

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

GO-Biz leads the ZEV Market Development Strategy and serves as the first point of contact for ZEV related businesses to engage with state government.

Equity: Facilitate economic expansion in underserved communities and integrate minority-owned and small businesses/suppliers into the growing ZEV market. Ensure program wide robust outreach and engagement with priority communities.

GO-Biz ZEV MARKET DEVELOPMENT OBJECTIVES

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

Direct Pillar Connection: Vehicles, Infrastructure, End Users, Workforce

Infrastructure Permitting: Streamline ZEV infrastructure development.

Direct Pillar Connection: Infrastructure

Market Development Growth: Actively support clean mobility business development and work with industry, labor agencies and stakeholders to enable equitable job growth (leverage Business Investment Services, Cal Competes, and the Office of the Small Business Advocate).

Direct Pillar Connection: Workforce

Indirect Pillar Connection: Vehicles, Infrastructure

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

Indirect Pillar Connection: Vehicles, Infrastructure, End Users, Workforce

Market Innovation: Enable and catalyze innovation within California (innovation hubs).

Indirect Pillar Connection: Vehicles, Infrastructure, End Users, Workforce

International Business: Attract foreign investment, assist companies in gaining access to new markets, share lessons learned with, and learn from, global partners.

Indirect Pillar Connection: Vehicles, Infrastructure, End Users, Workforce

ZEV Advertisement: Utilize ZEVs when feasible in Visit California and related marketing campaigns.

Indirect Pillar Connection: End Users

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

Key Collaborators: all stakeholders.

Key Results & Actions:

- a. **Document.** Publish first version of the ZEV Strategy draft by January 31, 2021. Establish Equity in every decision.
 - *Completed – published on February 1st (1/31 was a Sunday).*
- b. **Agency Action Plans.** Organize Action Plans into coherent narrative, accessible narrative, or visual organization structure by March 15th. Feed into Pillar Priorities. Ensure equity is truly in every decision.
 - *Completed – Agency Action Plans can be found here. We were not able to achieve by March 15th, but should be able to next year now that the system is set up.*
 - *Agencies have equity in multiple actions – we continue to look for more opportunities.*
 - *Lessons learned: stakeholders do use the plans to help keep processes moving, and keep agencies accountable in a constructive way.*
- c. **Pillar Priorities.** Create concise Pillar Priorities documents that set course for coordinated, collective action by April 1, 2021. Includes equity engagement strategy, cross-cutting view, and how ongoing big ZEV effort will fit in.
 - *This took longer than we hoped, although we know the April time target was ambitious. Published August 16th. Lessons Learned: Stakeholders who responded on the Roll Up Your Sleeves list said the document is helpful – it gives them a rolled up view of implementation. We will continue to look for ways to streamline it going forward.*
 - *We also completed the Equity Engagement & Implementation Plan. Published December 15th.*
 - *Lessons Learned: Community input in state processes is essential, but we ask a lot from community groups – finding ways to streamline engagement is critical.*
- d. **Stakeholder engagement.** Establish clear stakeholder engagement process with a focus on reaching priority community representatives; communicate on ZEV Strategy Website by March 1, 2021
 - *Our main means of engaging stakeholders is through our Plug & Nozzle newsletter and Roll Up Your Sleeves List, and through 1:1 and group meetings to gain feedback and insight. The Equity Engagement & Implementation Plan should help increase connection to priority community representatives (much of this engagement is active in state agency processes).*

- *Lessons Learned: Email lists help – the Roll Up Your Sleeves list consistently has our highest opening rate, and resulting responses give us a good window into the stakeholder community. However, emails can and do get overlooked.*

e. **Metrics and Best Practices.** Develop ZEV Metrics and lessons learned portal on ZEV Strategy Website, with equity as a focal point. Metrics target: June 1, 2021. Lessons learned August 31, 2021.

- *This initiative is taking longer than we hoped. Our goal remains to develop a snapshot of market development that stakeholders can use to gain a quick understanding of market health. Our current plan is to publish quarterly, clickable pdf documents that showcase bellwether stats/figures for each ZEV market pillar and outcome. The pdf will capture a snapshot in time and enable readers to either print the document for reference or click through to the source data. We expect to publish the first pdf in early 2022, and will continue to refine the tool to ensure maximum usefulness.*

f. **Ongoing.** Collect feedback and ideas, improve the process.

2. Infrastructure Permitting. Streamline ZEV infrastructure development.

Key Collaborators: Local & regional government, Tribal Government, Electricity and Hydrogen Providers, NGOs, CEC, CARB, CPUC, Caltrans.

Key Results & Actions:

- **ZEV Olympics, EVCS.** Streamline EVCS permitting for at least 30% of the state by April 22, 2021, 100% by December 31, 2021. Work with partners to find ways to increase support for streamlining in priority communities.
 - *The ZEV Permitting Olympics were successful, but we fell short of our 30% target (we are at 24.6% as of August 11, 2021). Gold medal winners: Alameda, Alpine, San Francisco, Napa, and Tuolumne County – all are 100% streamlined.*
 - *Lessons Learned:*
 - i. *communities appreciate recognition.*
 - ii. *Local champions are crucial. East Bay Community Energy was pivotal in Alameda, Recolte Energy in Napa, City staff in SF, and economic development coordinator in Tuolumne, and a supervisor in Alpine County. In Marin (a silver medal winner), a retired couple is leading the charge.*
 - iii. *Streamlined communities take less time to permit than non-streamlined communities. However, breakthrough issues do remain.*
 - *AB 970 was signed into law on October 8, 2021. This builds on California's existing permit streamlining law, AB 1236 (2015). AB 970 adds specific binding timelines to the permitting review*

period based on the size of the project and clarifies parking requirements.

- We wrote a [fact sheet](#), updated our permitting [scorecard](#), and focused outreach on communities with more than 200,000 residents. At the end of 2021, 50% of large communities were streamlined, and 100% had been contacted.*
- ZEV Olympics, H2.** Develop strategy to accelerate permit timelines, leveraging H2 Station Permitting Guidebook.
 - TBD – hydrogen station permitting reflects more traditional permitting. It's always an issue, but we don't yet have ideas to accelerate the process in a fun way (aside from our existing guidebook and ongoing outreach).*
- Ongoing.** Collect and share lessons learned, direct project support. Update Guidebooks as needed.
- We added a [MD/HD charger permitting addendum](#) for stakeholder use and are considering a refresh of our 2019 Guidebook in early 2022*
- Lessons Learned: small addendums add value, without having to do a wholesale reboot. We have received positive feedback on the MD/HD addendum.*
- We also updated the permit streamlining fact sheet to include guidance on AB 970 (McCarty, 2021).*
- Lessons Learned: Both EV charging companies and local jurisdictions find these resources useful.*

3. 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; CWDB; CTC; DGS; DOF; HSR; IBank; SGC; STO

Key Results & Actions:

- Just Transition.** Draw clear connections between the ZEV Strategy and Just Transition Roadmap – create an accessible position paper focused on implementation by October 2021. Focus on opening opportunities for priority communities.
 - Have not started yet.*
 - The Just Transition Roadmap has not been published, but the background work served as the foundation for the \$600M CERF programs. ZEV projects can be funded through CERF, depending on community interest. CERF program link:*

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

[Community Economic Resilience Fund - Office of Planning and Research \(ca.gov\)](#)

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- b. **Business Development.** Actively support the development of Lithium Valley. Jobs for priority communities.
 - *Lithium Valley Commission is ongoing, and being lead by CEC. GO-Biz continues to actively support business location and expansion in CA.*
- c. **Job Access.** Create opportunity for livable wage/high-road jobs. Equity is fundamental.
 - *All GO-Biz funding programs have this baked into the decision making. The \$250M in the 2021/22 and 22/23 state budgets for ZEV manufacturing should result in opportunities as well.*

4. 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. **Policy Alignment.** Establish statewide process to align regulatory, funding, and other proceedings across agencies, identify potential overlap and conflicts. April 15, 2021. Flag areas for equity benefits.
 - *2021/22 State budget directly reflects this work. Fundamental regulatory programs are underway – see CARB's Action Plan, as well as HCD.*
- b. **Ongoing.** Business support, incentive navigation, site selection, etc.

5. Market Innovation. Enable and catalyze innovation within California (innovation hubs).

Key Collaborators: Academia, Local and Regional Governments, Industry, Investors/Financing Institutions, CARB, CEC, CPUC, Caltrans, DGS, HSR

Key Results & Actions:

- a. **Innovation Hubs (iHubs).** Collect lessons learned from innovation leaders, such as LACI, Prospect SV, LAEDC. Key questions: what more is needed? What is working, what isn't? How can the state help and other actors help, especially with respect to increase access for priority communities?
 - *Have not started in earnest, although conversations are ongoing (but largely opportunistic).*
- b. **University Connection.** Assess research to production challenges/opportunities.
 - *Have not started yet.*

- 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. **International ZEV Desk.** Establish an international ZEV desk to focus resources on supporting company expansion in California and abroad (in service of market resilience).
 - *Much of this work has centered around the EU Synergy Agenda and a research project, executed by the Governor's Office of Planning and Research with support from GOBIZ and the Coast-to-Coast Foundation, examining potential opportunities for collaboration and cross-learning between the State of California and the European Union as both parties develop a framework for the future of sustainable, equitable and accessible transport. Final report expected Summer 2022.*
 - b. **Best Practices.** Develop best practices and lessons learned portal that can be easily shared with state and international partners by August 31, 2021.
 - a. **Decided to leverage Agency Action plans rather than create a separate portal.** More to be done to determine if we need to expand lessons learned communication opportunities.
- 7. ZEV Advertisement.** Utilize ZEVs when feasible in *Visit California* and related marketing campaigns.

Key Collaborators: Local, Regional and Tribal Governments; NGOs; Vehicle Manufacturers

Key Results & Actions:

- a. **Visit California – Veloz.** Connect with Visit California, Veloz and others to determine feasibility of ZEV tourism campaign.
 - *There is \$5M in the 2021/22 budget directed to raising consumer awareness. GO-Biz released a Request for Proposals with an application deadline of December 16th. Projects awarded with these funds will focus on raising awareness and improving access to ZEVs for drivers and riders in hard-to-reach or underrepresented communities through direct engagement efforts that fill information gaps, address barriers, and present opportunities to accelerate ZEV adoption within these communities and across California.*