



# **ZEV Equity:**

**Advocating for a Fair and Equitable Transition to  
Zero-Emission Vehicles**

Nidia Erceg, ZEV Equity Advocate, GO-Biz

# ZEV Team Philosophy

## Core Values

Trust

Transparency

Collaboration

Commitment

Innovation

Synergy

Leadership

## Why

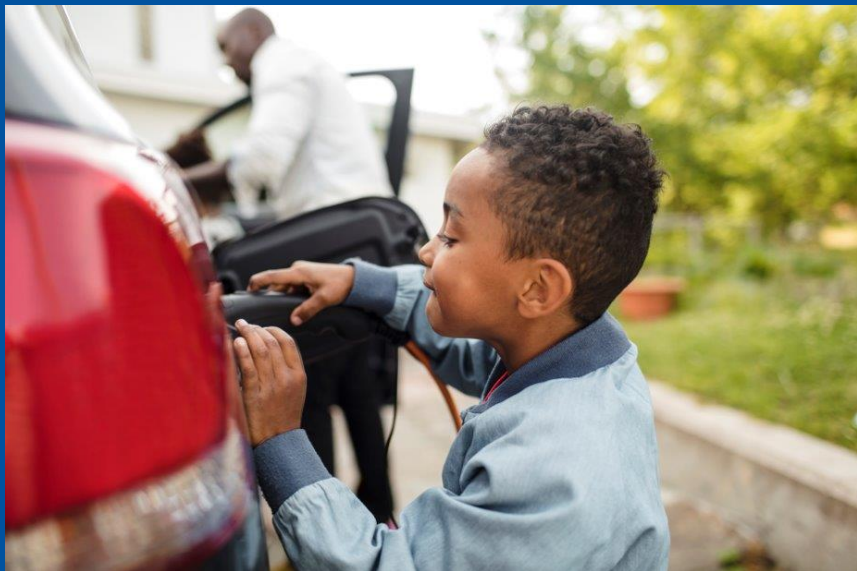
The ZEV market development team exists because taking on the petroleum fueled status quo requires sustained collaboration and focus across government and industry. We work to aggressively grow the ZEV market by building trust that results in tangible progress - stations in the ground, investments in the supply chain, and market enabling policies.

## Equity Alignment

SB 1251 by (Gonzalez) the ZEV Equity Advocate appointed by the Governor.

- Steering the development of a shared, cross-agency definition of equity, and set an equity agenda for the deployment of light-, medium-, and heavy-duty zero emission vehicles, the supporting infrastructure, and workforce development by facilitating alignment across various interagency equity groups (e.g., CARB, CEC, CPUC, CalSTA, Caltrans, CTC, etc.)
- Expand and integrate equity principles and actions into ZEV market development activities
- Create systems and processes to ensure transparent and consistent communication and to daylight existing and future initiatives to improve ZEV equity within California
- Lead development and publishing of statewide ZEV Equity Action Plan, leveraging past ZEV Equity Engagement & Implementation Plan efforts and in collaboration with public, private, and NGO partners.





## Key Focus Areas for Equity in ZEV



Access and Affordability



Workforce Development



Infrastructure



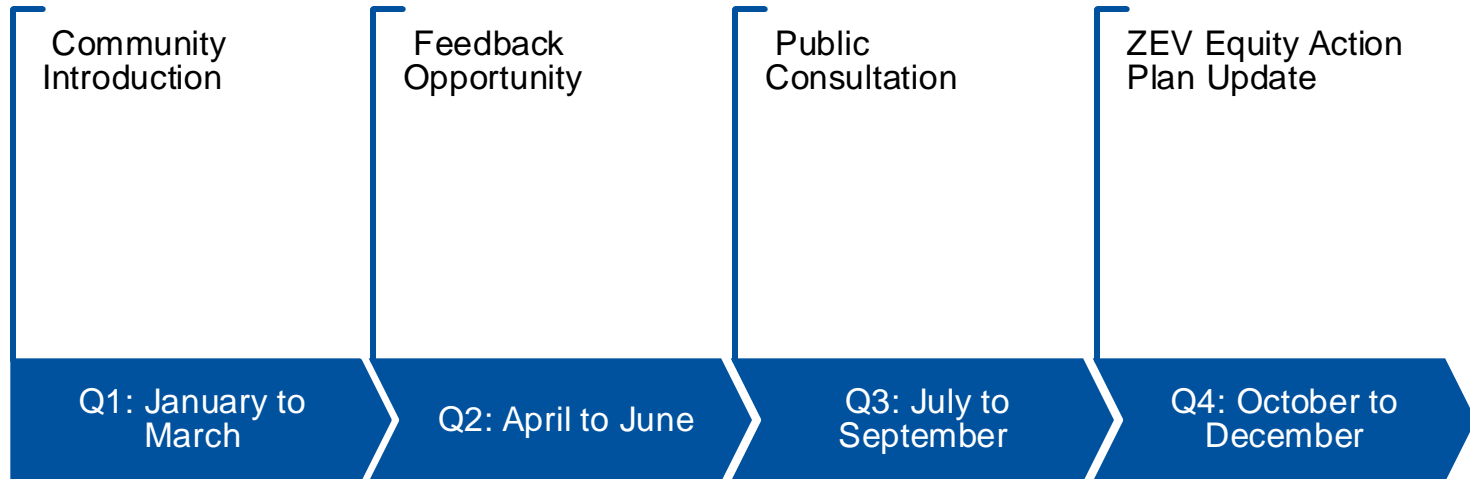
Vehicles

# Challenges and Opportunities

- Policy
- Funding
- Change



# Timeline



## **Make Equity Definition Central:**

**The definition can position equity as a foundational principle in every policy or strategic decision instead of being an add-on, or after thought it should drive the decision-making process**



# Access to ZEVs

What specific policies or actions should be implemented to increase ZEV access in your community?

What benefits of increased access to ZEVs can you identify?

What challenges does your community face in regards to ZEV access?





# Next Steps



## **We will define**

The role of equity and the lens needed to meet the energy transition for ZEVs



## **We will discuss**

Challenges and opportunities to be considered for the next phase of ZEVs market development



## **ZEV Equity Task Force:**

- Monthly meetings hosted by CARB
- Next meeting: February 6th



## **Next Topic: ZEV Equity Action Plan**

Diving into the development process of the ZEV Equity Action Plan.



# **Thank You!**

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