THE FOUR PILLARS OF ZERO-EMISSION VEHICLE MARKET DEVELOPMENT

Vehicles—Infrastructure—End Users—Workforce

End User

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 (Q4 2023)

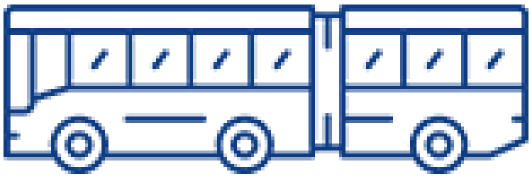
Data for this snapshot was current in February 2024. Things may change by the time you read it! Find updated data at the linked sources.

End User Incentives

537,704 Clean Vehicle Rebate Project rebates issued over life of program

17,341 gas vehicles replaced by ZEVs through Clean Cars 4 All in priority communities from June 1, 2015 through October 30, 2023

8,000+ vouchers issued for zero-emission trucks, buses, and off-road equipment through HVIP and CORE



Key Policy & Regulatory Actions:

EO B-48-18 and EO N-79-20
Advanced Clean Fleets
Innovative Clean Transit

End User Experience

50%

of Californians surveyed in 2022 said they would "definitely" or "seriously" consider buying or leasing an EV today — compared to **36%** of Americans nationwide.

Concerns about charging logistics remain the top barrier listed by California consumers *not* yet committed to getting an EV.

Data from Consumer Reports: 2022 Consumer Attitudes Towards Battery Electric Vehicles & Low Carbon Fuels: California and Beyond. Custom report shared November 2022

Key Policy & Regulatory Actions:

AB 2061: EV charger uptime recordkeeping and reporting standards