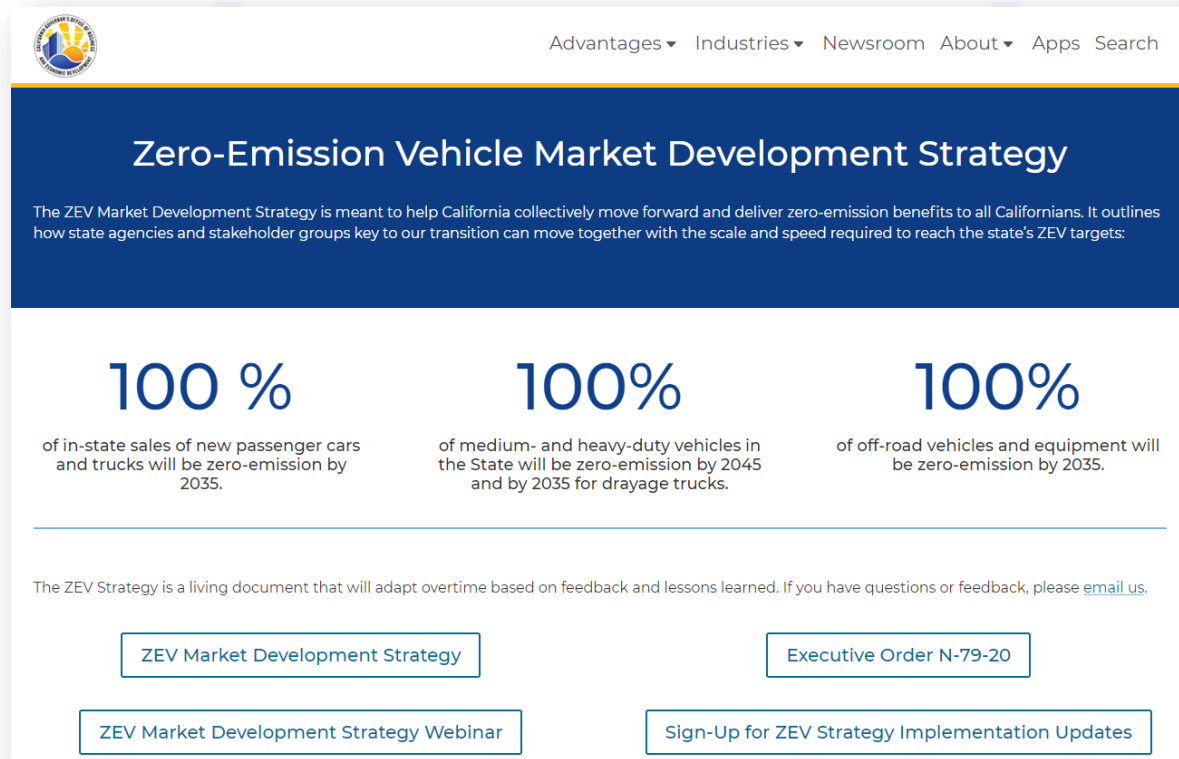
Empower actors to exceed expectations



ZEV Strategy Overview



ZEV Strategy Website



The screenshot shows the top of the ZEV Strategy Website. At the top left is the California Department of Transportation logo. To the right are navigation links: Advantages, Industries, Newsroom, About, Apps, and Search. Below this is a dark blue header with the title "Zero-Emission Vehicle Market Development Strategy". Underneath is a paragraph explaining the strategy's purpose. The main content area features three columns, each with "100%" in large blue text and a corresponding goal for 2035. At the bottom, there are four buttons: "ZEV Market Development Strategy", "Executive Order N-79-20", "ZEV Market Development Strategy Webinar", and "Sign-Up for ZEV Strategy Implementation Updates".

Advantages ▾ Industries ▾ Newsroom About ▾ Apps Search

Zero-Emission Vehicle Market Development Strategy

The ZEV Market Development Strategy is meant to help California collectively move forward and deliver zero-emission benefits to all Californians. It outlines how state agencies and stakeholder groups key to our transition can move together with the scale and speed required to reach the state's ZEV targets:

100 %	100%	100%
of in-state sales of new passenger cars and trucks will be zero-emission by 2035.	of medium- and heavy-duty vehicles in the State will be zero-emission by 2045 and by 2035 for drayage trucks.	of off-road vehicles and equipment will be zero-emission by 2035.

The ZEV Strategy is a living document that will adapt overtime based on feedback and lessons learned. If you have questions or feedback, please [email us](#).

ZEV Market Development Strategy

Executive Order N-79-20

ZEV Market Development Strategy Webinar

Sign-Up for ZEV Strategy Implementation Updates

1. Public ZEV Strategy Website

- Latest information; document repository
- Progress and metrics tracking

2. ZEV Strategy Document

- Guiding document: principles, objectives, direction
- Updated at least every 3 years

3. Annual State Agency Action Plans

4. Annual Pillar Priority Action Plans

- Equity Engagement
- Multi-Pillar Action Plan



ZEV Strategy Document

TABLE 9: NON-GOVERNMENTAL ORGANIZATIONS (NGOs)

ZEV Stakeholder	ZEV Connection	Equity Connection	Vehicles	Infrastr.	End Users	Workforce
Codes and Standards Bodies	Develop and adopt codes, standards and protocols that ensure safety, consumer protection, and enable market scale	Achieve safety, consumer protection for all	Support	Support	Support	-
Collaboratives	Multi-stakeholder collaboration	Connect, synthesize, and apply a diverse set of views	Lead	Lead	Lead	Support
Community-based NGOs	Policy research, analysis, and implementation; ZEV education, awareness, and advocacy; sharing lessons learned; connect priority communities to ZEV benefits and address community-based and specific transportation and mobility needs; solicit resident input and provide expertise on historical community conditions to build workable solutions	Community partnership, engagement, and capacity building	Support	Support	Support	Support
Environmental NGOs	Policy research, analysis, and implementation; ZEV education, awareness, and advocacy; sharing lessons learned; connect priority communities to ZEV benefits and address community-based and specific transportation and mobility needs; solicit resident input and provide expertise on historical community conditions to build workable solutions	Showcase diverse perspectives; help increase program effectiveness	Support	Support	Support	Support
Equity NGOs	Policy research, analysis, and implementation; ZEV education, awareness, and advocacy; sharing lessons learned; connect priority communities to ZEV benefits and address community-based and specific transportation and mobility needs; solicit resident input and provide expertise on historical community conditions to build workable solutions	Bring voices and perspective to policy making, represent the underrepresented	Support	Support	Support	Support
Trade Associations	Represent collective business interest to streamline policymaking input; workforce development	Pursue employees from priority communities, bring in minority owned businesses	Support	Support	Support	Support

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GO-BIZ ZEV MARKET DEVELOPMENT OBJECTIVES

Objectives	Vehicles	Infrastr.	End User	Workforce
ZEV Strategy: Organize and lead the development and implementation of the ZEV Market Development Strategy.	Direct	Direct	Direct	Direct
Infrastructure Permitting: Streamline ZEV infrastructure development.	–	Direct	–	–
Market Development Growth: Actively support clean mobility business development and work with industry, labor agencies and stakeholders to enable equitable job growth (leverage Business Investment Services, Cal Competes, and the Office of the Small Business Advocate).	Indirect	Indirect	–	Direct
Incorporate Industry Voice: Feed business perspective into agency decision-making and regulatory processes—strategic problem solving, market enabler.	Indirect	Indirect	Indirect	Indirect
Market Innovation: Enable and catalyze innovation within California (innovation hubs)				

KEY GO-BIZ DOCUMENTS RELATED TO ZEV MARKET DEVELOPMENT

Report & Key ZEV Market Related Questions Addressed	Role & Frequency
ZEV Market Development Strategy: 1) Articulate core principles for collective ZEV action, 2) Identify ZEV targets, 3) Establish roles and objectives of agencies and stakeholder groups, 4) Organize collective problem-solving, 5) Ensure lessons learned are captured and incorporated.	Lead Agency, Ongoing
Electric Vehicle Charging Station Permitting Guidebook: 1) Current plug-in electric vehicle (PEV) landscape in California, 2) Station development phases, process, best practices and pitfalls, 3) Future market perspectives.	Lead Agency, Ongoing
Hydrogen Station Permitting Guidebook: 1) Hydrogen and fuel-cell electric vehicles (FCEV) ecosystem and current landscape in California, 2) Hydrogen station development phases, process, best practices and pitfalls, 3) Future market perspectives.	Lead Agency, Ongoing
Sustainable Freight Action Plan (CTC, CARB, CEC, CPUC, Caltrans, CalSTA, GO-Biz): Actions each agency can take to 1) achieve California's vision of a modern, safe, integrated, and resilient freight system that continues to support California's economy, jobs, and healthy, livable communities and 2) reach the Plan's targets for freight system efficiency, transitioning to zero-emission technologies, increased competitiveness and economic growth.	Coauthor, Supporting Agency

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State Agency Action Plans

California State Agencies Included in the ZEV Market Development Strategy



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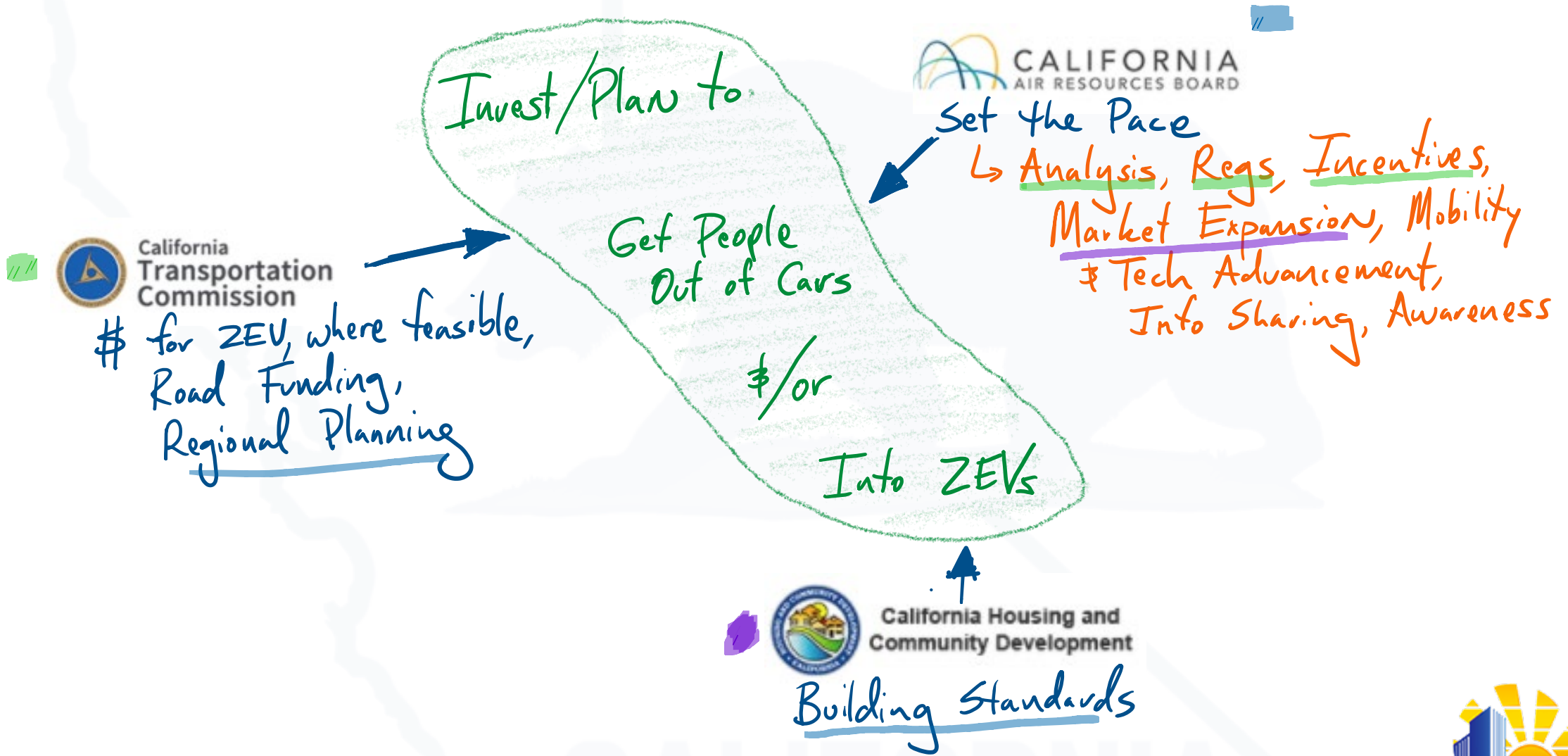
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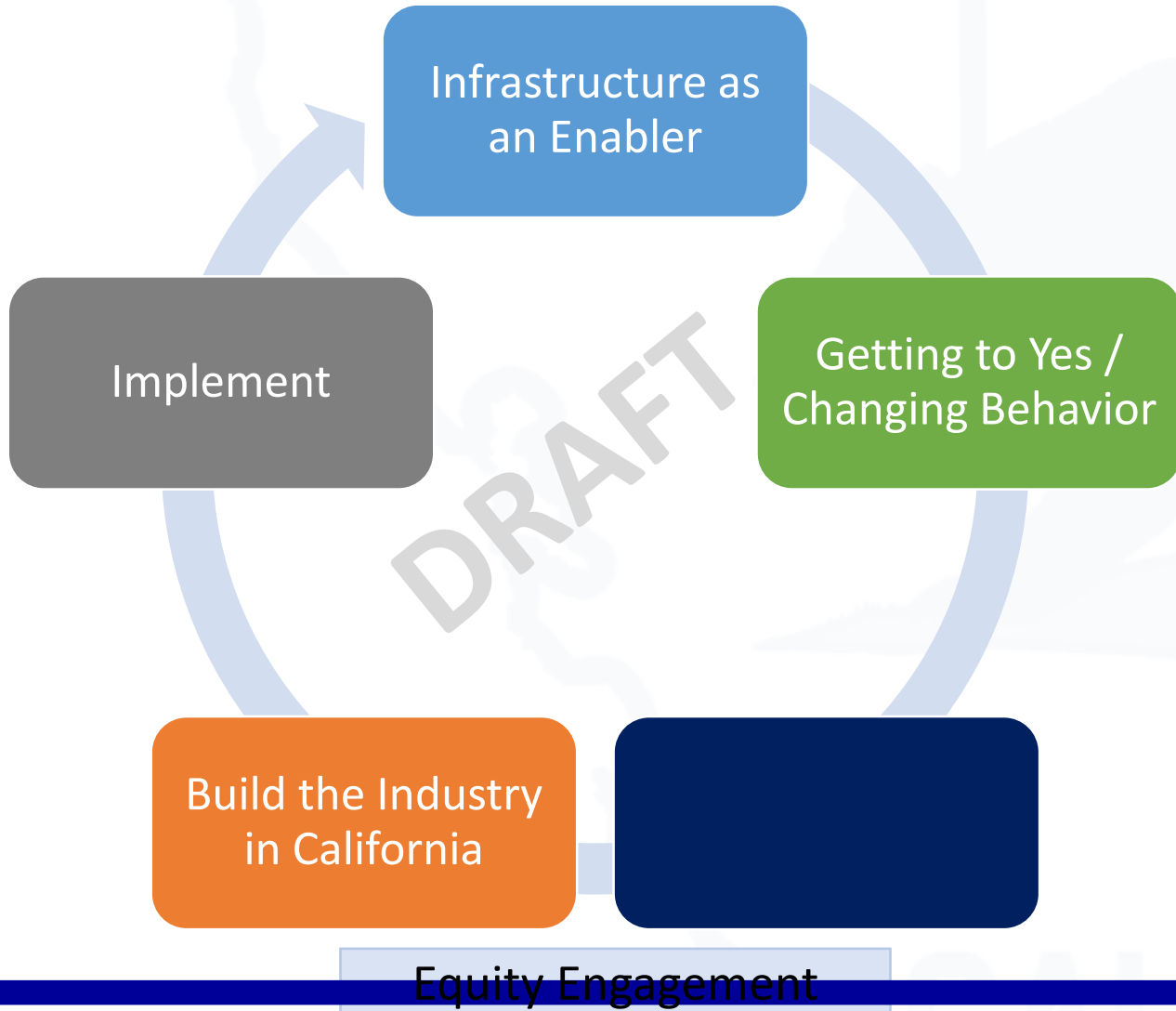
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Key = Agency Collaboration



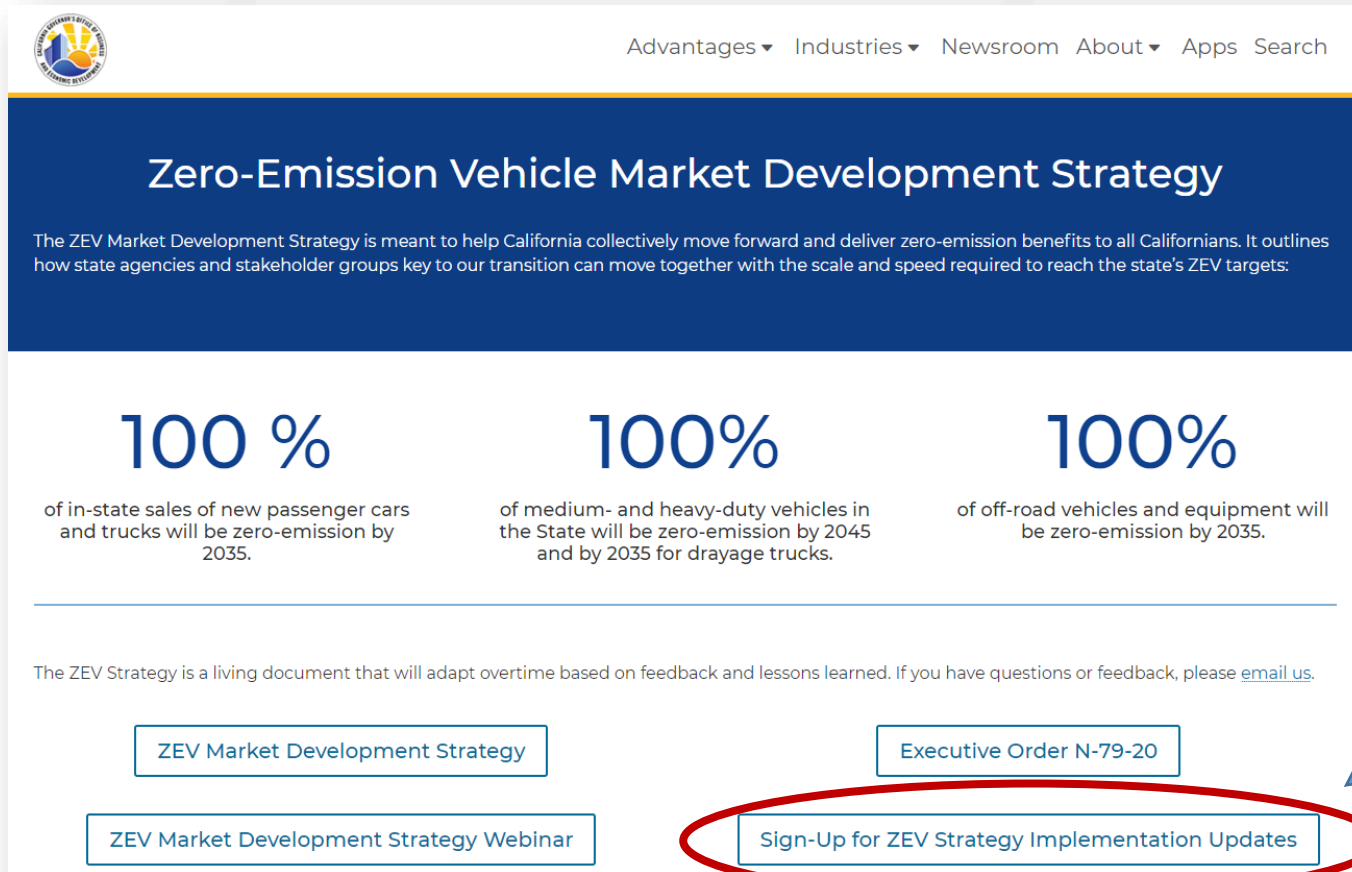
Pillar Priority Action Plans



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ZEV Market Development Strategy



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Advantages ▾ Industries ▾ Newsroom About ▾ Apps Search

Zero-Emission Vehicle Market Development Strategy

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Stay Engaged!

<https://business.ca.gov/industries/zero-emission-vehicles/zev-strategy/>



The Rest of the Panel

- **HCD**
 - Multi-Family Building Standards = easier ZEV Adoption
- **CPUC**
 - Grid Resilience and VGI = robust transportation energy system
- **Access Clean California, Grid Alternatives**
 - NGO partnership is key to success, especially as we work to advance equity
- *24 Other Agencies and multiple stakeholders have pivotal roles to play*





CALIFORNIA

Governor's Office of Business
and Economic Development

Thank You!

