

Wade Crowfoot & Randall Winston March 7, 2014

2013

ZEV Action Plan A roadmap toward 1.5 million zero-emission vehicles on California roadways by 2025





Governor's Interagency Working Group on Zero-emission Vehicles

Governor Edmund G. Brown Jr. February 2013



Goal 1: Complete Needed Infrastructure and Planning

Goal 2: Expand Consumer Awareness and Demand

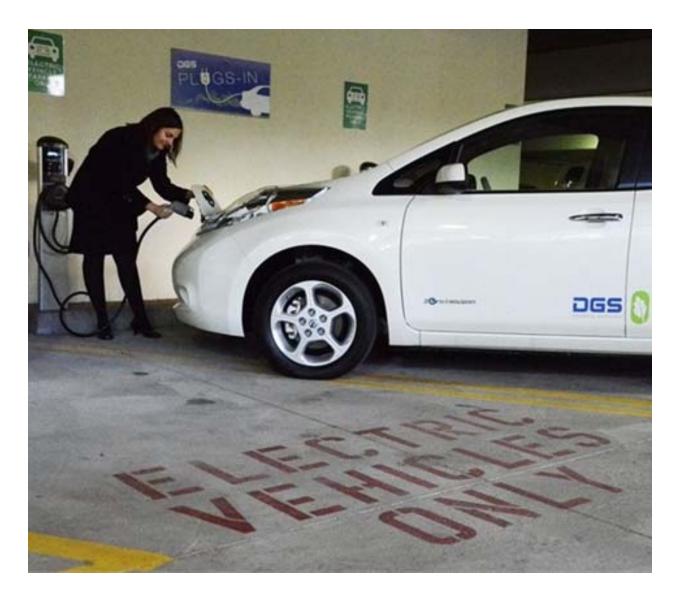
Goal 3: Transform Fleets

Goal 4: Grow Jobs and Investments in the Sector



Key Areas of Progress





• Building codes are being updated for ZEV-ready standards





• Infrastructure readiness





• Streamlining





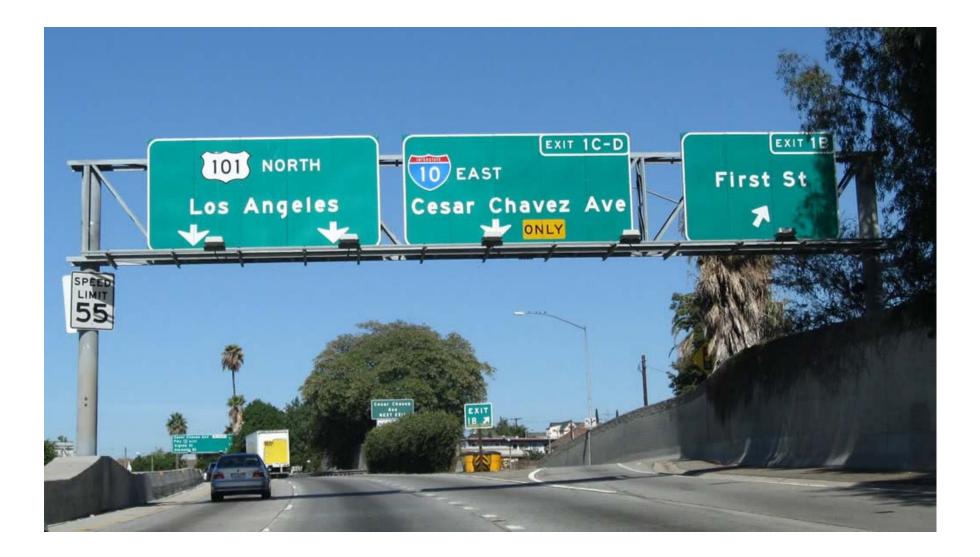




• Building the movement

Ongoing Challenges





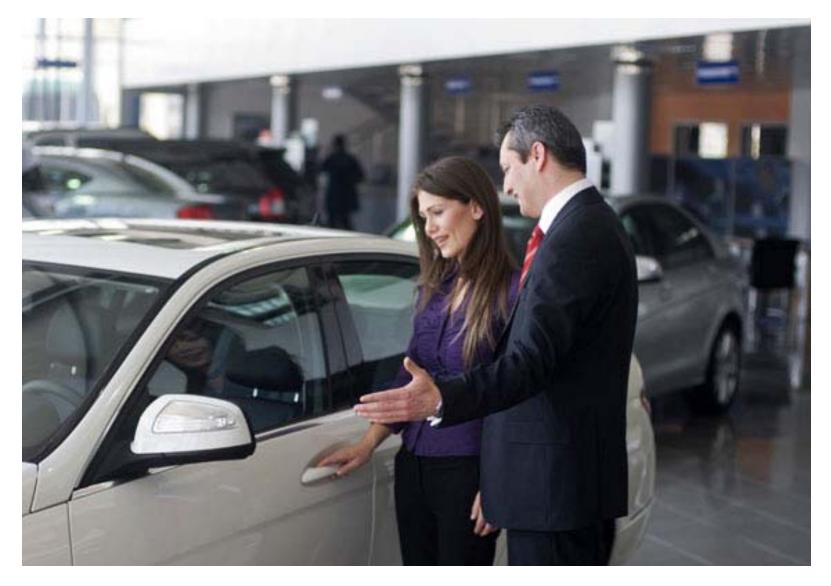
• Signage on highways





• Medium & heavy duty ZEVs





• Public education & awareness



Upcoming Questions



- Future of ZEV rebates amidst growing sales
- Green HOV decals
- Priority areas for infrastructure funding & financing
- What other government actions are needed to accelerate the market?

