

JANUARY 2023

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

ZEV Role: Lead the ZEV Market Development Strategy and serve as the first point of contact for ZEV-related businesses to engage with state government.

Equity Focus: 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.

ZEV Market Development Objectives

1. 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.

Key Collaborators:

CBOs, tribal governments, all agencies.

Key Results & Actions:

- A. ZEV Equity Advocate.
 - SB 1251 (Gonzalez, 2022) established a ZEV Equity Advocate at GO-Biz. Focus in Q2/Q3 2023 on hiring the GO-Biz ZEV Equity Advocate.
- B. Update the Equity Engagement & Implementation Plan. Begin to gain cross-agency alignment. Engage with ZEV equity stakeholders. Publish in Q4.

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

Key Collaborators:

All stakeholders.

Key Results & Actions:

- A. ZEV Market Development Strategy.

- Update the Strategy through agency and stakeholder engagement in 2023. Publish in January 2024.
 - B. Agency Action Plans.
 - Publish 2022 Agency Action Plan Reports and 2023 Agency Action Plans in Q1 2023.
 - C. Pillar Priorities.
 - Update and publish the annual Pillar Priorities Document in Q3 2023 with continued focus on improving the end user experience and accelerating ZEV infrastructure deployment.
 - D. Stakeholder engagement. Continue outreach through The Plug & The Nozzle and Roll Up Your Sleeves.
 - E. Metrics and Best Practices. Publish ZEV metrics reports, with continual refinement. Target = report update every 6 months.
 - F. Ongoing. Collect feedback and ideas, improve the process.
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3. Infrastructure Permitting. Streamline ZEV infrastructure development.

Key Collaborators:

Local & Regional government, Electricity and Hydrogen Providers, NGOs, CEC, CARB, CPUC, Caltrans.

Key Results & Actions:

- A. Turn the State Green (AB 1236, AB 970, SB 1291).
 - Plug In Charging:
 - i. Publish the updated EV Charging Station Permitting Guidebook in Q1 2023.
 - ii. Continue outreach. Targets: 50% of all 540 jurisdictions streamlined by Earth Day; 75% in Q4.
 - iii. Partner with CBOs and local/regional groups to assist with outreach and target harder to reach communities.
 - Hydrogen:
 - i. Develop and deploy SB 1291 permit streamlining education resources to proactively engage local jurisdictions where fueling infrastructure is planned/anticipated (in Q1/Q2).
 - ii. Engage station developers and other key industry stakeholders to understand common permitting challenges and potential solutions that could be addressed at the state-level (ongoing).
 - iii. Create a 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.

B. Energization.

- Interagency coordination to increase transparency and understanding of grid capacity and projected timelines to inform planning processes and identify opportunities for prioritizing transportation electrification. Goal is to develop a shared strategy and increase common understanding for what each stakeholder can do to improve the process.

C. Expand ZEV Readiness Portfolio.

- Participate in quarterly interagency effort to update local government ZEV Readiness definition and recommended local actions to develop a ZEV-ready equitable multi-modal transportation system, highlight and share resources from local initiatives/regional collaboratives, encourage voluntary building code adoption and increased ZEV signage.

D. Permitting Olympics. Develop framework for Permitting Olympics; launch in Q2/Q3 if we have sufficient stakeholder support.

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

4. 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:

A. Federal Opportunities.

- Hydrogen Hub. Continue to bring stakeholders together to give California the best chance to create a federally funded hydrogen hub. Actively contribute to the development of the Alliance for Renewable Clean Hydrogen Energy Systems (ARCHES), a public-private partnership, to submit California's statewide proposal for the U.S. Department of Energy hydrogen hub opportunity (maximum award of \$1.25B per hub). Proposal due April 2023. If awarded a hub, work with ARCHES and the private sector on implementation.

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

- EV Charging. Coordinate with Caltrans, CalSTA, CEC, CPUC, and CARB to ensure federal investments in charging infrastructure have maximal impact on the market, and directly fill market gaps.
 - B. 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.
 - C. Low/Zero-Carbon Hydrogen Procurement. In collaboration with CEC, CARB, Caltrans, and DGS, lead development of a low/zero-carbon statewide hydrogen procurement contract. Target contract availability for transit agencies in Q1 2024.
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5. 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 and conduct regular check-ins/interviews with bellwether companies, and leverage insights to help shape program implementation. (Ongoing).
 - Advanced Clean Fleets Support. 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).
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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 (ongoing).
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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.

Key Collaborators:

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

Key Results & Actions:

- A. Consumer Awareness Grants. Leverage lessons learned to identify opportunities to expand most impactful programs statewide. Report findings to Legislature as required by the 2021-22 Budget.