

March 2024

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

**ZEV Role:** Lead the ZEV Market Development Strategy and serve as the first point of contact for ZEV-related businesses to engage with state government.

**Equity Focus:** Facilitate economic expansion in underserved communities and integrate minority-owned and small businesses/suppliers into the growing ZEV market. Ensure robust outreach and engagement with priority communities and developing processes to align agencies to ensure equity in every decision.

## 2023 Highlights & Lessons Learned

- **Federal funding:** GO-Biz led the state's participation in the Alliance for Renewable Clean Hydrogen Energy Systems (ARCHES), which won up to \$1.2 billion to become one of seven federally funded H2 Hubs.
  - Lessons learned: Getting federal money is expensive and time consuming. Having reserve staff capacity and a financial buffer is important.
- **ZEV Strategy:** GO-Biz updated the ZEV Market Development Strategy and Metrics Snapshots through interagency and stakeholder engagement.
  - Lessons learned: Measuring progress can be hard. Regularly updated data sources may not exist and/or do not always align with the outcomes we are measuring. Building continuous improvement and refinement mechanisms into the process is key.
- **Consumer Awareness:** GO-Biz consumer awareness grant funding helped support a number of successful projects and campaigns, leveraging funding to make maximum impact.
  - Lessons learned: A little bit of investment by the state in this area can go a long way. There is not a one-size-fits-all solution/approach – both broad and deep/targeted programs are needed. Brand neutral education is impactful and necessary—more is needed.
- **GO-Biz ZEV Team:** The GO-Biz Office of ZEV Market Development was established in statute and received approval to expand the team by four positions.

## ZEV Market Development Objectives

**1. ZEV Equity.** Steer the development of a shared, cross-agency definition of equity, and set an equity agenda for the deployment of ZEVs, ZEV infrastructure, and workforce development.

**Key Collaborators:**

CBOs, tribal governments, all agencies.

**Key Results & Actions:**

A. ZEV Equity Advocate (Continued)

**2023 Targeted Key Results:** SB 1251 (Gonzalez, 2022) established a ZEV Equity Advocate at GO-Biz. Focus in Q2/Q3 2023 on hiring the GO-Biz ZEV Equity Advocate.

**Outcomes:**

- GO-Biz actively recruited and interviewed for the ZEV Equity Advocate role but did not find a candidate to fill it.

**2024 Targeted Key Results:** Continue to recruit and interview potential candidates for the ZEV Equity Advocate role, with the goal of filling the position in Q2.

B. Equity Engagement & Implementation Plan (**DISCONTINUED AFTER 2023**)

**2023 Targeted Key Results:** Update the Equity Engagement & Implementation Plan. Begin to gain cross-agency alignment. Engage with ZEV equity stakeholders. Publish in Q4.

**Outcomes:**

- GO-Biz monitored potential updates to the plan, including tracking and participating in newly created ZEV Equity focused working groups like the California Air Resources Board (CARB) [ZEV Equity Task Force](#).
- Because GO-Biz was unable to fill the ZEV Equity Advocate role in 2023, the team did not move forward with publishing an Equity Action Plan, but released a [ZEV Equity Action Plan Input Form](#) to gather early feedback from ZEV equity stakeholders on what they would like to see in the ZEV Equity Action Plan development process and content of the Plan.

C. Statewide ZEV Equity Definition (**NEW IN 2024**)

**2024 Targeted Key Results:**

- Building off the definition in the 2021 ZEV Equity Engagement and Implementation Plan, develop and publish a statewide consensus-driven definition of “Zero Emission Vehicle Equity”.
- Identify metrics to measure progress.
- Develop a plan to begin incorporating the definition into state plans, processes, and documents.

#### D. ZEV Equity Action Plan **(NEW IN 2024)**

##### **2024 Targeted Key Results:**

- Inventory of existing state agency ZEV equity efforts and landscape of external organizations to build roster for engagement.
- Develop and deploy a new ZEV Equity section of the GO-Biz website to share resources and information.
- Led by the ZEV Equity Advocate, develop and publish the ZEV Equity Action Plan. Aim for complete draft by Q4 2024 and publishing Q1 2025, or sooner if possible.
  - Design and lead a cross-agency and multi-stakeholder effort to engage ZEV equity stakeholders.
  - Incorporate feedback received via the [ZEV Equity Action Plan Input Form](#).

**2. ZEV Strategy.** Organize and lead the development and implementation of the ZEV Market Development Strategy.

##### **Key Collaborators:**

All stakeholders.

##### **Key Results & Actions:**

#### A. ZEV Market Development Strategy (Continued)

**2023 Targeted Key Results:** Update the ZEV Strategy through agency and stakeholder engagement in 2023. Publish in January 2024.

##### **Outcomes:**

- GO-Biz completed the first update to the ZEV Strategy since the original ZEV Strategy was published in 2021. The draft went through multiple rounds of state agency review and was shared with external stakeholders for feedback.

**2024 Targeted Key Results:** GO-Biz will finalize the 2024 ZEV Strategy Update and publish the document in Q1.

B. Agency Action Plans (Continued)

**2023 Targeted Key Results:** Publish 2022 Agency Action Plan Reports and 2023 Agency Action Plans in Q1 2023.

**Outcomes:**

- GO-Biz collected Agency Action Plans and published them on the GO-Biz ZEV Strategy [webpage](#). As the page was updated, Action Plans and Reports from the previous year were added to the [archive](#).

**2024 Targeted Key Results:** In February, GO-Biz will present to state agencies the updated format for the 2023-24 Agency Action Plans, combining into one document reporting of the previous year's activities (2023) and targeted key results for the upcoming year (2024). GO-Biz will ask agencies to submit their Action Plans in March.

C. Pillar Priorities **(DISCONTINUED AFTER 2023)**

**2023 Targeted Key Results:** Update and publish the annual Pillar Priorities Document in Q3 2023 with continued focus on improving the end user experience and accelerating ZEV infrastructure deployment.

**Outcomes:**

- With state agencies completing action plans during Q1/Q2 every year, GO-Biz found that the Pillar Priorities document needed to be drafted later in the year, which made it less useful as a collective priority setting exercise. GO-Biz decided during the ZEV Strategy update process in 2023 to discontinue the publication of the Pillar Priorities document as a key component of the ZEV Strategy.

D. Stakeholder engagement (Continued)

**2023 Targeted Key Results:** Continue outreach through The Plug & The Nozzle and Roll Up Your Sleeves.

**Outcomes:**

- GO-Biz published five [The Plug & The Nozzle](#) newsletters in 2023, reaching over 2500 subscribers.
- Net change of +89 new subscribers signed up for The Plug & The Nozzle in 2023.

- 276 total new subscribers
- 178 outdated email addresses removed and 9 unsubscribed
- In 2023, GO-Biz utilized the [Roll Up Your Sleeves](#) mailing list to solicit feedback on ZEV Market Development Metrics and Strategy Update and to highlight upcoming events and funding opportunities.
- GO-Biz also relaunched the [H2 on the Move](#) mailing list, reaching 600+ subscribers and helped solicit input and feedback on the Hydrogen Market Development Strategy.

**2024 Targeted Key Results:**

- Continue regular outreach through The Plug & The Nozzle, Roll Up Your Sleeves, and H2 on the Move.
- Continue net growth in subscribers to The Plug & The Nozzle Newsletter.

E. Metrics and Best Practices (Continued)

**2023 Targeted Key Results:** Publish ZEV metrics reports, with continual refinement. Target = report update every 6 months.

**Outcomes:**

- Published one metrics report in existing two-page format, and then focused on developing a new format with a one-page snapshot of each of the Four Pillars (Vehicles, Infrastructure, End Users, Workforce). This new format contextualizes metrics alongside pillar definitions and relevant legislation and regulations. The first report in this format will be published in Q1 2024.
- Incorporated new data now available in areas like ZEV jobs, ZEV manufacturers, and medium- and heavy-duty vehicles.

**2024 Targeted Key Results:**

- Publish updated ZEV Strategy webpage that incorporates the redesigned metrics one-pagers in Q1 2024.
- Develop one-pagers or other such report format to share key indicators for the four outcome areas of the ZEV Strategy (Air Quality, GHG Emissions, Mobility Access, Economic Development).
- Publish an additional metrics update in Q3 2024 that includes updated Pillar metrics and the newly compiled Outcome metrics.

**3. Infrastructure Permitting.** Streamline ZEV infrastructure development.

**Key Collaborators:**

Local & Regional government, Electricity and Hydrogen Providers, NGOs, CEC, CARB, CPUC, Caltrans.

**Key Results & Actions:**

A. Turn the State Green (AB 1236, AB 970, SB 1291) (Continued)

o Plug-In Charging

**2023 Targeted Key Results:**

- Publish the updated EV Charging Station Permitting Guidebook in Q1 2023.
- Continue outreach. Targets: 50% of all 540 jurisdictions streamlined by Earth Day; 75% in Q4.
- Partner with CBOs and local/regional groups to assist with outreach and target harder to reach communities.

**Outcomes:**

- The updated [EV Charging Station Permitting Guidebook](#) was published in Q1 and shared with stakeholders. GO-Biz used the updated information to develop additional fact sheets on targeted topics, including aesthetics & screening, parking requirements, and zoning. These resources and more best practices are available on the GO-Biz Plug-In Readiness [webpage](#).
- GO-Biz met its target of streamlining 50% of all 540 jurisdictions by Earth Day but fell short of the 75% goal for 2023. By December, 308 jurisdictions were streamlined, an increase from 250 in January. Additionally, 97 jurisdictions were in the process of streamlining, down from 112, and 135 had not begun streamlining, a decrease from 178. GO-Biz monitors these efforts through the [Electric Vehicle Charging Station Permit Streamlining Map](#), which provides an interactive overview of the progress statewide.

**2024 Targeted Key Results:**

- Streamline 75% of all jurisdictions by end of Q2 2024 and 100% by end of Q4.
- Develop and implement a system and process in Salesforce to streamline outreach and communications with jurisdictions.
- Collaborate with Stanford University to gather data on the possibility of utilizing an EV version of a SolarAPP+ tool to accelerate EV charging permits, and to determine what efforts would be

required to help ensure broad uptake by local jurisdictions in California.

o Hydrogen

**2023 Targeted Key Results:**

- Develop and deploy SB 1291 permit streamlining education resources to proactively engage local jurisdictions where fueling infrastructure is planned/anticipated (in Q1/Q2).
- Engage station developers, city officials, and other key industry stakeholders to understand common permitting challenges and potential solutions that could be addressed at the state-level (ongoing).
- Create a map on GO-Biz ZEV website of jurisdictions that have permitted or are in the process of permitting hydrogen stations to raise visibility of cities that have experience with hydrogen fueling stations.

**Outcomes:**

- GO-Biz began outreach to local jurisdictions on SB 1291, starting with jurisdictions that have permitted hydrogen stations (54 cities) and jurisdictions that currently have hydrogen stations in process of permitting (6 cities).
- GO-Biz worked with station developers to draft a model ordinance and checklist to aid local jurisdictions in complying with SB 1291, and created a hydrogen station streamlining [map](#) to begin tracking SB 1291 compliance across the state.

**2024 Targeted Key Results:**

- Conduct targeted meetings, workshops, and seminars with decision-makers in jurisdictions to discuss SB 1291, focusing on benefits, addressing concerns, and offering support for implementation.
- Finalize and share the SB 1291 model ordinance and checklist with local jurisdictions.
- Refine and update the Hydrogen Readiness website to reflect progress, share tools, etc.

B. Energization (Continued)

**2023 Targeted Key Results:** Interagency coordination to increase transparency and understanding of grid capacity and projected timelines to inform planning

processes and identify opportunities for prioritizing transportation electrification. Goal is to develop a shared strategy and increase common understanding for what each stakeholder can do to improve the process.

**Outcomes:**

- GO-Biz hosted a ZEV Leadership Summit with CARB, CalEPA, CEC, CalSTA, Caltrans, CTC, CPUC, DGS, LWDA, and IBank. Participants discussed top challenges and potential solutions for enabling ZEV market development, with infrastructure and equity emerging as top issues. The group brainstormed possible solutions, including opportunities for encouraging greater transparency around grid constraints and energization timelines.
- In September 2023, GO-Biz participated in a [public workshop](#) hosted by CPUC to discuss issues pertaining to utility infrastructure energization processes and how local jurisdiction permitting processes under AB 1236 and AB 970 might impact the 125-business day service energization average timing requirement adopted via Resolution E-5247.
- GO-Biz participated in three EV Interconnection and Energization Roundtable sessions organized by CALSTART. Participants discussed challenges (e.g., technical barriers, supply chain issues, and permitting), as well as potential solutions.

**2024 Targeted Key Results:**

- Recruit a Lead Advisor that will focus on utility readiness for transportation electrification and medium- and heavy- duty ZEV deployment.
- Continue interagency coordination to increase transparency and understanding of grid capacity and projected timelines to inform planning processes and identify opportunities for prioritizing transportation electrification.
- Develop a shared strategy and increase common understanding for what each stakeholder can do to improve the energization process.

C. Expand ZEV Readiness Portfolio **(COMPLETED 2023)**

**2023 Targeted Key Results:** Participate in quarterly interagency effort to update local government ZEV Readiness definition and recommended local actions to develop a ZEV-ready equitable multi-modal transportation system, highlight and share resources from local initiatives/regional collaboratives, encourage voluntary building code adoption and increased ZEV signage.

**Outcomes:**



- GO-Biz continued to participate in the quarterly ZEV Readiness interagency meetings led by CARB and CEC. GO-Biz provided feedback on the CARB-funded UC Davis [contract](#) on climate readiness through local planning, and worked with CARB to update the Local Government ZEV Readiness [page](#).
- GO-Biz launched a ZEV reach code [map](#), tracking local ordinances that exceed requirements set by the state and spotlighting efforts to promote the transition to clean transportation.

#### D. Permitting Olympics (Continued)

**2023 Targeted Key Results:** Develop framework for Permitting Olympics; launch in Q2/Q3 if we have sufficient stakeholder support.

**Outcomes:**

- GO-Biz did not launch a Permitting Olympics in 2023, and instead focused on developing additional resources for AB 1236, AB 970, SB 1291, and direct outreach to local jurisdictions.

**2024 Targeted Key Results:** Develop a framework for SB 1291 Permitting Olympics. The "Permitting Olympics" will focus on encouraging all jurisdictions to adopt both an ordinance and a checklist aimed at facilitating a streamlined permitting process for hydrogen stations.

#### E. Ongoing. Collect and share lessons learned, direct project support.

**4. Market Development Growth.** Actively support clean mobility business development and work with industry, labor agencies and stakeholders to enable equitable job growth.<sup>1</sup>

**Key Collaborators:**

Vehicle Manufacturers and Supply Chain; Infrastructure Providers; Organized Labor; Fleets; Investors; Academia; International; NGOs; Local, Regional, Federal, Tribal Government; CARB, CEC; Caltrans; CWDB; CTC; DGS; DOF; HSR; IBank; SGC; STO.

**Key Results & Actions:**

- A. Federal Opportunities (Continued)
  - o Climate and Energy Federal Funding State Coordination and Collaboration

<sup>1</sup> Note: Business support is an ongoing, core function of GO-Biz.

**2023 Targeted Key Results:** Help facilitate statewide efforts to capture climate and clean energy related federal funding opportunities from the Biden-Harris Administration's Infrastructure Investments and Jobs Act, Inflation Reduction Act, and CHIPS and Science Act. Implement a system for tracking programs and deadlines, prioritizing agency efforts to pursue funding most aligned with California goals, and communicating plans of action to pursue funding to ensure high priority programs are acted upon and state-wide efforts are complementary.

**Outcomes:**

- GO-Biz established bi-weekly reports to effectively track upcoming deadlines for climate and energy federal funding opportunities and participated in monthly Climate Cabinet meetings to ensure Newsom Administration Climate Deputies understood funding opportunities available and established plans to pursue desired funding.
- GO-Biz attended workshops and webinars across state agencies to communicate resources and information on federal funding. Helped state climate and energy leaders understand the federal funding landscape in the context of California as well as in the rest of the United States.

**2024 Targeted Key Results:** Continue to facilitate statewide efforts to capture climate and clean energy related federal funding opportunities from the Biden-Harris Administration's Infrastructure Investments and Jobs Act, Inflation Reduction Act, and CHIPS and Science Act. Maintain the system for tracking programs and deadlines, prioritizing agency efforts to pursue funding most aligned with California goals, and communicating plans of action to pursue funding to ensure high priority programs are acted upon and state-wide efforts are complementary.

- Hydrogen Hub (Continued)

**2023 Targeted Key Results:** Continue to bring stakeholders together to give California the best chance to create a federally funded hydrogen hub. Actively contribute to the development of the Alliance for Renewable Clean Hydrogen Energy Systems (ARCHES), a public-private partnership, to submit California's statewide proposal for the U.S. Department of Energy (DOE) hydrogen hub opportunity (maximum award of \$1.25B per hub). Proposal due April 2023. If awarded a hub, work with ARCHES and the private sector on implementation.

**Outcomes:**

- GO-Biz led the state's participation in [ARCHES](#). California submitted its application through ARCHES in April and was selected in October 2023 to become one of seven federally funded hydrogen hubs. ARCHES was awarded up to \$1.2 billion by DOE.
- Governor Newsom directed GO-Biz to develop an all-of-government [Hydrogen Market Development Strategy](#).

**2024 Targeted Key Results:**

- Continue to participate as a member of ARCHES, focusing on DOE negotiations and project implementation.
  - Draft the Hydrogen Market Development Strategy with interagency and stakeholder input.
- EV Charging (Completed)

**2023 Targeted Key Results:** Coordinate with Caltrans, CalSTA, CEC, CPUC, and CARB to ensure federal investments in charging infrastructure have maximal impact on the market, and directly fill market gaps.

**Outcomes:**

- GO-Biz continued to coordinate with agencies around federal opportunities, including on the National Electric Vehicle Infrastructure (NEVI) Formula Program and the Charging and Fueling Infrastructure (CFI) discretionary grant program.
- GO-Biz helped gain alignment across agencies for state EV charger payment standards with NEVI and federal standards, codified in SB 123 (2023).

B. Business Development (Continued)

**2023 Targeted Key Results:** Ongoing business support. Connect ZEV related business to various state incentives, provide site selection support, etc. Actively track and share market developments, success stories, as appropriate.

**Outcomes:**

- In addition to ZEV teams regular check-ins and multiple meetings per week with new industry entrants, GO-Biz supported ZEV businesses through engagement with 13 ZEV-related business starts or expansions in 2023 across multiple industries, including battery

manufacturing, hydrogen refueling, vehicle manufacturing, battery electric storage, and zero-emission aviation.

- CalCompetes awarded five ZEV-related businesses in 2023 (two received tax credits, three received grants).
- ZEV and Hydrogen-focused staff developed and disseminated information with other GO-Biz units to increase agency-wide preparedness for engaging with local stakeholders, including a well-attended “Hydrogen 101” session and the incorporation of ZEV funding opportunities into monthly CalBIS program update emails.

**2024 Targeted Key Results:** Continue ongoing business support. Connect ZEV related business to various state incentives, provide site selection support, etc. Actively track and share market developments, success stories, as appropriate.

#### C. Low/Zero-Carbon Hydrogen Procurement (Continued)

**2023 Targeted Key Results:** In collaboration with CEC, CARB, Caltrans, and DGS, lead development of a low/zero-carbon statewide hydrogen procurement contract. Target contract availability for transit agencies in Q1 2024.

**Outcomes:**

- GO-Biz submitted a contract development request to DGS and helped convene a subject matter expert (SME) team that is currently working with DGS contract developers on this procurement.
- With significant input from the SME team, DGS developed and administered a Customer Survey to inform contract development. DGS and the SME team have also developed an RFI that will gather detailed industry input. This RFI is being released imminently, and a contract for bidding is anticipated in late Q1 or early Q2 2024.

**2024 Targeted Key Results:**

- Hydrogen fuel contract available for bid by Q2 2024.
- Mechanisms in place to work with DGS on monitoring and learning from contract usage.

**5. Incorporating Industry Voice.** Feed business perspective into agency decision-making and regulatory processes – strategic problem solving, market enabler.

**Key Collaborators:**

Industry and all agencies.

## Key Results & Actions:

- A. End User Focus. Make End Users the centerpiece of state action and conduct regular check-ins/interviews with bellwether companies, and leverage insights to help shape program implementation. (Continued).

**2023 Targeted Key Results:** Advanced Clean Fleets Support. In close coordination with CARB, CEC, and Caltrans, gain an understanding of end user needs and concerns. Identify and advance tools for addressing these needs, leveraging information gained through public processes (e.g., Advanced Clean Fleets Regulation) and previous efforts (e.g., GO-Biz industry interviews on Big ZEV barriers and solutions).

### Outcomes:

- In April 2023, GO-Biz Director Dee Dee Myers signed on to the ZEV Infrastructure [Joint Statement of Intent](#) along with leaders from CARB, CEC, CPUC, CalSTA, CTC, Caltrans, and DGS. The statement outlines how state agencies are working together to ensure that charging and fueling station build out and electric grid planning aligns with vehicle deployment schedules required by regulation.
- GO-Biz updated its Fleet Transition Resources [webpage](#) to incorporate new tools/guides and information about incentives.
- GO-Biz helped to promote [Cal Fleet Advisor](#) when it launched. The Cal Fleet Advisor team guides fleets and owner-operators in the transition to ZEVs and is part of the Hybrid and Zero-Emission Voucher Incentive Project (HVIP), which is administered by CALSTART on behalf of CARB.
- GO-Biz and Rebel Group kicked off a 12-month contract to help transit agencies in the North State Super Region maximize the financial efficiency and system-level benefits of deploying hydrogen fuel cell buses in a coordinated and informed manner. Rebel Group will conduct a business case analysis and develop an implementation roadmap based on projects planned in the region.

### 2024 Targeted Key Results:

- Business case analysis of fuel-cell electric bus deployment in rural northern California will finish in Q3 2024. Planned deliverables include a business guidebook and implementation roadmap to support transit agencies planning to incorporate fuel-cell electric buses into their fleets, especially focusing on small, rural transit agencies.
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**6. International Business.** Attract foreign direct investment, assist companies in gaining access to new markets, share lessons learned with, and learn from, global partners.

**Key Collaborators:**

International partners and businesses, NGOs, all levels of government, CARB, CEC.

**Key Results & Actions:**

A. Foreign Direct Investment (Continued)

**2023 Targeted Key Results:** Participate in events, trade missions, and one-on-one meetings with international ZEV companies to encourage investment in California.

**Outcomes:**

- In March 2023, California's Lieutenant Governor and GO-Biz Director [led a delegation](#) of businesses and state agencies to Japan for World Smart Energy Week. The trade mission strengthened and advanced California and Japan's economic ties and climate partnerships.
- GO-Biz established new engagements with 15 international ZEV-related companies in 2023, and continued supporting 19 international ZEV-related companies first engaged in prior years.

**2024 Targeted Key Results:** Continue to participate in events, trade missions, and one-on-one meetings with international ZEV companies to encourage investment in California.

B. International Partnerships (Continued)

**2023 Targeted Key Results:** Share policy, best practices, and lessons learned through established bilateral and multilateral partnerships to accelerate the global transition to ZEVs (ongoing).

**Outcomes:**

- GO-Biz, CARB, and CEC participated in monthly meetings with the International Zero Emission Vehicle Alliance ([IZEVA](#)) – a coalition of national and subnational governments committed to the ZEV transition. In June, California hosted the 2023 IZEVA [Annual Assembly](#) in Sacramento following the EVS36 conference. Participants shared policy successes and ongoing challenges and visited Twin Rivers School District's electric school bus depot and the California Mobility Center.

- GO-Biz Director Dee Dee Myers participated in the Governor's [trip to China](#), during which climate action and cooperation was advanced, including through an [MOU](#) with Shanghai on clean transportation and ZEVs.
- The GO-Biz ZEV Office partnered with the GO-Biz International team to receive a number of international delegations, including:
  - Helping to plan for and receive a delegation from Taiwan, and leading an interagency panel on California ZEV policy (April 2023)
  - Participating in a reception with delegation from the German State of Baden-Wurttemberg with whom CA has a longstanding [partnership](#) (June 2023)
  - Helping to identify ZEV companies to invite to the signing of a [Climate MOU](#) with the Australian Ambassador (August 2023)
  - Participating in an outgoing clean energy delegation to Denmark (October 2023)

**2024 Targeted Key Results:** Continue to share policy, best practices, and lessons learned through established bilateral and multilateral partnerships to accelerate the global transition to ZEVs (ongoing).

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**7. ZEV Consumer Awareness.** Expand consumer awareness and buy-in with an additional focus on priority communities and convert this awareness into decisions to drive or ride in ZEVs.

**Key Collaborators:**

Local, Regional and Tribal Governments; NGOs; Vehicle Manufacturers, Infrastructure Providers.

**Key Results & Actions:**

A. Consumer Awareness Grants **(COMPLETED IN 2023)**

**2023 Targeted Key Results:** Leverage lessons learned to identify opportunities to expand most impactful programs statewide. Report findings to Legislature as required by the 2021-22 Budget.

**Outcomes:**

The two ZEV Consumer Awareness grantees selected through a competitive Request for Proposals in 2022 ([VELOZ](#) and [Valley Clean Air](#)

[Now](#)) both successfully finished the work planned for the grant period that ended May 31, 2023.

- 1) VELOZ implemented a 15-month "[Myths Busting Myths](#)" multi-channel paid media campaign to address common misconceptions and concerns about zero-emission vehicles and then connect people with information and resources through the [ElectricForAll](#) and [Access Clean California](#) websites.
  - i. The campaign included video spots in English and Spanish, outreach at in-person events through community partners, online and social media messaging, and more. Veloz met their stated commitment of spending 50% of their media buy in priority communities, and all in-person events were in priority communities.
  - ii. The [campaign](#) delivered more than 145 million impressions, 58 million video views and audio listens, over 1.13 million visits to ElectricForAll.org, over 77,000 consumer conversions and nearly 15,000 in-person interactions with campaign and EV education materials.
- 2) Valley CAN and their partners completed multiple projects that directly benefited low-income Californians while also generating useful data to test promising approaches. Key projects included:
  - i. [ZEV Equity Charging Card Demonstration](#) that delivered charging incentives and transportation vouchers to eligible low-income Californians through prepaid cards;
  - ii. Mirai4All FCEV Replacement Pilot that tested the viability of fuel-cell electric vehicles for low-income, high-mileage drivers participating in vehicle scrap-and-replace programs;
  - iii. The development of ZEV maintenance curriculum that was then adopted by several community colleges;
  - iv. A scale-up of the existing emPOWER program that equips community-based organizations to help low-income Californians access sustainable transportation and energy incentives and rebates for which they are eligible.
- 3) Both grantees worked with a consortium of community partners and brought in more than \$2 million in cash match. When considering both cash match and in-kind match, each grantee brought in amounts greater than the \$2.5 million they received



in state funding, meaning these grants helped leverage significant additional investment for collective impact.

**2024 Targeted Key Results:** Consumer Awareness Collaboration: leverage insights gained and relationships built during the consumer awareness grant period to yield continued efforts to overcome and/or dismantle barriers that prevent disadvantaged Californians from accessing zero-emission mobility options.