



November 7, 2023

Chair Liane Randolph  
California Resources Board  
1001 I Street  
Sacramento, CA 95812

RE: Letter of Support for Electrify America's Cycle 4 ZEV Investment Plan

Veloz is pleased to support Electrify America's Cycle 4 ZEV Investment Plan which proposes how they will spend the fourth and final \$200 million of its \$800 million California ZEV Investment Commitment.

Veloz is a California-based 501(C)(3) non-profit driving toward 100% zero-emission vehicles through strategic communications, unprecedented collaborations and purposeful convening. Our vision is that the future of transportation is electric for all. Electrify America, along with 39 other organizations in the EV industry, is a member of Veloz and their President and CEO, Rob Barrosa, is on our leadership Board.

Consumer polling and research studies in California have long shown that one of the main barriers to transportation electrification is access to reliable public charging infrastructure. The draft Cycle 4 Plan proposes to spend approximately \$172 million on fueling infrastructure. This level of investment in publicly available charging infrastructure will complement both the National Electric Vehicle Infrastructure (NEVI) Program Funding from the federal government alongside the California Energy Commission's Clean Transportation Program. These efforts, in tandem, will play a critical role in California's efforts to reach its ambitious climate and air quality goals as well as achieving Governor Newsom's Executive Order N-79-20 requiring sales of all new passenger vehicles to be zero-emission by 2035.

In addition, and as described in Electrify America's Cycle 4 Plan, public education and marketing will be critical to informing consumers of the new vehicle launches, incentives, and available charging infrastructure to drive EV adoption. The \$8 million allocation for EV education, awareness, access and marketing activities includes a commitment to funding Veloz's Electric For All consumer campaigns. Electrify America has provided funding for the past 3 iterations of Veloz's Electric For All consumer education and outreach campaigns with great success. Combined, these campaigns have achieved statewide: 327 million impressions and an associated 1.7 million visits to the ElectricForAll.org website which hosts a zip-code based vehicle and incentive finder, myth-busting EV education, and access to



purchase home charging stations. In addition, 50% of the funding set aside for media buying in the state is allocated to priority communities.

For these reasons and more, Veloz supports Electrify America's Cycle 4 ZEV Investment Plan. Please contact me if you have any questions about our support for this plan.

Sincerely,

A handwritten signature in black ink that reads "Josh D. Boone".

Josh D. Boone | Executive Director

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