CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

THE FOUR PILLARS OF ZERO-EMISSION VEHICLE MARKET DEVELOPMENT

Vehicles | Infrastructure | End Users | Workforce

END USERS

End users of ZEVs include consumers, riders, fleet operators, transportation network companies, car dealers, drivers, transportation planning agencies, program administrators, ports, regional and local governments and communities, trucking companies, fuel providers, and more. As ZEV adoption increases, the state is working with stakeholders to understand barriers, find solutions, and improve the overall end user experience.

A full definition of this pillar is in **ZEV Market Development Strategy.**

TARGETS & PROGRESS (Q1 2025)

Data for this snapshot was current in March 2025. Things may change by the time you read it! Find updated data at the linked sources.

End User Incentives

615,355

ZEVs incentivized through Clean Cars 4 All in priority communities from June 1, 2015 through March, 2025.

8,000+

Vouchers issued for zero-emission trucks, buses and off-road equipment through HVIP and CORE

End User Experience

56% of Californians who do not own an EV in 2024 said they would consider one for their next vehicle compared to **41%** of Americans surveyed from 11 other states.

Data from VELOZ: December 2024: Veloz Multi-State Electric Vehicle Survey

KEY POLICY & REGULATORY ACTIONS:

EO B-48-18 and EO N-79-20
Advanced Clean Fleets
Innovative Clean Transit
AB 2061: EV charger uptime recordkeeping and reporting standards