

ZEV MARKET DEVELOPMENT STRATEGY

DISCLAIMER NOTICE: The following is an accessible outline of the ZEV Market Development Strategy presentation provided at the BAR Advisory Group meeting on April 22, 2021. A webcast recording of the presentation is also available on the [BAR Advisory Group](https://www.bar.ca.gov) page at www.bar.ca.gov.

Slide 1: ZEV Market Development Strategy

April 22, 2021

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

(Graphic of the State of California with star and bear icons)

Slide 2: Executive Order N-79-20

Sets three crucial goals for the ZEV Market:

1. 100% of in-state sales of new passenger cars and trucks will be zero-emission by 2035.
2. 100% zero-emission medium and heavy-duty vehicles in the State by 2045 where feasible and by 2035 for drayage trucks.
3. 100% zero-emission off-road vehicles and equipment by 2035, where feasible.

(Graphic: Governor Gavin Newsom at a podium with several Zero Emission Vehicles in the background)

Slide 3: ZEV Market Development Strategy

1. Articulate **core principles** for collective action
2. Clearly identify **metrics/targets**
3. Establish **Roles/objectives** of agencies and major stakeholder groups
4. Organize **collective problem-solving** Increase transparency and target stakeholder engagement
5. Ensure **lessons learned** are accessible and incorporated

Empower actors to exceed expectations

(Graphic: Cover of the [California Zero-Emission Vehicle Market Development Strategy](#) report)

Slide 4: ZEV Strategy Overview

(Graphic: Flow chart of ZEV Strategy)

Goal: Large scale equitable market development

Outcomes:

- Air quality/Vehicles
- Reduced greenhouse gases/Infrastructure
- Access/End Users

- Economic Development and Jobs/Workforce

Core Principles:

- Equity in every decision
- Embrace all ZEV pathways
- Collective problem solving
- Public complements private
- Design for resilience and adaption

Slide 5: ZEV Strategy Website

1. Public ZEV Strategy Website
 - Latest information; document repository
 - Progress and metrics tracking

(Graphic: Home page of [Zero-Emission Vehicle Market Development Strategy](#) website)

Slide 6: ZEV Strategy Document

2. ZEV Strategy Document
 - Guiding document: principles, objectives, direction
 - Updated at least every 3 years

(Graphic: Table 9: Non-Governmental Organizations (NGOs) found on page 37 of the California Zero-Emission Vehicle Market Development Strategy report)

Slide 7: ZEV Strategy Document

2. ZEV Strategy Document (continued)
 - Guiding document; principles, objectives, direction
 - Updated at least every 3 years

(Graphic: GO-Biz ZEV Market Development Objectives table found on page 63 and Report and Key ZEV Market Related Questions Addressed table found on page 64 of the California Zero-Emission Vehicle Market Development Strategy report)

Slide 8: State Agency Actions Plans

3. Annual State Agency Action Plans

(Graphic: Logos of California State Agencies with leading and/or supporting roles in building and incentivizing the ZEV market found on page 20 of the California Zero-Emission Vehicle Market Development Strategy report)

Slide 9: BAR and the ZEV Strategy

- Consumer Confidence
 - Share ZEV reliability, maintenance, and cost savings
 - Promote Clean Cars 4 All
- Maintenance and Repairs

- Complaint mediation
- License Status
- Increase access to ZEV tech training
- Data
 - Track ZEV complaint data

Slide 10: ZEV Market Development Strategy

Stay Engaged!

(Graphic: Home page of ZEV Strategy website with sign up button for Strategy Implementation Updates highlighted)

Slide 11: California Governors Office of Business and Economic Development

Thank you!