

California Air Resources Board ZEV Action Plan

The Governor's Office of Business and Economic Development (GO-Biz) is leading the next phase of California state government's collaboration to ensure a robust and actionable zero-emission vehicle market development strategy is in place to meet the goals of the executive order signed by Governor Newsom in September 2020.

GO-Biz has published a Zero-Emission Vehicle Market Development Strategy that identifies California's key principles for growing the ZEV market, showcases the steps state government is taking to electrify transportation and outlines how further collaboration and effort will accelerate the move to zero emissions.

GO-Biz has asked each state agency listed in the ZEV Market Development Strategy to provide key objectives and metrics related to their work to advance vehicle electrification. The document below outlines the California Air Resources Board's (CARB) response to this request. GO-Biz has asked that the agency action plan list very high-level actions with key milestones and metrics.

Table 1 below lists the key CARB objectives identified in the Zero-Emission Vehicle Market Development Strategy. Following the table, for each objective, programs and key collaborators and key milestones are listed.

At the forefront of these efforts is recognition that we must increase transportation equity and access in priority population communities throughout California.

Table 1: CARB Objectives

Legend

- D: Direct pillar connection/Lead pillar development
- I: Indirect pillar connection /Support pillar development

Pillars				Objectives
Vehicles	Infrastr.	End User	Workforce	
D	D	I		Analysis. Maintain shared analytical understanding of the role of transportation in air quality/toxic and climate emissions.
D	I	I	I	Regulation. Develop and implement regulations to require investment into production, sale and use of zero-emission vehicles/transportation and mobility, freight, and off-road equipment considering needs identified by communities most impacted by poor air quality. Propose building standards that prepare California for a 100% ZEV fleet (coordinate with BSC, HCD, CEC, CPUC, GO-Biz).
D	I	D		Incentives. Create and implement incentive systems that build awareness and market demand, facilitate market expansion — with a focus on meeting unique community transportation and mobility needs, and share lessons learned to replicate or expand creative projects and approaches where feasible. Ensure that all incentives support state's high-road workforce goals as well and encourage high-road market expansion and improved job quality for CA workers.
D	D	D	D	CA ZEV Market Development. Expand new and used markets and programs, consumer education and awareness, and increase access to clean mobility. Lead H2 infrastructure analysis, support EVSE analysis (in collaboration with CEC, CPUC and GO-Biz) and pursue the development of EV charging infrastructure building standards in the CALGreen Code (in collaboration with BSC, HCD, CEC, CPUC, and GO-Biz).
D	D	D	I	Mobility and Technology Advancement. Invest in research, development, and demonstration to advance clean mobility and ZEV technology, including opening/enabling new markets.
	D	I	D	Information Sharing. Feed aggregated OEM and market data into agency policymaking processes.
D	D	D		External Market Development. Leadership/collaboration with other states, nations, federal government, local government and community-based organizations, etc.
		D	D	Consumer and Worker Awareness. Strengthen and expand ZEV related education and outreach, and tailor to unique needs of impacted communities, to ensure all Californians understand how to transition to cleaner mobility options.

Analysis

CARB maintains shared analytical understanding of the role of transportation in air quality, toxic air contaminants and greenhouse gas emissions. CARB develops, maintains and publishes a number of analytical tools and reports. Below are some of the key tools and reports related to the ZEV market. All of the efforts listed below incorporate equity and include robust consideration of air pollution and climate change impacts on priority communities.

- 1. AB 32 Scoping Plan:** AB 32 required California to reduce its greenhouse gas emissions to 1990 levels by 2020—a reduction of about 15% below emissions expected under a business-as-usual scenario. The Scoping Plan describes the approaches taken to achieve that goal. The plan was updated in 2017 as a result of SB 32 for a 2030 target of 40% below 1990 levels. The next Scoping Plan will chart the path to statewide carbon neutrality by mid-century, utilizing an expansive scope that includes energy-related emissions as well as the net carbon flux associated with natural and working lands. As such, the plan will cover the transportation sector in depth and provide directional messaging that will inform future policy mechanisms at CARB for years to come.

Key Collaborators: CPUC; CEC; CalEPA; CNRA; CDFA; CalFire; CWDB; SWRCB; SGC

Key Results and Actions:

- Assess the policy signals necessary to transition to ZEVs in the timeframe necessary to achieve carbon neutrality.
- Recommend long-term carbon-intensity targets for Low Carbon Fuel Standard (LCFS) program to promote zero-emissions fuels and technology in transportation.
- Arrange for a just workforce transition away from the petroleum fuels industry to sustainable, low-carbon technologies as part of the growing green economy.
- Ensure that clean technology is affordable and accessible to low-income communities.
- Analyze the air quality and public health benefits associated with decarbonizing the transportation sector.

- 2. Mobile Source Strategy:** The 2020 Mobile Source Strategy is an integrated planning effort to identify the technology mix trajectories and specific actions needed to achieve California's clean air and greenhouse gas emissions targets over the next 30 years. Actions in the strategy will deliver broad environmental and public health benefits, support efforts to modernize and upgrade transportation infrastructure, enhance system-wide efficiency, provide more equitable access to clean transportation and mobility options, and promote clean economic growth in the mobile sector.

Key Collaborators: CEC, CPUC, GoBiz, CalSTA, local air districts

Key Results and Actions:

- Revised draft 2020 MSS for public comment and 3rd workshop in April 2021
- Proposed 2020 MSS for public comment and Board consideration in Summer 2021

- Technology mix trajectories showing the levels of cleaner technologies needed for the transportation sector to reduce emissions to the levels needed to meet air quality targets, and bring us closer to achieving carbon neutrality in 2045:
 - On-road light-duty scenario targeting 100% ZEV & PHEV sales by 2035
 - On-road medium- and heavy-duty vehicle scenarios targeting 100% ZEV sales by 2035 combined with accelerated turnover to maximize near term air quality benefits
 - Off road scenarios targeting full transition to ZEV by 2035 for sectors with smaller engines including SORE, TRUs, and forklifts; accelerated turnover for construction /industrial/mining, agricultural equipment, commercial harbor craft; and introduction of cleaner technologies for locomotives, ocean going vessels, aircraft, where possible to require under State/local authority, and recommending cleaner standards and in-use requirements from applicable federal/international authorities.
- Programmatic concepts including ZEV sales/fleet requirements, cleaner standards for combustion technologies, and in-use requirements will be developed into measures and federally-enforceable commitments through the State SIP Strategy, and further into regulations/programs through the regulatory development process.

3. Low Carbon Transportation and Air Quality Improvement Program Funding Plan: The plan provides a framework for mobile source incentives to cut greenhouse gas, criteria pollutant and toxic air contaminants through deployment of advanced technology and clean transportation in the light- and heavy-duty sectors. Each year the legislature appropriates funding to the program, triggering an annual funding plan supported by guidelines for these investments.

Key Collaborators: CEC; CPUC; CalSTA; CTC; CalTrans; Local and Regional Government; Vehicle Manufacturers and Supply Chain; Fleets; Non-Governmental Organizations; Communities

Key Results and Actions:

- Proposed plan for public comment and Board consideration in fall 2021
- Conduct enhanced outreach efforts to share information and seek feedback from communities and underrepresented stakeholders/priority communities
- Incorporate workforce training and development opportunities into existing incentive projects
- Develop metrics and data collection plans to measure behavioral changes and the socioeconomic benefits of incentives, connected to the ZEV Strategy website
- Focus on reducing barriers to advanced zero-emission technologies, especially for the most challenged fleets and consumers

4. SB 350 Low-income Barriers Study, Part B, and SB 350 Outreach Strategic Roadmap: CARB's Barriers Study identifies affordability, funding for clean transportation solutions and a lack of awareness of clean transportation options as barriers, and discusses community-specific barriers, such as safety, convenience and access. The report outlines key recommendations to overcome barriers and increase access for low-income residents, including: support for community transportation needs assessments, a one-stop-shop streamlined application tool, grants and solicitation

guidance, increased workforce training and development, expanded technical assistance and capacity-building, and an outreach plan. The SB 350 Outreach Strategic Roadmap identifies strategies to coordinate clean transportation outreach and improve community engagement; implementation activities to support this effort are ongoing.

Key Collaborators: CEC; CPUC; GO-Biz; SGC; CWDB; CalTrans; Local and Regional Government; Federal and Tribal Governments; Non-Governmental Organizations; Communities

Key Results and Actions:

- Implementation efforts are ongoing to support equity and climate goals specific to clean transportation and mobility access, including community transportation needs assessments, technical assistance and capacity building
- Outreach Roadmap measures will be further coordinated with state government and local agencies
- A draft grants and solicitations best practices document is anticipated to be released for public comment in 2021, and can help inform potential changes to clean transportation and other incentive projects
- Establish Access Clean California as unifying and streamlining portal for priority community access to incentives

Regulation

To achieve air quality standards and climate change goals, CARB regulates emissions from motor vehicles and other off-road mobile sources. These regulations are typically applied to the emissions performance of new vehicles and equipment, but are also, in specific cases, applied to fleet users. CARB has organized and led the development and implementation of light-duty ZEV regulations since 1990. Medium- and heavy-duty vehicle regulations have recently turned attention to zero-emissions standards and comprise a combination of manufacturer and fleet requirements. Transportation sector emissions, along with congestion, are increasing, despite improved emissions performance resulting from motor vehicle criteria pollutant and greenhouse gas emissions regulations, amplifying the need for new actions with mobility. Off-road vehicle and equipment are increasingly important contributors to overall mobile source emissions. Regulations for off-road sources are also focused on transitioning to zero-emissions. CARB is committed to equity and priority population outreach integral to its regulatory activities.

- 1. Advanced Clean Cars 1:** Advanced Clean Cars 1 is comprised of regulations covering criteria and greenhouse gas emissions standards for new passenger cars and light-duty trucks and requirements for automakers to sell zero-emission vehicles. The ZEV requirements are expected to result in about 10% of new car sales to be zero emissions by 2025.

Key Collaborators: Vehicle Manufacturers and Supply Chain; CEC; CPUC; Federal and Tribal Governments; Other State Governments

Key Results and Actions:

- Continue to track new ZEV sales in the state and enforce auto manufacturer requirements
- Regain regulatory authority from federal government

- 2. Advanced Clean Cars 2:** In addition to continuing standards for criteria and greenhouse gas emissions, the Advanced Clean Cars 2 regulation will set ZEV requirements with a goal of reaching 100% ZEV sales by 2035, with implementation beginning post-2025. Stakeholder engagement began in 2020, with public workshops. New ZEV requirements will include consumer assurance provisions to increase consumer confidence in ZEVs throughout their life, including in the used car market.

Key Collaborators: CEC; CPUC; BAR; Vehicle Manufacturers and Supply Chain; Non-Governmental Organizations; Local and Regional Government; Federal and Tribal Governments; Other State Governments; Communities

Key Results and Actions:

- Public workshops and community engagement: spring and fall 2021
- Public comment period and Board consideration mid-2022

- 3. Clean Miles Standard:** The Clean Mile Standard is a regulation to achieve zero-emission miles and reduce greenhouse gas emissions from Transportation Network Company operations. The draft regulation is proposing 90% of vehicle miles traveled from transportation network companies such as Uber and Lyft be zero-emission miles by 2030.

Key Collaborators: CPUC; CEC; Local and Regional Government; Grid Operators, Electricity and Hydrogen Providers; Fleets; Non-Governmental Organizations; Organized Labor; TNC Drivers.

Key Results and Actions:

- Board consideration May 2021
- Support CPUC adoption of implementing regulation

- 4. Advanced Clean Fleets:** By the end of 2021, propose a new regulation to the Board to accelerate the market for trucks and buses. The regulation would contribute to the goal of achieving 100% zero-emission drayage, last-mile delivery and public fleets by 2035; 100% zero-emission refuse, utility fleets and buses by 2040; and 100% zero emissions for other truck and bus fleets, where feasible, by 2045.

Key Collaborators: Fleets; Vehicle Manufacturers and Supply Chain; Fleets; Grid Operators, Electricity and Hydrogen Providers; Local and Regional Government; Caltrans; CEC, CPUC, Non-Governmental Organizations, Organized Labor

Key Results and Actions:

- Conduct stakeholder and community outreach via public workshops with daytime and evening public meetings leading up to the hearing
- Develop regulatory proposal for CARB consideration by end of 2021
- Will focus high priority fleets and strategies to reduce emissions and accelerate benefits in disadvantaged communities.

- 5. Innovative Clean Transit:** Requires all public transit agencies to gradually transition to a 100% zero-emission bus fleet by 2040 and encourages them to provide innovative first- and last-mile connectivity and improved mobility for transit riders.

Key Collaborators: Vehicle Manufacturers and Supply Chain; Technology Providers; Fleets; Grid Operators, Electricity and Hydrogen Providers; Workforce Training and Development Institutions; Labor and Workforce Development; Local and Regional

Government; Federal and Tribal Governments; Academia; Non-Governmental Organizations; CPUC; HCD; International Relationships

Key Results and Actions:

- Zero-emission bus rollout plans: all large transit agency plans will be reviewed and available online by June 2021
- Reporting: all transit agencies are required to annually report their fleet inventories and relevant bus and fuel purchases starting March 2021
- Comprehensive review: major data collection and analytical work will take place in 2021
- Ongoing: outreach to transit agencies and zero-emission bus manufacturers to further understand market barriers and develop solutions

6. Zero-emission Airport Shuttle: Airport shuttle operators must transition to 100% zero-emission vehicle technologies by 2035.

Key Collaborators: Vehicle Manufacturers and Supply Chain; Fleets; Grid Operators, Electricity and Hydrogen Providers; Local and Regional Government; CEC; CA Airport Council; Non-Governmental Organizations

Key Results and Actions:

- Reporting begins March 1, 2022, when all airport shuttle fleet owners must report to Truck and Bus Regulation Reporting (TRUCRS) on an annual basis.

7. Advanced Clean Trucks: The Advanced Clean Trucks (ACT) regulation, approved in 2020, ensures manufacturers produce and sell zero-emission medium- and heavy-duty trucks as an increasing portion of their sales from 2024 to 2035. The regulation is anticipated to result in 100,000 zero-emission trucks by 2030 and 300,000 by 2035.

Key Collaborators: Vehicle Manufacturers and Supply Chain; Fleets; Grid Operators, Electricity and Hydrogen Providers; Local and Regional Government; Federal and Tribal Governments; CEC; CPUC, Caltrans; CTC; Organized Labor, Non-Governmental Organizations

Key Results and Actions:

- Manufacturers must sell ZEVs starting with the 2024 model year
- Mandatory requirement for large entities including businesses and government agencies that own trucks, and brokers to report vehicle information by April 2021 to support future policy decisions

8. Heavy-duty Vehicle Greenhouse Gas Standards: Phase 1 and 2 greenhouse gas emissions standards give manufacturers the ability to certify vehicles in California and gives CARB the authority to enforce the regulatory requirements. Like the Phase 1 standards, the Phase 2 standards include advanced technology multipliers to encourage manufacturers to make heavy-duty ZEVs.

Key Collaborators: Vehicle Manufacturers and Supply Chain; Fleets; Grid Operators, Electricity and Hydrogen Providers; Local and Regional Government; Federal and Tribal Governments; CEC; Caltrans; CalSTA; CTC; Organized Labor

Key Results and Actions:

- Implement Phase 2 standards for model year 2021, the first year of Phase 2 engine and vehicle standards.

9. Heavy-duty Phase 3 GHG Standards: This regulation will be more ambitious and stricter than previous regulations with significant penetration of heavy-duty ZEVs and maximized carbon dioxide benefits.

Key Collaborators: Vehicle Manufacturers and Supply Chain; Fleets; Grid Operators, Electricity and Hydrogen Providers; Local and Regional Government; Federal and Tribal Governments; CEC; Caltrans; CalSTA; CTC; Organized Labor

Key Results and Actions:

- Encourage U.S. EPA to move quickly and aggressively to adopt stricter standards based on significant penetration of ZEVs.

10. Transport Refrigeration Units: By end of 2021, propose amendments to existing TRU rules for all truck TRUs to be zero emissions by 2030. By end of 2024, develop new rule to transition trailer TRUs and the remaining TRU categories to zero emissions.

Key Collaborators: TRU, Engine Manufacturers; Infrastructure Providers; Fleets; Grid Operators, Electricity and Fuel Providers; CEC; Organized Labor; Freight Facilities

Key Results and Actions:

- Outreach via stakeholder meetings leading up to Board hearing
- Proposal for Board consideration by the end of 2021
- The proposed amendments would result in emission reductions from TRUs across the state, including those operating in lower-income and disadvantaged communities

11. Commercial Harbor Craft: By end of 2021, propose amendments to the existing CHC regulation that staff anticipates may result in up to 100 vessels in California to be zero-emissions capable by 2035 (short-run ferries, tugs, pilot vessels, workboats, and new excursion vessels); and cleaner combustion requirements for vessels where zero emissions is not feasible.

Key Collaborators: Vessel Owners and Operators, Vessel Builders, Engine Manufacturers; Grid Operators, Electricity and Fuel Providers; CPUC; CDFW; Local and Regional Government

Key Results and Actions:

- Outreach via stakeholder meetings leading up to Board hearing
- Proposal for Board consideration by the end of 2021
- Proposal will achieve emission reductions in all communities statewide, and provide compliance extensions for business owners meeting financial need criteria

12. Locomotives: By 2022, propose an In-Use Locomotive Regulation that sets fees based on locomotive operations. Funds would be used to mitigate emissions through use and development of cleaner technologies, including zero-emissions equipment and infrastructure.

Key Collaborators: Locomotive Manufacturers; Railroads; Grid Operators, Electricity and Hydrogen Providers; Local and Regional Government; Federal and Tribal Governments; CEC; Caltrans; CalSTA; CTC; Organized Labor

Key Results and Actions:

- Community listening session scheduled for March 4, 2021
- Outreach via spring 2021 public workshop and ongoing meetings with railroads, communities and technology providers

- The proposed concept would result in emission reductions from locomotives operating across the state, including those operating in lower-income and disadvantaged communities

13. Zero-emission Forklifts: By early 2022, propose a measure to accelerate the deployment of zero-emission forklifts with a focus on those for which commercial options are readily available.

Key Collaborators: Vehicle Manufacturers and Supply Chain; Fleets; Grid Operators, Electricity and Hydrogen Providers; Local and Regional Government; Non-Governmental Organizations; Caltrans; CEC; CPUC

Key Results and Actions:

- Develop regulatory proposal for Board consideration in early 2022
- Conduct stakeholder and community outreach via public workshops leading up to the hearing

14. Small Off-Road Engines: By the end of 2021, propose a measure to transition manufacture of SORE for sale in California to zero-emissions.

Key Collaborators: SORE Manufacturers and Trade Associations; Local Government; Neighborhood Coalitions; Environmental Organizations; Landscapers

Key Results and Actions:

- Outreach via spring 2021 public workshop and stakeholder meetings leading up to Board hearing
- Proposal for Board consideration in fall 2021
- The proposed amendments would result in emission reductions from SORE operating across the state, including those operating in lower-income and disadvantaged communities

Incentives

CARB's clean vehicle ownership and clean mobility incentive projects lower cost and risk barriers for both manufacturers and consumers/fleets, build awareness and market demand, facilitate market expansion—with a focus on meeting unique community transportation and mobility needs—and share lessons learned to replicate or expand creative projects and approaches where feasible. Many of CARB's incentive programs have been designed to specifically serve priority communities and bolster uptake of clean technologies in regions of the state most impacted by poor air quality. CARB strives to ensure that incentive projects are designed to consider the state's high-road workforce goals as well and encourage high-road market expansion and improved job quality for California workers.

- 1. Clean Vehicle Rebate Project:** supports increasing the number of ZEVs on California's roadways to meet deployment goals and achieve large-scale transformation of the fleet while also providing support to increase ZEV uptake in priority communities. CVRP provides consumers with vehicle rebates on a first-come, first-served basis for new battery-electric, fuel cell electric and plug-in hybrid vehicles, and zero-emission motorcycles. CARB tracks the number of consumers who participate, their income level and residency location, costs and types of vehicles purchased, and rebate essentiality (consumer surveys).

Key Collaborators: Local and Regional Government; Federal and Tribal Governments; DOF; Treasurer's Office; Non-Governmental Organizations; Vehicle Manufacturers and Supply Chain; Fleets, Grid Operators, Electricity and Hydrogen Providers

Key Results and Actions:

- Outreach and education, particularly to priority communities
- Ongoing: track and collect metrics on program use
- The Governor's Proposed Budget does not include funding for CVRP. CVRP will prioritize half of the remaining funding for increased rebates for lower-income consumers. Programs like the statewide Clean Fuel Reward, administered by utility providers, will continue.

- 2. Financing Assistance for Lower-income Consumers Pilot:** (includes the Clean Vehicle Assistance Program and Driving Clean Assistance Program) designed to increase access to clean transportation for lower-income Californians by providing low interest loans and vehicle price buy-downs at the point-of-sale. In addition, buyers of plug-in hybrid and battery-electric vehicles are also eligible for home charging equipment. One unique provision of this program provides financial literacy and advanced vehicle technology training to ensure consumer protection, increase the rate of successful loan repayments, and ensure that the vehicles chosen by participants adequately meet their transportation needs. This pilot is meant to complement CVRP and Clean Cars 4 All by providing low-interest loans to participants in those programs.

Key Collaborators: Local and Regional Government; Federal and Tribal Governments; DOF; Treasurer's Office; Non-Governmental Organizations; California Infrastructure and Economic Development Bank

Key Results and Actions:

- Refine applicant processing and other implementation and policy factors that support the continued growth and evolution of this pilot
- Ongoing: track number of consumers who participate, their income level and residency location, costs and types of vehicles purchased, and loan repayment status
- Increase priority community access through Access Clean California and related outreach efforts

- 3. Clean Cars 4 All:** incentives for lower-income consumers living in and near disadvantaged communities who scrap their old light-duty vehicles and purchase new or used hybrid, plug-in hybrid, or ZEV replacement vehicles. Furthermore, participants can choose an alternative mobility option such as an electric bike and accessories, a voucher for public transit, or a combination of clean transportation options allowed under the program in lieu of purchasing a replacement vehicle. In addition, buyers of plug-in hybrid-electric vehicles (PHEVs) and batter-electric vehicles are also eligible for home charger incentives. This program is currently available in the South Coast Air Quality Management District, San Joaquin Valley Unified Air Pollution Control District, Bay Area Air Quality Management District, Sacramento Metropolitan Air Quality Management District, and San Diego Air Pollution Control District (coming soon).

Key Collaborators: Air districts; Local and Regional Governments; Federal and Tribal Governments; California Dept. of Consumer Affairs, Bureau of Automotive Repair; DOF; Treasurer's Office; Non-Governmental Organizations; California Infrastructure and Economic Development Bank

Key Results and Actions:

- Annual reporting; reporting period varies annually.
- Ongoing: track and collect metrics on program use including details of program performance relative to established goals, funding and expenditure status, program analysis, program modifications, and goals for the upcoming year
- Increase priority community access through Access Clean California and related outreach efforts

- 4. Clean Mobility Options:** provides funding for various community clean transportation projects (other than vehicle ownership), including zero-emission and plug-in hybrid car sharing, vanpools, electric and regular bicycle sharing, scooter sharing, innovative transit, micro-and on-demand services.

Key Collaborators: Local and Regional Government; Federal and Tribal Governments; Non-Governmental Organizations; Fleets; Academia

Key Results and Actions:

- Transportation Needs Assessments: implement 24 projects by fall 2021
- Planning and construction: implement this phase by the end of 2021
- Mobility projects: launch up to 20 mobility projects by the end of 2021
- Metrics: numbers and types of clean vehicles, chargers, and clean mobility options introduced into priority communities; number of residents participating as drivers or riders; zero-emission vehicle miles traveled, and number of trips taken; and improvements in access to mobility experienced by participants.
- Ongoing: expand access to clean transportation and mobility options in priority communities through additional training, technical assistance, learning tools and information-sharing opportunities, and ensuring that awarded projects are responsive to community needs and preferences

- 5. Sustainable Transportation Equity Project:** is a new transportation equity pilot that addresses community residents' transportation needs, increases access to key destinations, and reduces greenhouse gas emissions in disadvantaged and low-income communities throughout California. STEP has two grant types: Planning and Capacity Building Grants (\$1.75 million) and Implementation Grants (\$17.75 million). Examples of STEP projects funded: new electric carsharing and bikesharing service, public transit and shared mobility subsidies, urban forestry, new bike paths, community transportation needs assessments, and active transportation education and outreach events. All projects incorporate significant community engagement during all phases of project planning, development and implementation.

Key Collaborators: Local and Regional Government; NGOs; Fleets; Academia

Key Results and Actions:

- Awarded eight Planning and Capacity Building grants and three Implementation Grants in November 2020; grant agreements will be executed in May 2021
- Planning grant and implementation work will be done through 2022 and 2024, respectively, followed by draft and final project reports

- 6. ZEV infrastructure provisions in the LCFS:** Allows for entities to generate LCFS credits for the unused capacity of light-duty Hydrogen refueling infrastructure (HRI) and DC fast charging infrastructure (FCI). Station owners or equipment owners submit applications based and include detailed information on costs and revenues generated. Capacity credits can be generated up to five years after application acceptance. For HRI applicants, the total company wide Carbon Intensity (CI) of less than 150 gCO₂e/MJ and have at least 40% renewable feedstock, in excess of the SB1505 requirements. Also approval for HRI stations is approved in collaboration with the ZEV infrastructure team at CARB. For FCI applicants, stations may not be larger than 1,500 kW peak capacity.

This provision is in response to Executive Order 8-48- 18, direction in Board Resolution 18-17, and stakeholder comments. This amendment is intended to support development of ZEV infrastructure and is designed to sunset after an initial period of enhanced support for ZEV infrastructure build-out. The maximum quantity of infrastructure credits issued will be capped at 2.5% of overall program deficits for each category (2.5% for the hydrogen station provision and 2.5% for the fast charging provisions, for a maximum of 5% of total deficits across both).

Key Collaborators: Hydrogen providers, Electric Vehicle Service Providers, CEC

Key Results and Actions:

- 54 Hydrogen Stations have been approved for HRI crediting.
- 940 DCFC chargers have been approved for FCI crediting.
- Report and track total credits generated within the 5% total cap.

- 7. California Clean Fuel Reward (CCFR):** is a statewide electric vehicle point-of-purchase (lease) incentive program established by Electric Distribution Utilities (EDUs) to provide a reduction in price on new light-duty plug-in Electric Vehicle (EV) purchases or leases in California. The CCFR is funded exclusively through LCFS proceeds generated by EDUs for providing electricity for residential EV charging. The CCFR is in addition to other local, state and federal EV incentives.

The CCFR was launched in November 2020, prior to which each EDU was offering different incentives to EV drivers in their respective territory funded by their LCFS revenues. The objective of the program is to help California reach its ZEV and carbon reduction goals by incentivizing retail customers seeking to purchase or lease a new vehicle to choose an electric vehicle by providing a consistent statewide point-of-purchase discount on eligible vehicles without any additional eligibility requirements.

Key Collaborators: Electric Distribution Utilities; Vehicle Manufacturers; Car dealerships; CPUC and NGOs.

Key Results and Actions:

- \$1,500 maximum reward available to all customers purchasing or leasing new eligible EVs in California at participating dealerships.
- Annual reporting by the program administrator (Southern California Edison).
- EDUs may adjust reward amount based on their financial forecasting of future LCFS credits.

- Ongoing: Continue to educate and enroll new dealerships to be a partner in the program.

7. Clean Mobility in Schools Pilot Project: is a holistic approach for California school districts located in disadvantaged communities to fund zero-emissions fleet turnover for school buses and other district vehicles; implement ZEV car and van pooling for staff, active transportation projects, and lawn and garden equipment and maintenance vehicles. Three grants have been awarded to three school districts.

Key Collaborators: Local and Regional Government; Fleets; Non-Governmental Organizations; Vehicle and Engine Manufacturers; Grid Operators, Electricity and Hydrogen Providers; DGS; CEC; Caltrans; DMV; CPUC; Academia; Communities; School Districts

Key Results and Actions:

- Large charging infrastructure projects for the three zero-emissions fleets
- 28 battery-electric school bus deliveries in 2021, and 36 non-school-bus ZEVs in 2021 and 2022.
- Curriculum development and facility clean energy strategy plans

8. Hybrid and Zero-emission Truck and Bus Voucher Incentive Program (HVIP):

incentives for long-term transition to ZEVs in the heavy-duty market and supporting investments in other emerging technology areas to achieve greenhouse gas emission reductions and ambient air quality standards. HVIP provides point-of-sale discounts at participating dealerships for dozens of eligible vehicles, making the cleanest technologies affordable for California fleets. Larger incentives are available to public transit and school districts, as well as vehicles domiciled in a disadvantaged community. And with elevated incentives for zero-emission Class 8 drayage trucks, HVIP is supporting the Project 800 goal of 800 zero-emission drayage truck orders. HVIP will continue to support the overall transition to ZEVs in the heavy-duty sector and deployment of clean heavy-duty technologies in priority communities.

Key Collaborators: Local and Regional Government; Federal and Tribal Governments; Fleets; Non-Governmental Organizations; DOF; Treasurer's Office; California Infrastructure and Economic Development Bank; Vehicle Manufacturers and Supply Chain; Insurance regulators

Key Results and Actions:

- Reopen HVIP in spring 2021 and track its implementation and metrics
- Release new project implementation manual by April 2021 to establish all project policies and protocol for FY 2020-21
- Support work in the FY 2021-22 Funding Plan to develop new heavy-duty incentives specifically designed to make zero-emission trucks accessible to small fleets and owner-operators; plan to implement before the end of 2022
- Outreach to priority communities where appropriate
- To monitor progress, CARB will continue to track the number of clean trucks and buses supported, tons of air pollution reduced, growth in the number of eligible clean technology manufacturer and vehicle types, number of purchasers and fleets that have participated, clean miles driven, and percent of vouchers supporting vehicles deployed in priority communities

- 9. Carl Moyer Program/Community Air Protection Program:** The Moyer program provides grant funding to replace equipment and engines with equipment that is cleaner-than-required by rules or regulations. Community Air Protection (CAP) incentives support the Community Air Protection Program established through AB 617 by funding projects in communities that are most heavily impacted by disproportionate levels of air pollution. The program provides purchase assistance for cleaner technology with a priority on zero-emission equipment and infrastructure that supports medium- and heavy-duty vehicles.

Key Collaborators: Local and Regional Government; Federal and Tribal Governments; Fleets; Non-Governmental Organizations; DOF; Treasurer's Office; California Infrastructure and Economic Development Bank; AB 617 Communities

Key Results and Actions:

- Administer programs; track project progress; emphasize need for budget appropriation to support these programs
- Local air districts must report CAP incentives to CARB semi-annually and Moyer incentives annually; results will help identify project benefits (emission reductions, job outcomes and outreach events, etc.)
- Ongoing: because Moyer receives annual allocations, CARB will continue to emphasize funding for zero-emission equipment in 2021 and after; for CAP incentives, a new allocation is provided annually through budget appropriation
- Focus incentives on projects with direct impact on priority communities

- 10. Volkswagen Appendix D, the Environmental Mitigation Trust:** is intended to fully mitigate all past and future excess NOx emissions from the vehicles subject to the diesel emissions settlement by requiring VW to pay about \$2.7 billion into a national mitigation trust fund. California's allocation of the trust is about \$423 million. The types of projects being funded include: zero-emission transit, school and shuttle buses; zero-emission Class 8 trucks; zero-emission freight and marine; combustion freight and marine; and light-duty ZEV infrastructure. It was recommended that a balanced investment strategy includes funding for low-NOx combustion categories to ensure near-term NOx reductions as well as investments in ZEV technologies to accelerate the deployment of zero-emission buses, trucks and freight equipment.

Key Collaborators: CEC; CPUC; Local and Regional Government; Federal and Tribal Governments; Non-Governmental Organizations

Key Results and Actions:

- First vehicles purchased with VW trust money to be on the road by the end of 2021; projects include Class 8 heavy-duty and drayage trucks, as well as some light-duty charging infrastructure

- 11. Funding Agricultural Replacement Measures for Emission Reductions (FARMER):** incentive funding for farmers to replace older diesel vehicles and equipment with the cleanest available commercial technology. CARB sets guidelines for the program and air districts implement the program according to the guidelines. These guidelines include the ability to fund commercially available ZEV technology and support local demonstrations of pre-commercial ZEV technologies.

Key Collaborators: Local and Regional Government; Federal and Tribal Governments; Non-Governmental Organizations; Farmers; Treasurer's Office; CDFA

Key Results and Actions:

- More than \$300 million has been allocated through this program over the last 3 fiscal years. Of that, more than \$170 million has been implemented through the local air districts, with about 10% supporting the deployment of zero-emission battery- electric utility terrain vehicles; the Bay Area Air Quality Management District has invested \$1 million of their allocation in an on-going zero-emission tractor demonstration; and program funding has come from a variety of sources over the years with the bulk of the funds coming from the Greenhouse Gas Reduction Fund
- On-going: track and support program administration done through local air districts; number of zero-emission equipment (e.g., electric utility terrain vehicles) deployed and new zero-emission agricultural demonstration projects
- Ongoing: reassess incentive levels for zero-emission equipment used in agriculture and achieve emission reductions through agricultural equipment replacement projects

12. Advanced Technology Demonstration and Pilot Projects: accelerate development and deployment of the most advanced — primarily zero-emission — pre-commercial and early commercial heavy-duty on- and off-road technologies. In the last year, 6 projects were completed, including the demonstration of battery-electric rubber tire gantry cranes, the first generation of battery-electric yard trucks, among other types of zero-emission heavy-duty on- and off-road vehicles and equipment (includes battery-electric and fuel cell electric technologies)

Key Collaborators: Vehicle and Engine Manufacturers; Fleets; Local and Regional Government; Federal and Tribal Governments; Non-Governmental Organizations; Grid Operators, Electricity and Hydrogen Providers; Academia; CEC; Treasurer's Office; CalSTA; CalTrans

Key Results and Actions:

- On-going: 22 additional demonstrations and pilots of technologies ranging from zero-emission drayage trucks to fuel cell operated passenger ferry, to a battery-electric locomotive, among other types of heavy-duty on- and off-road vehicles and equipment
- Ongoing: annually update the Long-Term Heavy-duty Investment Strategy to track progress on key technology commercialization, analyze project efficacy, and identify future investment priorities and recommended funding levels to maintain critical momentum
- On-going: identify additional demonstration and pilot areas via the annual funding plan public process; if adequate funding is available, implement recommendations in the annual funding plan
- On-going: evaluate metrics including successful commercialization of advanced technologies in the heavy-duty sector; number of deployed vehicle and equipment types; percent of funded projects in or near priority communities; and emission reductions
- On-going: prioritize deployments in or near priority communities

13. Rural School Bus Pilot: funding for zero-emission school buses (battery-electric) and charging infrastructure to replace the oldest conventionally-fueled school buses in California. May also fund new conventionally-fueled school buses.

Key Collaborators: Vehicle and Engine Manufacturers; Fleets; Local and Regional Government; Non-Governmental Organizations; Grid Operators, Electricity and Hydrogen Providers; CEC; DMV; School Districts

Key Results and Actions:

- o More than 100 new school buses on the road by end of 2021 of the nearly 200 expected from awarded funds so far.
- o Ongoing: forming data collection and analysis project to track and report on user experience for multiple audience types

14. Truck Loan Assistance Program: help small business truck owners that fall below conventional lending criteria and are unable to qualify for traditional financing attain financing for cleaner trucks.

Key Collaborators: Vehicle and Engine Manufacturers; Fleets; Local and Regional Government; Federal and Tribal Governments; Non-Governmental Organizations; DOF; Treasurer's Office; California Infrastructure and Economic Development Bank; CDFA

Key Results and Actions:

- o Conduct lender education in 2021
- o Ongoing: consider program adjustments to increase access, with a focus on priority communities

15. Proposition 1B Goods Movement Emission Reduction Program:

The Proposition 1B Goods Movement Emission Reduction Program (Prop. 1B) provides grant funding to reduce air pollution emissions and health risks from freight movement along California's four priority trade corridors in the Bay Area, Central Valley, Los Angeles/Inland Empire, and San Diego/Border. Prop. 1B is a scrap and replace program that prioritizes the funding of zero emission technology and is implemented by local agencies (air districts and ports) to incentivize the reduction of diesel particulate matter and NOX emissions in vehicles and equipment that is "not otherwise required by law or regulation."

Key Collaborators: Vehicle and Engine Manufacturers; Fleets; Local and Regional Government; Federal and Tribal Governments; Non-Governmental Organizations; DOF; Treasurer's Office; California Infrastructure and Economic Development Bank; International Relationships

Key Results and Actions:

- o Ongoing: continue to administer incentive programs, including the Proposition 1B Goods Movement Emission Reduction Program
- o Ongoing: continue to track and report zero-emission freight equipment funded and associated emission benefits in California's four priority trade corridors (Los Angeles/Inland Empire, Central Valley, Bay Area and San Diego/Border)
- o Map Prop 1B program investments made in AB 617 communities

16. Clean Off-Road Equipment Voucher Incentive Project (CORE) is a first-come, first-served voucher program for off-road equipment that targets commercialized products that have yet to achieve a significant market foothold. It accelerates deployment of cleaner technologies by providing a streamlined process for fleets ready to purchase specific zero-emission equipment to receive funding to offset the higher cost of such technologies.

Key Collaborators: Vehicle Manufacturers and Supply Chains; Fleets; Local and Regional Government; Non-Governmental Organizations; DOF; Treasurer's Office

Key Results and Actions:

- Reopen CORE in spring 2021 and track its implementation and metrics
- Release new project implementation manual to establish all project policies and protocol for FY 2020-21 and FY 2021-2022
- To monitor progress, CARB will continue to track the number of zero-emission off-road vehicles supported, tons of air pollution reduced, growth in the number of eligible clean technology manufacturer and vehicle types, number of purchasers and fleets that have participated, hours operated, and percent of vouchers supporting vehicles deployed in priority communities

California ZEV Market Development

CARB engages in a number of actions aimed at expanding new and used ZEV markets and increasing access to clean mobility. The Objectives Table at the front of this document lists consumer outreach and education in this objective, but since the table also has a separate objective focused on consumer awareness, those actions will be described in that section of CARB's action plan.

1. Assembly Bill 8 Annual Evaluation of and Report on Hydrogen Station Network:

Annual evaluation of fuel cell electric vehicle deployment and hydrogen station network development (AB 8).

Key Collaborators: CEC; GO-Biz; CDFA; DMV; Vehicle Manufacturers and Supply Chain; Grid Operators, Electricity and Hydrogen Providers

Key Results and Actions:

- Complete and transmit *Annual Evaluation* to CEC for final review by June 30 every year; public release follows, typically in the third quarter of each year
- CEC publishes *Joint Agency Staff Report on AB 8* each year by December 31

2. Hydrogen Station Network Self-Sufficiency Analysis Per AB 8. Assessment of State of California support amount and timing for the hydrogen fueling station network to achieve financial self-sufficiency.

Key Collaborators: CEC; GO-Biz; Vehicle Manufacturers and Supply Chain; Grid Operators, Electricity and Hydrogen Providers

Key Results and Actions:

- Develop and publish final report by the second quarter of 2021

3. EVSE Open Access Regulation: Implement and track SB 454 electric vehicle charging equipment open access EVSE standards that support transparency of ZEV charging costs to consumers.

Key Collaborators: Grid Operators, Electricity and Hydrogen Providers; Non-Governmental Organizations; Academia; Local and Regional Government; CEC; CPUC; GO-Biz

Key Results and Actions:

- Complete open access standards technology assessment report in 2021
- Ongoing: implement and track EVSE standards compliance

4. **CALGreen Building Codes:** Work with Department of Housing and Community Development and Building Standards Commission to advance infrastructure requirements at multi-dwelling units and non-residential buildings to support light-duty [medium- and heavy-duty] ZEV charging in the CALGreen building code for the 2021 triennial code cycle with particular focus on ensuring access for priority communities.
Key Collaborators: BSC; HCD; CEC; CPUC; GO-Biz; CaFCP; Local and Regional Government; Grid Operators, Electricity and Hydrogen Providers; Non-Governmental Organizations; Vehicle Manufacturers and Supply Chain
Key Results and Actions:
 - o Work toward 2021 CALGreen building code light-duty ZEV infrastructure requirements

5. **Interagency agreement — CARB/CEC ZEV workforce training and development in priority communities:** Support workforce training and development and career pathway development projects, including curriculum, ZEV manufacturing and pre-apprenticeship training, train-the-trainer, tuition reimbursement, and other ZEV and infrastructure training in 2021.
Key Collaborators: CEC; GO-Biz; Labor and Workforce Development; Employment Training Panel; Local and Regional Government; Non-Governmental Organizations
Key Results and Actions:
 - o Implement agreement activities (above) in 2021

6. **Technical assistance/capacity-building funding to community-based organizations for outreach and clean mobility project development — Milestone:** Conduct pilot funding for outreach capacity-building, including fellowship opportunities, for up to 10 community-based organizations in 2021. Additionally, establish requirements and conduct pilot funding for community transportation needs assessments as part of CARB's clean mobility projects to increase clean mobility access for priority communities.
Key Collaborators: CEC; SGC; Local and Regional Government; Federal and Tribal Governments; Non-Government Organizations; Communities
Key Results and Actions:
 - o Support outreach pilots for up to 10 community-based organizations in 2021 through the project
 - o Implement first round community transportation needs assessments projects in 2021
 - o Develop best practices guidance and recommendations for project improvement in 2022

Mobility and Technology Advancement

Invest in research, development, and demonstration to advance clean mobility and ZEV technology, including opening/enabling new markets.

1. **Clean Mobility Evaluation:** Contracts with academia and clean mobility equity partners to evaluate clean mobility (carshare, etc.) and community transportation needs assessment projects in priority communities.

Key Collaborators: CEC; Caltrans; CalSTA; Local and Regional Government; Non-Governmental Organizations; Academia

Key Results and Actions:

- Evaluation methodology: develop evaluation methodology, including metrics, and complete baseline evaluations of selected clean mobility and community transportation needs assessment projects in 2021
- Ongoing: monitor contract progress; report due May 2022

- 2. California Integrated Travel Project:** CARB has entered into an interagency agreement with Caltrans to strengthen an integrated payment system for various transportation networks.

Key Collaborators: CalSTA; CalTrans; Technology and Mobility Service Providers; Transit Agencies; Communities

Key Results and Actions:

- Market Sounding Report: provide information on how mobility accounts can be created to deliver benefits such as multimodal trip planning, simplified access to discounts and subsidies, and seamless payment from customers due July 2021
- Will provide a payment solution that serves all customer groups across mobility services, including public transit, rail, bike share, scooter share, car share and transportation network companies (TNCs); the goal is to introduce a new payment option to both new and established services with minimal barriers to entry; this system will act as an intermediary in the open payment system, connecting unbanked customers to the payment networks

- 3. Community transportation needs assessments:** Requirements and funding for community transportation needs assessments to increase clean mobility access for priority communities.

Key Collaborators: CEC; Local and Regional Government; Federal and Tribal Governments; Non-Governmental Organizations

Key Results and Actions:

- Implement first-round community transportation needs assessments projects in 2021
- Ongoing: continue third-party evaluation and funding for future community transportation needs assessments
- Develop best practices guidance and recommendations for project improvement

Information Sharing

CARB's objective for information sharing is to feed aggregated manufacturer and market data into agency policymaking processes. These data support California clean transportation efforts and improved air quality and help better serve priority communities.

- 1. Light-duty regulations:** CARB tracks and maintains records of ZEV credits generated under the ZEV regulation based on manufacturer's annual reporting of qualifying ZEVs.

Key Collaborators: Vehicle and Engine Manufacturers; Federal and Tribal Governments; Local and Regional Government; Other State Governments

Key Results and Actions:

- An annual disclosure report released in the fall of each year includes California vehicle production by large- and intermediate-volume manufacturers, along with ZEV credit balances and ZEV credit transfers

External Market Development

CARB is committed to continuing its leadership and collaboration with other states, nations, the federal government, local governments and community-based organizations to share best practices, coordinate implementation of programs and partner on ZEV market-related initiatives. All of these organizations consider equity in their work. Several of the organized partnerships and organizations CARB participates in are listed below:

- 1. International ZEV Alliance:** Comprised of 18 jurisdictions, the International ZEV Alliance members seek to collaborate with other governments to expand the global ZEV market and enhance government cooperation on ZEV policies, in order to strengthen and coordinate efforts to combat air pollution, limit global climate change, reduce oil dependence and increase ZEV deployment. Focus area reports in 2021 will include the used ZEV market; supporting jurisdictions with 100% ZEV market ambitions; and the charging ecosystem. CARB is a founding member organization.

Key Collaborators: CEC; CPUC; GO-Biz; CalEPA; Other States; International Governments

Key Results and Actions:

- Three focus areas for 2021: addressing the remaining needs in the charging infrastructure ecosystem; setting and achieving 100% ZEV targets; and used ZEVs
- Ongoing in 2021: discussion and learnings about green recovery during the time of COVID-19 and the economic downturn
- ZEV Community forums: as members of IZEVA, CARB is part of the ZEV Community group of governments with zero-emissions targets; ZEV Community is holding a number of forums in 2021 to get jurisdictions collaborating on a number of ZEV topics, including infrastructure, hydrogen and green recovery

- 2. Multi-State ZEV Task Force:** California is a member of the Multi-State ZEV Task Force, comprised of the Section 177 states that have adopted California's light-duty ZEV regulations. The Task Force has published a multi-state ZEV Action Plan for 2018-2021 aimed at accelerating uptake of ZEVs in all member states. CARB will continue dialogue and collaboration with member states, especially around development of the next version of the ZEV regulations.

Key Collaborators: CEC; CPUC; GO-Biz; Vehicle Manufacturers

Key Results and Actions:

- Series of ZEV Action Plans, work on battery improvement, diversity in available models, charger interoperability
- Coordinated multi-state public education campaign
- Encourage increased focus on hydrogen

3. Veloz: The California-based nonprofit works with its unique and diverse membership to support consumer awareness and accelerate uptake of ZEVs. Veloz's *Electric for All* campaign has had more than 275 million impressions and kicks off the next phase of its campaign in 2021. CARB is a founding member organization. (Also see entry for Veloz under Consumer and Worker Awareness section below.)

Key Collaborators: CEC; CPUC; GO-Biz; Caltrans; OPR; CalSTA; CalEPA; Legislature and Governor's Office; CaFCP; Local and Regional Government; Vehicle and Engine Manufacturers; Grid Operators, Electricity and Hydrogen Providers; Non-Governmental Organizations; Academia; International Relationships; Fleets

Key Results and Actions:

- o Veloz will hold 2-3 summits in 2021, gathering ZEV industry and related stakeholders to discuss the run up to 2035; March, July and November
- o It's *Electric For All* public awareness campaign will conclude a six-month flight in June; metrics for the campaign, including focus on reaching priority communities, will be gathered and analyzed
- o Ongoing: webinars about current ZEV topics with key players in the industry

4. California Fuel Cell Partnership: The partnership is focused on growing the market for fuel cell electric vehicles and hydrogen fuel. Members collaborate on ideas and actions that will create a sustainable future for zero-emission cars, trucks and buses. CARB is a founding member organization.

Key Collaborators: CEC; CDFA; GOBiz; Legislature and Governor's Office; Vehicle and Engine Manufacturers; Grid Operators, Electricity and Hydrogen Providers; Local and Regional Government; Fleets; Academia; Federal and Tribal Governments

Key Results and Actions:

- o 45 hydrogen refueling stations, national partnerships, event staging, educational materials
- o Support development of Fuel Cell Electric Truck Roadmap to help align stakeholders around a shared vision

Consumer and Worker Awareness

CARB's consumer and worker awareness objective is to strengthen and expand ZEV-related education and outreach, and tailor it to the unique needs of impacted communities to ensure all Californians, especially priority communities, can reap the benefits of the transition to cleaner mobility options. CARB works to broaden outreach to priority communities to ensure equity in all ZEV-related programs and regulations through a number of programs described below:

1. Access Clean California (formerly known as One Stop Shop): Additional support for outreach to priority communities to increase awareness of clean vehicle ownership incentives and other clean mobility options and ensure equity in all ZEV-related programs and regulations.

Key Collaborators: CEC; CPUC; SGC; GOBiz; Caltrans; Local and Regional Government; Federal and Tribal Governments; Non-Governmental Organizations and communities

Key Results and Actions:

- Launch Benefits Finder: public launch of Benefits Finder web tool and expanded outreach through community-based organizations and other outreach partners in 2021.
 - Expanded outreach to priority communities: expansion of web tool to include other state and local low-income consumer-focused programs, in addition to all of CARB's clean vehicle ownership projects.
 - Publication, streamlining and continued improvement of incentive and accessibility information, outreach resources, consumer tools and buying guides
 - Strengthen outreach partnerships in 2021
- 2. Veloz:** is a California nonprofit focused on accelerating the electric vehicle market. Its *Electric For All* consumer awareness campaign—the largest electric vehicle marketing campaign in the state—is in its third phase in 2021, called *40 Million Reasons to Go Electric*. The organization further advances vehicle electrification through its sales dashboard, online buying tool, webinars, public forums, media outreach and support of partnerships within the ZEV community. CARB is a founding member of Veloz.
- Key Collaborators: CEC; CPUC; GO-Biz; Caltrans; OPR; CalSTA; CalEPA; Legislature and Governor's Office; Local and Regional Government; Vehicle and Engine Manufacturers; Grid Operators, Electricity and Hydrogen Providers; Non-Governmental Organizations; Academia; International Relationships; Fleets
- Key Results and Actions:
- Track *Electric For All* phase three "40 Million Reasons to Go Electric" 2021 campaign reach and engagement on the related website
 - Track and report 2021 webinar numbers and engagement
 - Track and report 2021 public forum events and engagement
- 3. Educational Events:** Conduct events for heavy-duty ZEV fleet owners to support increased vehicle uptake (e.g., infrastructure requirements, maintenance, etc.). CARB monitors the number of attendees at these events and seeks stakeholder input, including surveys of event effectiveness.
- Key Collaborators: Non-Governmental Organizations; Air Districts; Vehicle Manufacturers and Supply Chain, Local and Regional Government; Fleets; Financing Institutions
- Key Results and Actions:
- Provide assistance and information for 200-300 participants per event
 - Equity: many operators that attend these events are smaller fleets, many of which are owned and operated in underserved communities
 - As communities begin to electrify CARB will monitor the number of attendees at these events and seeks stakeholder input, including surveys of event effectiveness
- 4. Educational Material:** provide outreach materials to support medium- and heavy-duty ZEV regulations.
- Key Collaborators: Air Districts; Vehicle Manufacturers and Supply Chain; Local and Regional Government; Fleets; Financing Institutions
- Key Results and Actions:
- Provide materials requested by medium- and heavy-duty CARB programs
 - Send mailers to the regulated community

- Update digital assistance such as the TruckStop webpage
- Equity: target smaller fleets, many of which are owned and operated in underserved communities.
- Ongoing: continue to provide outreach material development to support medium- and heavy-duty ZEV regulations