California Air Resources Board
Update to the Three-Year Plan for Light-Duty Vehicles and Clean Transportation Equity Investments

March 30, 2022

Cortney Copeland
California Governor's Office of Business & Economic Development (GO-Biz)
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 Market Development Strategy

The ZEV Market Development Strategy is meant to help California collectively move forward and deliver zero-emission benefits to all Californians. It outlines how state agencies and stakeholder groups key to our transition can move together with the scale and speed required to reach the state’s ZEV targets.

- **100%** of in-state sales of new passenger cars and trucks will be zero-emission by 2035.
- **100%** of medium- and heavy-duty vehicles in the State will be zero-emission by 2045 and by 2035 for drayage trucks.
- **100%** of off-road vehicles and equipment will be zero-emission by 2035.

The ZEV Strategy is a living document that will adapt over time based on feedback and lessons learned. If you have questions or feedback, please email us.

- [ZEV Market Development Strategy](#)
- [Executive Order N-79-20](#)
ZEV Market Development Strategy

Goal
Large scale equitable market development

Outcomes
- Air Quality
- Reduced Greenhouse Gases
- Access
- Economic Development & Jobs

Vehicles
Infrastructure
End Users
Workforce

Core Principles
- Equity in every decision
- Embrace all ZEV pathways
- Collective problem solving
- Public complements private
- Design for resilience & adaptation
ZEV Market Development Strategy

1. Articulate **core principles** for collective action
2. Clearly identify **targets**
3. Establish **Roles/objectives** of agencies and major stakeholder groups
4. Organize **collective problem-solving**
   - Increase transparency and target stakeholder engagement
5. Ensure **lessons learned** are accessible and incorporated

Empower actors to exceed expectations
# The California Blueprint

## Zero-Emission Vehicle Investments

(Dollars in Millions)

<table>
<thead>
<tr>
<th>Investment Category</th>
<th>Program</th>
<th>2021 ZEV Package Multi-Year Investment</th>
<th>2022 ZEV Package Multi-Year Investment</th>
<th>ZEV Package Totals</th>
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<td>Clean Cars 4 All &amp; Other Equity Projects</td>
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<td><strong>$10,000</strong></td>
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The California Blueprint

- Doubling down: $1.2 billion + $1.2 billion = $2.4 billion
- Shift to Full Focus on Low-income Zero Emission Vehicles & Infrastructure
  - Vehicle incentives for low-income consumers
  - Expand ZEV infrastructure access in low-income neighborhoods

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Zero Emission Vehicle Market Development

- State agency alignment and coordination
- Industry collaboration and collective problem-solving
- ZEV-related business support
- Fueling infrastructure permitting assistance
- Existing and proposed regulatory navigation assistance
- Tracking progress toward state targets
- Learning as we go
- ZEV storytelling
ZEV Market Metrics Snapshot

https://business.ca.gov/industries/zero-emission-vehicles/zev-strategy/zev-market-metrics-snapshot/
Thank You!

cortney.Copeland@gobiz.ca.gov
916-291-2473