

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 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. (note: this objective has been updated)

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. **Agency Action Plans.**

- Publish 2021 Agency Action Plan Reports, with lessons learned incorporated by January 31st.
- Publish 2022 Agency Action Plans by March 1st with a visualization of agency interconnections.

- b. **Pillar Priorities.**

- Update Pillar Priorities and publish by March 15th. Focus on End User, and clearly define GO-Biz's role in leading continual improvement of the End User experience.
- Support CEC's ZEV Infrastructure Plan development (ZIP), which will serve as a concise guiding document for near-term actions related to the Infrastructure Pillar.

- c. **Equity Engagement & Implementation Plan.**

- Implement the Equity Plan published in December 2021 with goal to report progress on priorities for improvement in March 2023. In 2022, focus on developing clear, shared equity metrics.

- d. **Stakeholder engagement.** Webinar to share lessons learned using the format of the previous ZEV Strategy webinars. Build on The Plug & The Nozzle and Roll Up Your Sleeves.

- e. **Metrics and Best Practices.** Publish quarterly ZEV metrics reports, with continual refinement.

- 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:

- **Plug In Charging:**

Guidebook Update. Update the EVCS Permitting Guidebook to reflect updates in policy and processes since its first publication in 2019. Publish by June 30th.

Best Practice Updates. Develop a step-by-step adoption guide for AB 1236 and AB 970. Utilize and distribute this material after webinars and calls with jurisdictions. Add a FAQ's page to the website by February 2022.

- **Turn the State Green.** Goals:
 - Streamline all large jurisdictions (200,000 or more residents). Target end of March.
 - Streamline all small jurisdictions by end of December 2022.
- **Hydrogen:**
 - Develop and deploy permit education and streamlining effort to proactively engage local jurisdictions where fueling infrastructure is planned/anticipated.
 - Engage station developers and other key industry stakeholders to understand common permitting challenges and potential solutions that could be addressed at the state-level.
 - Include map on GO-Biz ZEV website of jurisdictions that have permitted or are in the process of permitting hydrogen stations to raise visibility of cities that have experience with hydrogen fueling stations.
- **Expand ZEV Readiness Portfolio:**
 - Highlight and share resources from local initiatives/regional collaboratives through permitting map (target – web infrastructure set up by March 2022, fully populated by June).
 - Streamline utility interconnection processes (charging and fueling) by connecting utility information to project developers – add a layer to our permit streamlining map by March 2022.
 - Establish building reach code adoption map to help showcase leading cities and counties. Encourage broader adoption by June 2022.
 - Develop framework for ZEV Readiness Olympics; launch if we have sufficient stakeholder support. Potential events: permit streamlining, reach code adoption, signage and utility interconnection. Target June 2022.
- **Ongoing.** *Collect and share lessons learned, direct project support.*

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:

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

- a. **Jobs Metrics.** Collaborate with CWDB, ETP, CEC, OPR and stakeholders to establish a more nuanced tracking of ZEV related workforce metrics, including priority community access to jobs. Incorporate into quarterly ZEV metrics.
 - b. **Federal Opportunities.**
 - **Hydrogen Hub.** Work with CEC, CARB, CPUC, Infrastructure Providers, NGOs, Utilities and more to determine and implement appropriate role of the state in developing a federally funded hydrogen hub in California
 - **EV Charging.** Coordinate with Caltrans, CalSTA, and CEC to ensure federal investments in charging infrastructure have maximal impact on the market.
 - c. **Business Development.** Ongoing business support – connect ZEV related business to various state incentives, provide site selection support, etc. Actively track and share market developments, success stories, as appropriate.
 - d. **Big ZEV Fleet/End User Perspective.** In close coordination with CARB, CEC, and Caltrans, gain an understanding of end user needs and concerns. Identify and advance tools for addressing these needs, leveraging information gained through public processes (e.g., Advanced Clean Fleets Regulation) and previous efforts (e.g., GO-Biz industry interviews on Big ZEV barriers and solutions).
 - e. **Low/Zero-Carbon Hydrogen Procurement.** In collaboration with CEC, CARB, Caltrans, and DGE, lead development of a low/zero-carbon hydrogen master services agreement (MSA) for state-wide procurement. Identify project(s)/region(s) ripe for pilot and help facilitate deployment.
- 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. **End User Focus.** Make End Users the centerpiece of state action through this year's Pillar Priorities—implemented by multiple agencies through state budget implementation, and federal infrastructure funding opportunities. Conduct regular check-ins/interviews with bellwether companies, and leverage insights to help shape program implementation. Ongoing.
- b. **Advanced Clean Fleets Support** Establish a publicly available list of consultants who have raised their hands to support fleet electrification (including plug-in and hydrogen). Collaborate with CARB, CEC, and CPUC to widen our reach for collecting names and disseminating results.
- c. **Policy Alignment.** Develop system to make it easier for stakeholders to track and feed info into regulatory, funding, and other proceedings across agencies. Determine, with stakeholder input, if the approach

provides sufficient value relative to staff time required to implement and maintain the system.

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

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

Key Results & Actions:

- a. **Innovation Hubs (iHubs).** Work with the GO-Biz Office of Small Business Advocate to determine an appropriate ZEV related strategy for iHubs² (proposed in the CA Budget Blueprint).

- 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. **Foreign Direct Investment.** Participate in events, trade missions, and one-on-one meetings with international ZEV companies to encourage investment in California.
- b. **International Partnerships.** Share policy, best practices, and lessons learned through established bilateral and multilateral partnerships to accelerate the global transition to ZEVs.
- c. **EU Synergy Agenda.** Connect to the EU Synergy Agenda as part of the MOU between CA and EU Climate KIC signed at COP in 2021.

- 7. 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. (note: this objective has been updated).

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

Key Results & Actions:

- a. **Consumer Awareness Grants.** Work with awardees to ensure everyone involved learns from one another, leverages each other's strengths, etc.
- b. **Film Commission.** Work with film commission to implement a social media outreach opportunity—launch at strategic time.