



CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

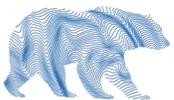
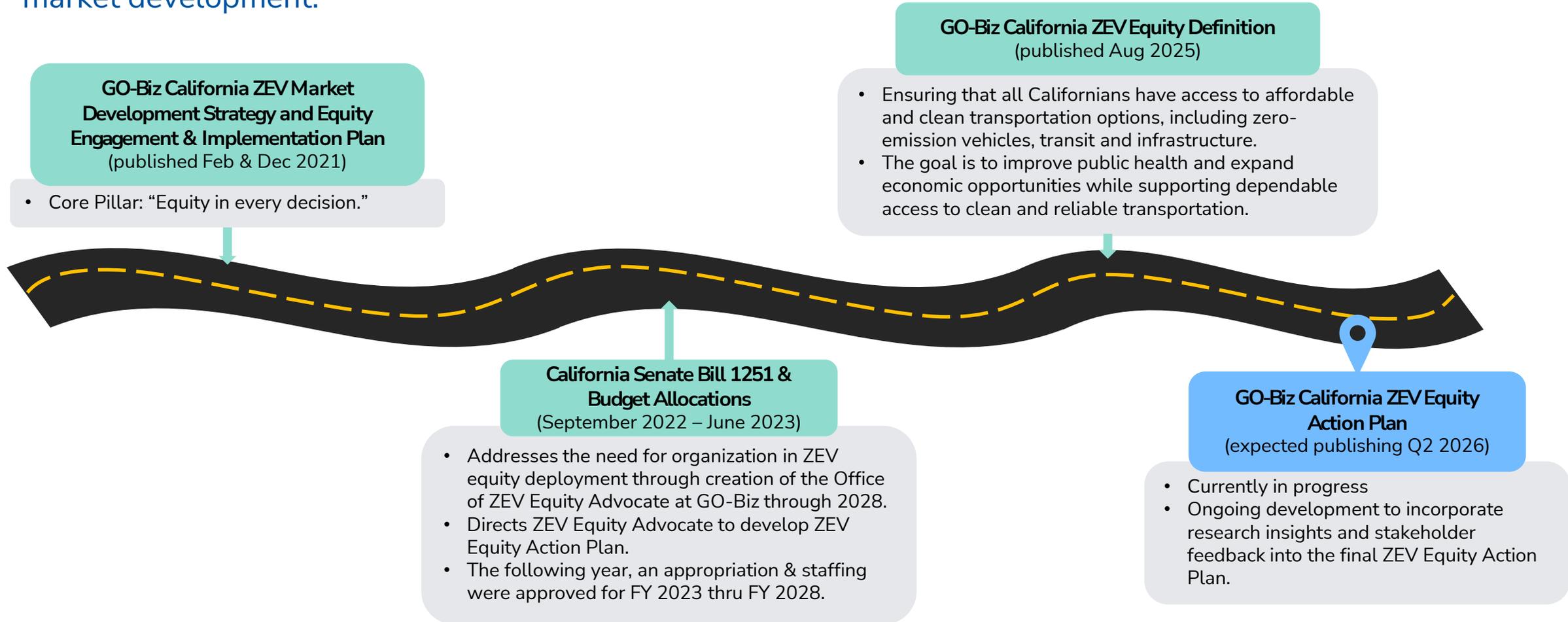
GO-Biz ZEV Equity Action Plan

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The Road to the GO-Biz ZEV Equity Action Plan

Since 2021, GO-Biz has been actively working to ensure that the state prioritizes equity strategies in ZEV market development.



ZEV Equity Action Plan Purpose & Objectives



Purpose

The purpose of the ZEV Market Development Office's ZEV Equity Action Plan, as mandated by SB 1251, is to **develop actionable steps and measurable metrics** that improve equitable access to zero-emission vehicles (ZEVs), charging infrastructure, and clean transportation options for all Californians.



Objectives

- **Engage** frontline communities to help shape ZEV equity policy.
- **Identify and address barriers** to affordability, access and workforce opportunities.
- **Align state investments** with community priorities.
- **Build capacity** for local organizations to engage in policy and program development.



GO-Biz ZEV Equity Engagement & Key Insights

GO-Biz & Consulting Partners convened engagement sessions with frontline communities, Tribes, labor, and regional stakeholders to identify barriers and co-develop actionable strategies to inform the Equity Action Plan.

2025 Outreach & Engagement Highlights



GO-Biz & Consultant Partners facilitated **3 regional workshops, 2 focus groups, and 19 interviews** to validate Analysis findings and solicit input on ZEV Equity Action.



Approximately **155 organizations/individuals** participated across workshops and interviews. **75% of participants represented community-based organizations** and other underrepresented groups.



Organizations/Agencies Engaged:

- Grid Alternatives
- Access Clean California
- Greenlining Institute
- Caltrans
- CalSTA
- CEC
- CPUC
- CARB
- CDSS



Regions Engaged:

- San Diego
- Bay Area
- San Joaquin Valley
- Imperial County
- Greater Los Angeles

Key Report Themes



Access & Affordability

Access to ZEV transportation (ownership, leasing, public transit)



Infrastructure

The network of charging and fueling stations that support ZEV use.



Workforce Development

Job creation and training related to ZEVs.



Outreach & Education

Community engagement to share information.

The reports included **identified barriers and recommended solutions for each theme** based on the landscape analysis and engagement efforts. Components of the reports will be included in the EAP.



Key Barriers Identified

Feedback from engagement efforts revealed barriers for each key theme that slow the ZEV transition for Californians.

Key Themes	Identified Barriers			
 <p>Access & Affordability</p>	 <p>Cost The cost of ZEVs and residential charging infrastructure is a significant barrier.</p>	 <p>Mobility Access There is a lack of shared mobility and public transit options.</p>	 <p>Charging Reliability There is a need for more affordable and reliable charging infrastructure.</p>	 <p>Financing More inclusive forms of financing are needed to afford ZEVs and charging infrastructure.</p>
 <p>Infrastructure</p>	 <p>Residential Access More convenient charging options are needed for residents of multi-family housing and renters.</p>	 <p>MHD Gaps High-traffic MHD areas produce significant emissions but lack adequate charging.</p>	 <p>Grid Reliability Limited grid capacity or outdated infrastructure restricts the deployment of charging infrastructure.</p>	 <p>Financing More inclusive forms of financing are needed to afford ZEVs and charging infrastructure.</p>
 <p>Workforce Development</p>	 <p>Market Uncertainty ZEV market unpredictability slows adoption and creates an unpredictable job market.</p>	 <p>Limited Opportunities High competition for a small job market limits access to stable positions.</p>	 <p>Career Longevity Gap Absence of clear, sustainable pathways limits long-term growth and stability for ZEV professionals.</p>	
 <p>Outreach & Education</p>	 <p>Unfocused Outreach There is a lack of tailored outreach to communities through trusted messengers.</p>	 <p>Transparency There is a lack of accessible data on the impacts of outreach efforts and progress on CA ZEV policy/programs.</p>	 <p>Participation Opportunities Few opportunities exist for communities to regularly engage in decision-making.</p>	

Note: Green boxes indicate barriers that received the most attention or were ranked the highest need for prioritization from stakeholder feedback.



Call to Action: Strategies to Address the Barriers

The following is a comprehensive list of strategies GO-Biz will look to develop in collaboration with state agencies to address the barriers identified for each theme.



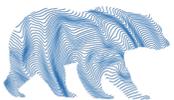
Access & Affordability

- ✓ Diversify California's funding sources to support multi-year funding streams
- ✓ Flex existing incentive programs to support broader ZEV adoption
- ✓ Develop equitable financing solutions for unbanked or underbanked individuals
- ✓ Enhance reliable and affordable public charging options
- ✓ Support bulk purchasing programs for leasing or selling vehicles
- ✓ Establish a ZEV insurance project/initiative



Infrastructure

- ✓ Expand affordable light-duty charging for underserved renters
- ✓ Accelerate deployment of MHD charging infrastructure and reduce freight pollution
- ✓ Enhance utility coordination and grid reliability for underserved communities
- ✓ Develop an equity-centered approach to green hydrogen for hard-to-reach sectors
- ✓ Expand the diversity of ZEV transportation solutions and co-locate them with other mobility solutions



Call to Action: Strategies to Address the Barriers



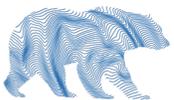
Workforce Development

- ✓ Streamline workforce planning and access for near-term job opportunities
- ✓ Introduce more Californians to ZEV workforce pathways
- ✓ Ensure family sustaining and high-quality jobs for California's priority communities



Outreach & Education

- ✓ Enhance community-led ZEV outreach and education and build on lessons learned
- ✓ Incorporate ZEVs and related infrastructure in community needs assessments to identify regional and place-based solutions
- ✓ Improve technical assistance for community-scale ZEV projects
- ✓ Facilitate public-private solutions to address underserved communities' needs



Timeline and Next Steps

- The GO-Biz Team will be seeking direct feedback on the Equity Action Plan from agency stakeholders beginning in April 2026.
- Once agency feedback has been addressed in the EAP, GO-Biz will post a version online for an open comment period to solicit input from community groups.
- After feedback has been integrated into the Plan from key partners, GO-Biz will publish the final document and begin the Implementation Phase of the EAP.



Questions or Feedback?

- You can email Nidia Erceg (nidia.erceg@gobiz.ca.gov) or Bella Hopkins (isabella.hopkins@gobiz.ca.gov) directly.
- For updates on the work the ZEV Equity team is doing, you can also visit the GO-Biz ZEV Equity Webpage [here](#).



Thank you!

