

ZEV Market Development



CALIFORNIA
Governor's Office of Business
and Economic Development

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GO-Biz Overview



Business Investment
Services



International Affairs



Small Business



Permits



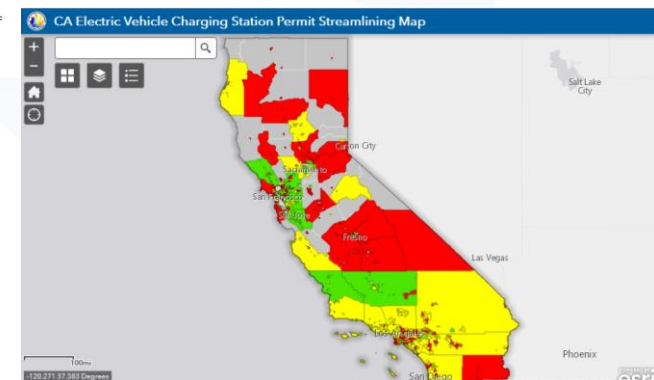
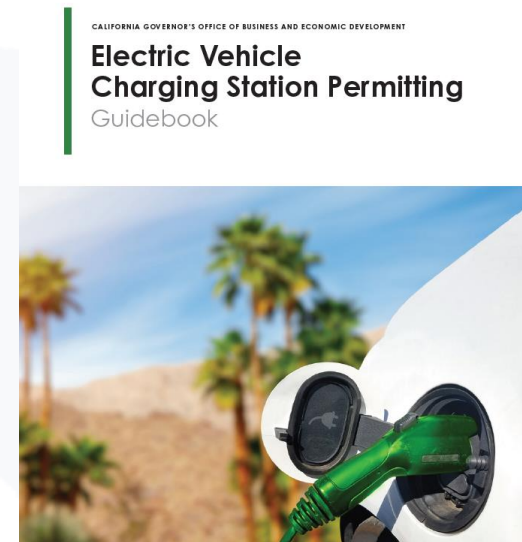
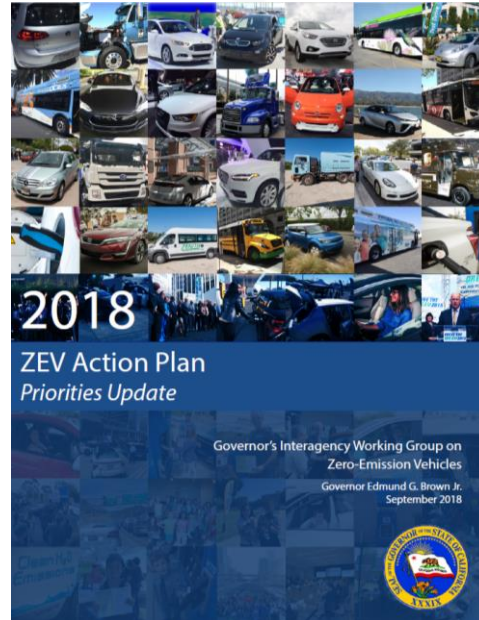
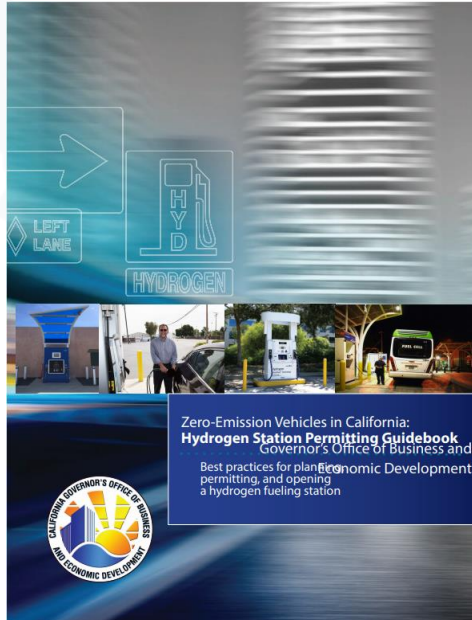
Zero Emission Vehicle Market
Development



Infrastructure &
Economic Development
Bank (I-Bank)



Zero Emission Vehicle Efforts

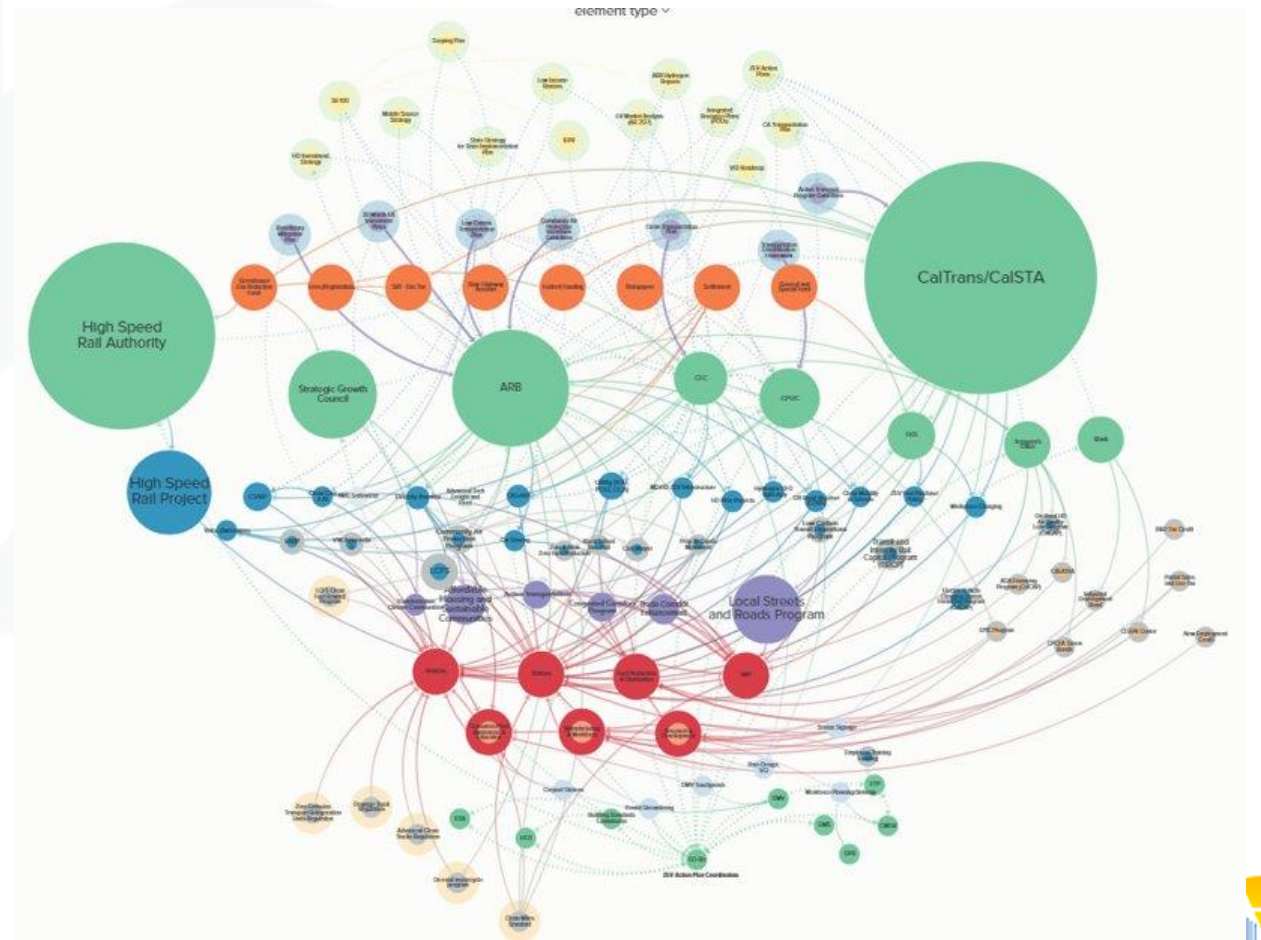


- + ZEV-related business support
- + Existing and proposed regulatory navigation assistance



ZEV Market Development Framework

- Concept under development
- Focused on scale
- Goal: straightforward transition to zero emissions
- Fleets are crucial: we need your insights



Zero-Emission Medium- and Heavy-Duty Vehicle Deployment and Market Acceleration Strategy

- Concept under development
- Identify and understand market barriers and opportunities
 - Work with key stakeholders in the medium- and heavy-duty market to develop a prioritized list
- Recommend solutions
 - What can we fix?
 - If we can't fix it, what can we do to lessen the barrier?
 - How can the state best support the market?
 - ❖ How are responsibilities divided among agencies and how can agencies better work together?



Zero-Emission Medium- and Heavy-Duty Vehicle Deployment and Market Acceleration Strategy



- Key barriers already identified:
 - Upfront costs
 - Infrastructure and fuel costs and complications / coordination and timeline
 - Workforce considerations
 - Fleet guidance and tools
 - Funding
 - Adequacy and consistency
 - How funding programs fit together
- Infrastructure, barriers working group





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