

END USERS

End users of zero-emission vehicles (ZEV) 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 (Q2 2026)

Data for this snapshot was current in July 2026. Things may change by the time you read it! Find updated data at the linked sources.

End User Incentives

625,567

ZEVs funded through light-duty ZEV programs in underserved communities from June 1, 2015 through October, 2025.

15,900+

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

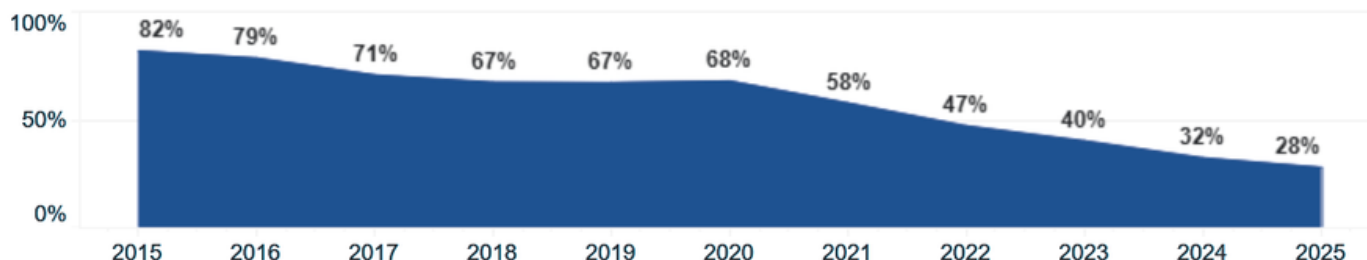
End User Experience

In 2025, **44%** of U.S. consumers said that they have a positive attitude towards EVs, with **31%** of participants feeling more positive about EVs compared to the previous year.

Data from the International Energy Institute 2025
[Consumer Survey on Driver Behaviors and Perspectives](#)

How Much of the EV Market Did the Programs Capture Over Time?

Cumulative incentives issued divided by cumulative EVs on the road in California. | Not filterable



Center for Sustainable Energy (2026). California Air Resource Board (CARB) CA Light-Duty ZEV Incentive Programs Insights. Dashboard last updated 3/5/2026. Due to date differences in receiving data, this date is not indicative of data obtained up to that date. Retrieved 6/2/2026 from <https://calzevinights.org/>

KEY POLICY & REGULATORY ACTIONS:

[EO B-48-18](#) and [EO N-79-20](#)
[Drive Forward-Light-duty Vehicle Program](#)
[Innovative Clean Transit](#)
[AB 2061: EV charger uptime recordkeeping and reporting standards](#)