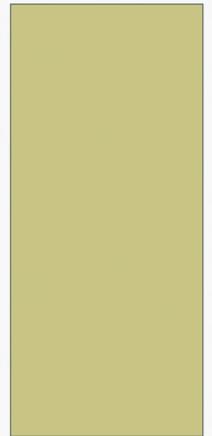


GOVERNOR'S ZERO EMISSION VEHICLE
EXECUTIVE ORDER
ACTION PLAN

MARCH 2013
ANALISA BEVAN, MOBILE SOURCE CONTROL DIVISION



THE EXECUTIVE ORDER CALLS FOR

- 1.5 Million ZEVs on California roads by 2025
- Infrastructure to support 1 Million ZEVs by 2020
- ZEVs will be cost competitive by 2020
- State fleets will purchase 10 percent of ZEVs by 2015 and 25 percent by 2020
- Widespread use of ZEVs for public transit and freight transport
- Growing economic investment and jobs associated with ZEVs

EXECUTIVE ORDER TASK TEAM

- Office of Planning and Research
- Air Resources Board
- California Energy Commission
- California Public Utilities Commission
- Department of General Services
- Caltrans
- Department of Motor Vehicles
- California Fuel Cell Partnership
- California Plug In Vehicle Collaborative
- California Department of Food and Agriculture
- GO-BIZ
- Employment Training Panel
- California Department of Insurance
- California Environmental Protection Agency
- California Independent System Operator (CalISO)

ACTION PLAN OVERVIEW

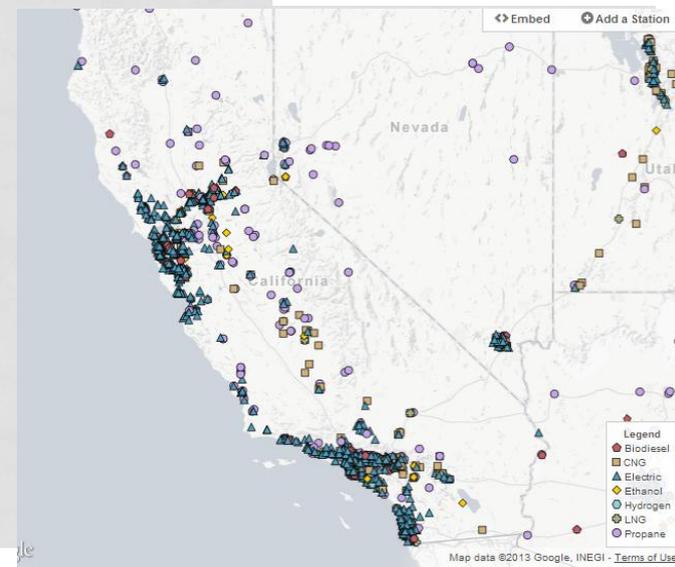
- Infrastructure
 - Consumer Acceptance
 - Fleet transformation
 - Investment and jobs
-
- 123 distinct actions

ACTION PLAN HIGHLIGHTS

ARB ACTIONS IN **BOLD**

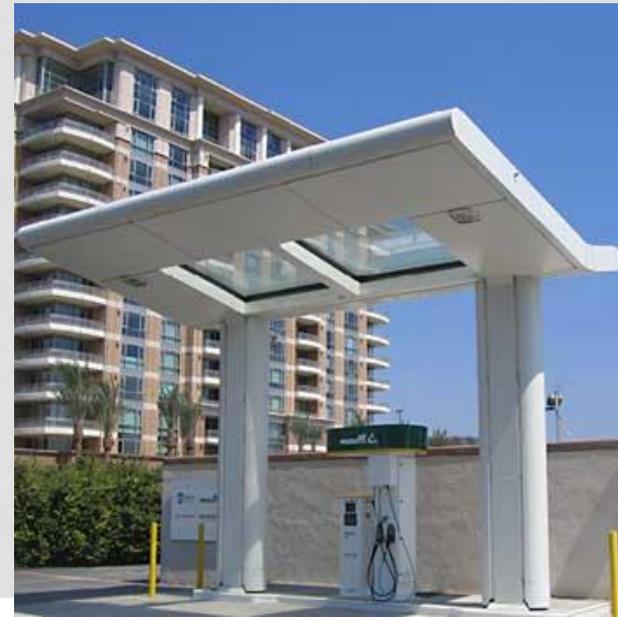
ZEV INFRASTRUCTURE

- **Implement ZEV reporting requirements to develop ZEV deployment projections**
- Ensure charging stations and hydrogen stations are included in a central clearinghouse for mapping
- Standards and labeling for chargers and hydrogen stations
- Standardize and install roadside signage
- **Support community readiness activities: local planning, readiness councils and a ZEV guidebook**



ZEV INFRASTRUCTURE - HYDROGEN

- **Support and advocate for reauthorization of AB118**
- GEELA award for hydrogen fueling
- **Evaluate innovative financing and private investment**
- **Designate a permitting ombudsman**



ZEV INFRASTRUCTURE - ELECTRICITY

- Ensure accessibility to public charging stations
- Develop statewide plug in vehicle infrastructure plan
- Support placement of PEV chargers in multi-unit dwellings and workplaces



CONSUMER ACCEPTANCE

- **Support reauthorization of AB118**
- **Consumer outreach campaigns**
- **Policies and incentives to increase ZEV usage in rental and car sharing fleets**
- **Integrate education and information for fuel cells into ZEV outreach websites and community readiness efforts**
- **Expanded education at auto dealerships**
- **ZEV user, household and fleet preferences research**



CONSUMER ACCEPTANCE

- Support continuation of federal tax credits
- Ensure LCFS electricity credits be returned to PEV users in a way that maximizes PEV owner benefit
- Maintain HOV lane access for ZEVs
 - Explore streamlining of HOV lane sticker issuance
- Statewide policy providing parking benefits for ZEVs at state owned buildings and parking lots

TRANSFORM FLEETS – LIGHT-DUTY

- Establish state fleet purchase rules and Plan for ZEVs
- Statewide contracts for ZEV purchases
- Explore pooling of ZEV purchases with local and federal governments and other states
- Near-term pilot projects
- Statewide contract for PEV infrastructure
- **Include ZEVs in a statewide rental car contract**
- Consider integrating ZEV-based car sharing into the state's fleet management system



TRANSFORM FLEETS – HEAVY-DUTY

- **Statewide ZEV fleet users forum**
- **Develop a roadmap for commercializing fuel cell buses**
- **Update Z-Bus regulations**
- Develop electricity tariffs for public transit, fleets and freight sector that encourage electrification
- **Assess need for incentive funding for zero emission trucks including infrastructure costs**
- **Develop multi-agency strategy to accelerate medium and heavy-duty ZEVs**



INVESTMENT AND JOBS

- **Support funding for ZEV demonstration and deployment projects**
- Industry analysis
- Outreach
- Permitting assistance
- Facility re-use opportunities
- Knowledge transfer between national labs, academia and industry
- Battery recycling
- Workforce training funds



NEXT STEPS

- Periodic meetings and check-ins
- Updates to the Action Plan
- Report progress

