

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

ZEV Role: Lead the zero-emission vehicle (ZEV) and Hydrogen Market Development Strategies and serve as the first point of contact for ZEV and hydrogen-related businesses to engage with state government.

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

2024 Highlights & Lessons Learned

- **ZEV Equity:** the ZEV Equity Advocate was appointed in 2024 and kicked off outreach to develop a cross-agency definition of ZEV Equity and the ZEV Equity Action Plan.
 - Lessons learned: meaningful engagement takes time and resources.
- **Interagency policy and program coordination:** in collaboration with state agency partners, GO-Biz co-lead the development of several groups (e.g., Innovative Clean Transit (ICT) Zero-Emission Bus (ZEB) Task Force, Infrastructure Strike Team (IST) ZEV Braintrust, and Interagency Hydrogen Group) focused on breaking down silos, sharing information, and coordinating on policy and program improvements.
 - Lessons learned: there are opportunities for continual improvement around interagency coordination.
- **Permit streamlining:** GO-Biz completed its ZEV Infrastructure Permitting and Development Project with the California Energy Commission, making significant progress, with a 56 percent increase in jurisdictions adopting streamlined processes for electric vehicle charging stations.
 - Lessons learned: Focused investment can make a big impact.
- **Enabling hydrogen:** GO-Biz led the state's role in ARCHES winning up to \$1.2 billion from the DOE's H2Hubs program under the Biden-Harris administration and efforts to align the IRS' 45V Clean Hydrogen Production Tax Credit with California's ambitious climate guardrails.
- **Team expansion:** GO-Biz expanded its team and filled all open positions, greatly increasing its capacity, and formalized program areas.

ZEV Market Development Objectives

1. Incorporate Community Voice and Engagement in 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 per SB 1251 (Gonzalez, 2022).

Key Collaborators:

Community Based Organizations, tribal governments, all agencies.

Key Results & Actions:

A. ZEV Equity Advocate (Continued)

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

2024 Outcomes: The ZEV Equity Advocate was appointed in Q2 2024 and joined the GO-Biz team in Q3. Throughout the remainder of 2024, she met with state agency staff and community stakeholders to gain a lay of the land on ZEV Equity. This understanding has served as preparation for the work of developing the statewide ZEV Equity Definition and ZEV Equity Action Plan, which will continue through 2025 (detailed below).

B. Statewide ZEV Equity Definition (Continued)

2024 Key Results:

- Building on 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.

2024 Outcomes: The ZEV Equity Advocate developed a detailed work plan for the process of developing the ZEV Equity definition over the course of 2024-25, and began consultations with state agencies and community groups to get early input.

2025 Key Results: The ZEV Equity Advocate will develop the draft definition of ZEV Equity, engage with stakeholders (agency staff and community groups) to review the proposed definition and get feedback. Once aligned, the ZEV Equity Advocate will present to state leadership the definition that will be adopted as the cross-agency definition of ZEV Equity.

D. ZEV Equity Action Plan

2024 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](#).

2024 Outcomes: The ZEV Equity Advocate completed the inventory of existing state agency ZEV equity efforts and landscape of external organizations, beginning to engage with stakeholders on the process for developing the ZEV Equity Action Plan. Through this engagement, the ZEV Equity Advocate completed a draft outline/table of contents for information to include in the Equity Action Plan which will be drafted in 2025.

2025 Key Results: Led by the ZEV Equity Advocate, GO-Biz will design and lead a cross-agency and multi-stakeholder effort to engage ZEV equity stakeholders to develop and publish the ZEV Equity Action Plan. Aim for complete draft by Q4 2025 and publishing final in Q1 2026, or sooner if possible. Develop and deploy a new ZEV Equity section of the GO-Biz website to share resources and information.

2. Lead State ZEV and Hydrogen Market Development Strategies. Spearhead, organize and implement comprehensive strategies to expand ZEV and hydrogen markets. Coordinate diverse stakeholders on market opportunities, barriers, policy levers and programmatic initiatives that maintain California's leadership position related to ZEV technologies and fuels.

Key Collaborators:

All stakeholders.

Key Results & Actions:

A. ZEV Market Development Strategy (Continued)

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

2024 Outcomes: GO-Biz completed updates to the ZEV Strategy and worked with the Office of State Publishing to design the document but did not publish the Strategy in 2024.

2025 Key Results: GO-Biz will finalize the document in 2025, and will bring together staff across state agencies to implement the ZEV Strategy Framework (i.e., ZEV Agency Action Plans and ZEV Metrics). More details on these elements are below.

B. Agency ZEV Action Plans (Continued)

2024 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.

2024 Outcomes: State Agency ZEV Action Plans were submitted and are available on the [GO-Biz ZEV Strategy website](#).

2025 Key Results: GO-Biz will convene the state agencies and ask agencies to submit their Action Plans in March. The plans will be posted to the GO-Biz ZEV Strategy website when complete.

C. ZEV Metrics and Best Practices (Continued)

2024 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.

2024 Outcomes: GO-Biz updated the [ZEV Strategy webpage](#) with the redesigned metrics one-pagers. GO-Biz did not develop one-pagers for the four outcome

areas but instead focused on updating that information in the updated 2025 ZEV Market Development Strategy document.

2025 Key Results: GO-Biz will continue to monitor and update metrics for the four pillars of the ZEV Strategy – vehicles, infrastructure, workforce, and end users – and look for ways to continually improve the one-pagers that are available on the [ZEV Strategy webpage](#).

D. Hydrogen Market Development Strategy (NEW)

2024 Outcomes:

- Developed and released an ARCHES Request for Information on Heavy-Duty Fuel Cell Electric Vehicle Market Development Strategy with cross-agency and stakeholder input. Agency partners supported the reviewal process of over 50 responses.
- Edited and released the ARCHES Transportation White Paper, which highlighted opportunities, challenges and recommendations for scaling on-road medium and heavy-duty fuel cell electric vehicles and integrating hydrogen with rail, ports and aviation.

2025 Key Results: GO-Biz will develop and publish a whole-of-government Hydrogen Market Development Strategy with agency and stakeholder input. GO-Biz will also engage in promoting feasible market-enabling policies, such as establishing a regulatory framework for electricity used in renewable hydrogen production that brings down costs and ensures industry stakeholders are helping the state build a more reliable and resilient grid. Additionally, staff will continue to explore potential development of heavy-duty ZEV weight limit exemptions in collaboration with other state agency partners, identify property tax caps/exemptions for H2-related equipment, other supportive tax policies, and open access pipelines.

3. Accelerate Infrastructure Deployment. Streamline ZEV infrastructure development (electric and hydrogen), including through local government permitting and utility interconnection and energization processes.

Key Collaborators:

Cities and counties or Authorities Having Jurisdiction (AHJ), regional government, the California Energy Commission (CEC), California Air Resources Board (CARB), California Public Utilities Commission (CPUC), California State Transportation Agency (CalSTA), Caltrans, electricity and hydrogen providers including utilities, private sector

infrastructure developers, fuel producers and vehicle OEMs, public and private sector fleets, and NGOs.

Key Results & Actions:

A. Turn the State Green (AB 1236, AB 970, SB 1418) (Continued)

- Plug-In Charging Station Permitting

2024 Key Results:

- Streamline 75% of all AHJs, 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 AHJs.
- Collaborate with Stanford University to gather data on the possibility of utilizing a ZEV version of a SolarAPP+ tool to accelerate ZEV charging permits, and to determine what efforts would be required to help ensure broad uptake by AHJs in California.

2024 Outcomes: Through targeted outreach, tools like the real-time updated [ZEV Streamlining Map](#), and communications via Salesforce, the number of AHJs adopting streamlined processes for ZEV charging stations grew to 341 by December 2024 (63% of all AHJs), demonstrating substantial progress in [compliance with AB 1236 and AB 970](#). Nevertheless, work with AHJs will continue as GO-Biz did not reach its 100% streamlined goal in 2024.

GO-Biz partnered with Stanford University to explore technological solutions for streamlining the permitting process for ZEVs. This collaboration specifically targeted the potential development of an application similar to SolarApp+, which has been successful in simplifying residential solar panel permitting. The focus of the study was initially on residential ZEV charging, with Stanford assessing the viability and interest in utilizing this tool among AHJs. The study confirmed interest among AHJs for a digital solution to streamline ZEV charging permits. This feedback suggest that this app could significantly reduce administrative burdens and expedite project approvals.

Building on this interest, there may be an opportunity to expand the application to cover non-residential ZEV charging such as commercial, municipal and fleet charging stations, which are critical for ZEV adoption but do present additional challenges such as site variation and complexity, zoning issues and Americans with Disabilities Act (ADA) compliance. This information was provided to CEC, who had originally approached GO-Biz with the question of whether to invest in an app-based tool similar to SolarApp+.

2025 Key Results: GO-Biz will continue to work with AHJs to turn the state green with the goal of reaching 100% compliance in 2025. Specific areas of focus will include:

- **Zoning Codes:** Encouraging zoning code updates to recognize Electric Vehicle Charging Stations (EVCS) as a permitted primary and accessory use in all zones of a city or county.
- **Compliance Timelines:** Considering ways to create transparency around EVCS permitting timelines to ensure compliance with mandated permit approval timelines.
- **CEQA Guidelines:** Providing clear guidance or exemptions for ZEV infrastructure on greenfield sites, balancing environmental protection with the need for rapid deployment.
- **Education and Outreach:** Organizing and participating in educational platforms and/or workshops aimed at AHJ officials (building and code enforcement, planning, fire and emergency response), project developers, and community members. GO-Biz engagement would aim to clarify the permitting process requirements per state legislation requirements, technical standards, and best practices for plug-in infrastructure technologies.
- **Partnerships for stakeholder engagement:** Leverage trusted community voices and organizations to disseminate information on ZEV policies and technology benefits at the grassroots level to encourage local support of ZEV infrastructure development.

○ Hydrogen Station Permitting

2024 Key Results:

- Conduct targeted meetings, workshops, and seminars with AHJ decision-makers to review the requirements of SB 1291 (Archuleta, 2022), focusing on benefits, addressing concerns, and offering implementation support.
- Finalize and share the SB 1291 model ordinance and checklist with AHJs.
- Refine and update the Hydrogen Readiness website to reflect progress, share tools, and more.

2024 Outcomes: SB 1291 (Archuleta, 2022) extended ZEV streamlined permitting requirements to hydrogen-fueling stations, mandating that AHJs adopt expedited permitting processes similar to those for EVCS. SB 1418 (Archuleta, 2024) was adopted September 2024, and further advances hydrogen fueling infrastructure by requiring AHJs with 250,000 or more residents to adopt streamlined ordinances and checklists on or before September 30, 2025. GO-Biz developed draft checklists and ordinances and an [online map](#) to track AHJ compliance progress, like was done with AB 1236 for EV charging station

compliance. Given the SB 1418 requirements were adopted in Fall 2024, to-date one AHJ is working on compliance.

2025 Key Results: GO-Biz anticipates SB 1418 compliance to ramp up throughout 2025 with initial proactive engagement to AHJs that have hydrogen investment potential (i.e., project developers have been awarded infrastructure grants or there is alignment with freight corridors and ports). GO-Biz has begun to disseminate draft checklists and ordinances to these AHJs for review with their planning, building, legal and other applicable departments. All other AHJ outreach will be phased in. GO-Biz will track compliance progress via the [Hydrogen Station Permit Streamlining Map](#) and will continue to update applicable resources (e.g., Fact sheets, Hydrogen Permitting Guidebook, etc.).

B. Utility Interconnection and Energization (Continued)

2024 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.

2024 Outcomes: GO-Biz recruited a Lead Advisor in Q2 2024 who guides team engagement and interagency coordination around utility readiness for transportation electrification with a focus on technology deployment in the medium- and heavy-duty sector. This involves coordinating, reviewing and recommending appropriate action to leadership on policy and programmatic decisions before CARB, CalSTA, Caltrans, CEC, and CPUC. The Lead Advisor is also engaged in interagency and industry problem solving and tracks emerging technologies and market opportunities to scale development for ZEVs, fuels and refueling infrastructure.

In 2024, the Lead Advisor met with public and private sector stakeholders to understand market priorities, constraints and needs. That input guided creation of a work plan that prioritizes tracking interagency policy and programmatic decisions that ensures alignment with: 1) industry interests, and 2) among interagency partners. Engagement included but not limited to:

- Five (5) key CPUC proceedings considering electric rates and the cost of fueling; timely energization of charging infrastructure; utility general rate

cases; proactive planning of grid infrastructure to support transportation electrification; policy, pilots and technology enablement; strategic planning and incentives.

- CARB's Low Carbon Fuel Standard regulation rulemaking.
- Several CEC Rulemakings.
- An interagency workgroup with other Lead Advisors exploring heavy-duty weight limit exemptions; the workgroup conducted market and policy research and made next step policy recommendations to Principal decision makers and the Governor's Office.

2025 Key Results:

GO-Biz will:

- Continue to track utility readiness with a focus on low- and zero-emission fuels and technology deployment in support of the medium- and heavy-duty sectors.
- Continue interagency coordination to improve transparency on utility grid capacity constraints, inform infrastructure planning and projected deployment timelines, and identify key opportunities for prioritized transportation electrification projects.
- Increase common understanding for what each stakeholder (i.e., state agency/regulator, utility, regulated entity, private sector business, permitting AHJ) can do to improve the energization process and develop a strategy that fosters strong collaboration across the market to advance low-and zero-emission transportation vehicles, fuels and infrastructure.
- Continue tracking the multi-year efforts previously noted and will coordinate with industry stakeholders, utilities and CPUC on potential regulatory pathways for bringing the cost of electricity down to enable renewable hydrogen production.

C. Permitting Olympics (Continued)

2024 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.

2024 Outcomes: GO-Biz did not have the capacity to develop and lead the "Permitting Olympics" in 2024 but did engage with jurisdictions on SB 1291 streamlined permitting requirements and is considering opportunities for "Permitting Olympics" in the future.

2025 Key Results: GO-Biz will consider timing for the launch of the Permitting Olympics to encourage city and county compliance with SB 1418, and whether

the launch of such a program would be appropriate in 2025-28. Regardless of whether or not outreach is advanced under a Permitting Olympics banner, GO-Biz will continue to engage in proactive outreach and provide resources to jurisdictions and project developers to help with SB 1418 compliance.

D. Ongoing. Collect and share lessons learned, direct project support.

4. Catalyze ZEV and Hydrogen Market Development Growth. Actively support clean mobility business development and work with industry, labor agencies, and stakeholders to enable equitable job growth.¹

Key Collaborators:

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

Key Results & Actions:

- A. Medium- and Heavy-Duty (MHD) Vehicles (NEW)
 - o Transit and Zero-Emission Buses (ZEBs)

2025 Key Results:

- Per the requirements of SB 104, initiate a Zero Emission Transit Labor Study and Roadmap with the goal of developing a comprehensive employment transition strategy focused on ZEBs. Execute a contract to support development of the Labor Study.
- Launch and chair the new Innovative Clean Transit (ICT) ZEB Task Force comprised of state agencies and transit agencies to overcome key challenges in the transition to ZEBs. The Task Force launched in Q1 2025 and will meet for two years with the shared goal of developing implementable solutions that solve priority market issues. GO-Biz will chair the new Task Force, and CARB and CalSTA will vice co-chair.
- Ensure discussions related to hydrogen fuel cell buses and fuel supply/cost are aligned with ARCHES and DGS initiatives.

- o Zero-Emission Trucks

2025 Key Results:

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

- Engage with CARB, other agency partners, Air Districts and industry stakeholders to develop strategic pathways to maintain market momentum for private sector commercial MHD fleets.
- Engage with CARB, Air Districts and local/state government MHD fleets to develop strategic solutions that achieve their obligations under the ACF regulation.
- Continue tracking:
 - CARB Investment Program implementation including changes to incentive availability for key sectors and development of a used MHD truck pilot program; ensure alignment with industry needs and interagency ZEV efforts.
 - CARB's 2024 LCFS program amendment implementation (starting 2025) which modified the Clean Fuel Reward program to incentivize buying or leasing new and used MHD vehicles and now provides credits to owners of MHD infrastructure along freight corridors.
 - CEC's implementation of the 2024-2025 Investment Plan Update for the Clean Transportation Program and ensure funding allocation alignment across incentive programs and solicitations that fund MHD infrastructure.
 - CEC's 2025 Integrated Energy Policy Report proceeding to understand what industry stakeholders are saying about its proposed scope (e.g., Advancing clean energy deployment including hydrogen, electricity demand forecasting, load-shifting analysis to inform market reform); ensure alignment with industry, utilities, CPUC and other stakeholders as the 2025 IEPR is developed.
- Monitor MHD related infrastructure project development connected to state and federal funding awarded in 2024. Continue to facilitate problem solving permitting issues with industry and AHJ partners (see section above - accelerate infrastructure deployment).
- Collaborate with CalSTA on implementation of their 2025 Climate Action Plan for Transportation Infrastructure 2.0 which includes strategies and actions to further implement the agency's investment framework. Specifically, CalSTA has a new action that commits GO-Biz to co-establish a Central Delivery Team to support zero-emission freight infrastructure planning and deployment. Ensure alignment across all other interagency activities and programs.
- Continue to participate in the following monthly/quarterly ports related meetings: 1) Caltrans Interagency Freight Program; 2) California Association of Ports Authorities/GO-Biz update; and 3) CEC led Ports

Collaborative. Ensure alignment across efforts related to MHD commercial trucks, policy gaps and opportunities, and monitor zero-emission shoreside and marine vessel technology adoption.

- Zero-Emission Aviation

- Continue to collaborate with CalOSBA, Caltrans and emerging industry partners on opportunities to scale Advanced Air Mobility technologies and supporting refueling infrastructure. Engage in implementation of the SB 800 workplan as needed (i.e., ZEV infrastructure policy, incentives and planning for eVTOLs), and participate in relevant events.
- Engage in sustainable aviation fuel (SAF) working groups (state agencies, airlines, airports, industry) to understand the state of the nascent SAF market, current challenges and opportunities.

- Zero-Emission Rail

- Continue participation in monthly state agency collaboration call on zero-emission rail. Monitor commuter rail pilot programs and explore collaborative opportunities with freight providers.

B. Federal Opportunities (Continued)

- Hydrogen Hub

2024 Key Results:

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

2024 Outcomes:

- In July, ARCHES was the first of seven Hydrogen Hubs throughout the country to officially sign their agreement with DOE. The \$12.6 billion agreement includes up to \$1.2 billion in federal funding.
- In 2024, GO-Biz supported several ARCHES publications: [ARCHES Fact Sheet](#), [Transportation White Paper](#), and released the [Request for Information: Heavy-Duty Fuel Cell Vehicle Market Development Strategy](#).
- GO-Biz supported ARCHES in advocating for an alternative compliance method for the IRS 45V Production Tax Credit based on California's strong renewable portfolio standards and binding carbon cap.

2025 Key Results:

GO-Biz will continue in our foundational ARCHES role to support policy and funding at the State level.

- GO-Biz will lead publication of summary results from ARCHES Request for Information regarding Heavy-Duty Fuel Cell Vehicle Market Development Strategy and develop the subsequent Request for Proposals to select vehicle manufacturer, fleet operator and fuel station projects in conjunction with ARCHES.
- Other market enabling actions will include collaboration with industry and state agencies to update the H2 Permitting Guidebook and heavy-duty vehicle fueling station testing device.

o Climate and Energy Federal Funding State Coordination and Collaboration

2024 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.

2024 Outcomes: GO-Biz coordinated across state agencies to pursue climate and energy related federal funding opportunities. GO-Biz's role included: 1) utilizing a prioritization framework for determining which federal programs were of higher importance than others; 2) gathering and sharing program information and deadlines in a bi-weekly report to involved agencies; and 3) tracking "who was doing what" in terms of which agencies (or other applicants) were pursuing federal programs so as to not have conflicting or duplicative efforts.

Throughout 2024, GO-Biz worked with the non-profit organization Atlas Public Policy to track climate federal funding opportunities in the BIL and IRA, utilizing data from Atlas's online platform, the Climate Program Portal.

2025 Key Results: With a change of administration at the federal level, there is uncertainty with regards to climate and energy federal funding opportunities. GO-Biz will continue to track existing awards and project implementation.

C. Business Development

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

2024 Outcomes: In 2024, ZEV met with dozens of businesses (both new and known to the team) to provide connections, guidance, and resources to help them solve problems and advance their business development goals. GO-Biz also participated in zero-emission port, aviation, rail and emerging technology related events and working groups.

2025 Key Results: Continue ongoing business support. Connect ZEV-related businesses to various state incentives, site selection support, etc. Actively track and share market developments, success stories, as appropriate. Continue to follow emerging technologies and markets, connecting stakeholders to GO-Biz and other state agency resources, and to business development opportunities.

D. Low/Zero-Carbon Hydrogen Procurement

2024 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.

2024 Outcomes: the hydrogen fuel solicitation was not available for bid on the proposed timeline. It was prepared and ready for release in Q4 2024 but was held to await final guidance from the federal government on 45V tax credit, as the results of this were expected to have an impact on the volumes and pricing provided by potential bidders.

2025 Key Results: DGS released the hydrogen fuel solicitation on February 5, 2025, which was open for bids until March 12, 2025. The [Invitation for Bid \(IFB\)](#) was for a statewide hydrogen fuel procurement to make it easier for state and local agencies, including transit agencies and government fleets, to purchase hydrogen to power fuel cells and fuel cell electric vehicles. No viable bids were received. GO-Biz and DGS are working with ARCHES and industry to understand a bulk procurement structure that could benefit suppliers and offtakers.

Under the Trump Administration, the federal 45V tax credit was under threat of ending December 31, 2025. The credit was extended through December 31, 2028. GO-Biz will work with ARCHES and stakeholders to support development of as many clean hydrogen production facilities as we can by the deadline.

5. Incorporate 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).

2024 Key Results:

- Business case analysis of fuel-cell electric bus and refueling infrastructure deployment in rural northern California (North State Super Region) 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.

2024 Outcomes:

- Contractor completed outreach and working group work and produced draft deliverables.
- GO-Biz organized a State Leaders Transit Symposium, facilitating a daylong discussion with interagency leaders (principals and key staff) on the zero-emission bus market and transit agency partners ability to meet the goals of CARB's Innovative Clean Transit regulation. The event focused on sharing knowledge, aligning efforts, and identifying potential priority actions to support transit agencies in their fleet transition.

2025 Key Results:

- Finalize business case analysis and roadmap deliverables for the North State Super Region and incorporate into broader efforts to move ZE transit market forward.
- Connect North State Super Region implementation plan with the ICT ZEB Task Force and transit work previously noted above.

6. Engage with International Jurisdictions and Businesses. Attract foreign direct investment, assist companies in gaining access to new markets, share lessons learned with, and learn from, global partners.²

Key Collaborators:

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

Key Results & Actions:

A. Foreign Direct Investment (Continued)

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

2024 Outcomes: GO-Biz regularly met with and hosted international delegations, businesses, and governments.

2025 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)

2024 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).

2024 Outcomes: GO-Biz participated in monthly meetings of the International Zero Emission Vehicle Alliance (IZEVA) in partnership with CARB and CEC.

2025 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).

7. Increase 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.

² Note: Engagement with international jurisdictions and businesses is an ongoing, core function of GO-Biz.

Key Collaborators:

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

Key Results & Actions:

Stakeholder engagement (Continued)

2024 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 Californians from accessing zero-emission mobility options.
- 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.

2024 Outcomes: GO-Biz published six The Plug & The Nozzle Newsletters and two H2 on the Move newsletters.

2025 Key Results: GO-Biz will look for ways to promote the positive narrative of the ZEV transition, including through increased storytelling (e.g., blogs, op-eds, etc.), leveraging relationships and public-private partnerships (e.g., with community groups, nonprofits, OEMs, station developers, etc.), and through the planning of the Centennial Celebration for Route 66 in 2026. The team will also continue regular outreach through The Plug & The Nozzle, Roll Up Your Sleeves, and H2 on the Move.