

GO-Biz ZEV Equity Action Plan

Updates and Discussion

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Why are we here?

Our North Star: SB 1251 directs GO-Biz to publish a state ZEV Equity Action Plan (ZEAP) that develops actionable steps and measurable metrics to improve equitable access to ZEVs, charging infrastructure, and clean transportation for all Californians.

Purpose

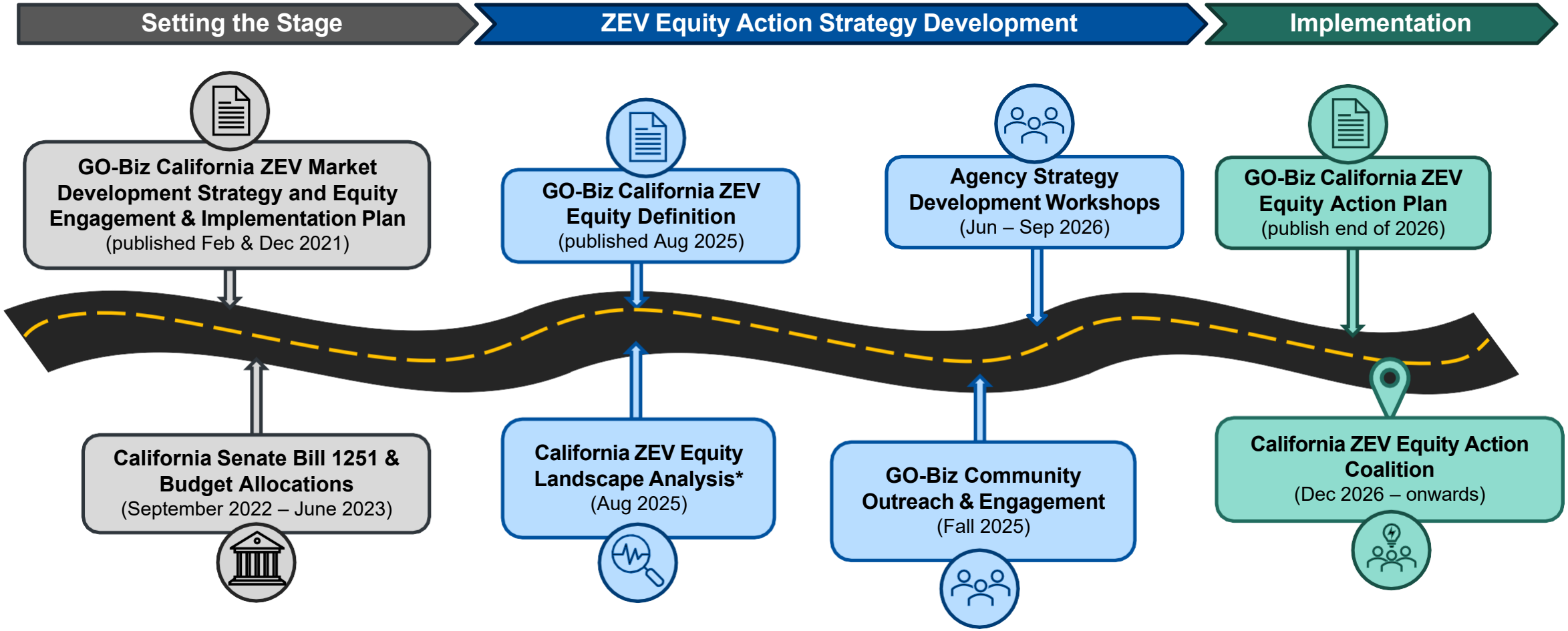
The ZEAP **addresses the need in California for coordination in ZEV equity policy deployment** through the creation of the Office of the ZEV Equity Advocate within GO-Biz to steer the development and implementation of the ZEAP strategies that **prioritize equity-based initiatives in state ZEV programs**.

Objectives

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

The Road to the GO-Biz ZEV Equity Action Plan

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



Note: The California ZEV Equity Landscape Analysis was an internal document developed for GO-Biz on behalf of a contractor to assess existing state ZEV equity initiatives that would inform the framing and discussions of the Fall 2025 community outreach and engagement sessions.

The Pieces of the ZEAP Puzzle

GO-Biz used the insights gathered from the Landscape Analysis and 2025 Stakeholder Engagement efforts to develop an implementation framework for state agencies that addresses persisting barriers in the ZEV market and measures the efficacy of these actions.

The Components of the ZEV Equity Action Plan

How do we address the barriers?

Strategies

- For each theme, GO-Biz identifies several **strategies for state agencies that looks to embed equitable priorities and practices in ZEV programs** that addresses barriers and maximizes positive impacts for communities.

How do we measure the success of the strategies?

Metrics

- GO-Biz additionally identifies **a combination of quantitative programmatic metrics and qualitative community validation data to assess the progress and impacts of the ZEAP strategies** in the state.

How do we ensure the action happens?

Implementation Framework

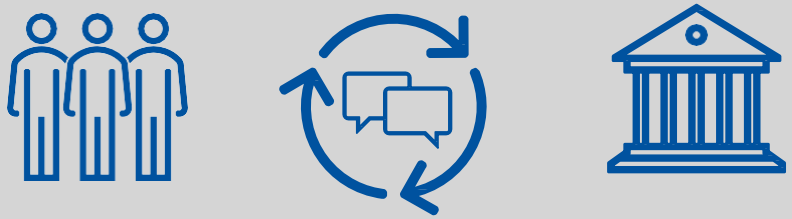
- To complement the strategies and metrics, GO-Biz outlines a framework for **the ZEV Equity Action Coalition – a working group comprised of community and agency stakeholders** – that will collaborate on the actual development and implementation of the strategies.

The ZEV Equity Action Coalition

"State agencies and partner organizations administer a diverse range of ZEV programs, but **they remain fragmented, ultimately increasing administrative burden and reducing collective impact**." (2025 Fall Engagement feedback)

The ZEV Equity Action Coalition (ZEAC)

To support the ZEAP efforts, GO-Biz will convene the ZEAC to **coordinate implementation of strategies, align cross-agency actions, and monitor progress** over time.



Communities
Advisory body providing feedback and ongoing validation to state efforts

Agencies
Working group coordinating and prioritizing state actions to address barriers and maximize impact in ZEV initiatives.

Goals for the ZEAC

- ✓ **Foster strong collaborative channels** between communities and agencies for ZEV equity program development.
- ✓ **Prioritize state strategies and actions** to address persisting equity gaps and maximize positive impact for communities.
- ✓ **Encourage state accountability** through the collection and analysis of metrics measuring progress of ZEV equity initiatives and community outreach efforts.
- ✓ **Advance an equitable CA ZEV** market for California residents.

Year 1 ZEAC Timeline

Dec 2026: Kickoff Meeting

- An overview of the ZEAP strategies and plans for the ZEAC to members
- Develop a working charter and set of unified goals as an overarching framework for future meetings

2027: Quarterly Thematic Meetings

- Discuss progress on the ZEAP's strategies and actions (share updates, identify barriers to coordination, align funding and deployment efforts, etc.)
- Discuss among agencies and community partners how strategy implementation can best reflect ongoing community needs and priorities

End of 2027: Assessment of Progress and Looking Ahead

- In collaboration with CLEE, GO-Biz will develop a summary report to assess the progress, success, and opportunities for future improvements in the ZEAC.

State Accountability through the ZEAC

Identifying methods to track the progress of the ZEAP strategies and ensuring the analyzed data is accessible will help ensure state efforts can **build trust, assess progress, and ensure communities are meaningfully involved throughout the process**.

The Data

ZEAP Strategy KPIs - Data collected and analyzed by agencies to assess the progress and impact of the ZEAP initiatives alongside relevant state ZEV equity initiatives.

Community Validation - Feedback and insights provided by California communities on whether state efforts are achieving their goals

ZEAC Community Metrics - Data and feedback analyzing the community participation leg of the ZEAC (ex. assessing outreach and engagement methods, participation accessibility, etc.).

The Analysis

State Agency Action Plans - As part of a greater effort within the GO-Biz ZEV Market Strategy, agencies will report annually on the progress of the ZEAP strategies they lead/support on.

Annual ZEAC Summary Report - An assessment of the ZEAC efforts – including a summary analysis of all metrics and identification of opportunities for adjustments in future implementation/engagement efforts beyond 2027.

Our Questions for You…

1. Do you have any recommendations for best practices to honor and make meaningful use of our community partner's time/participation in the Coalition?
2. Do you have any recommendations for best practices to collect feedback from our community partners and use it a non-extractive way?
3. What are your favorite ways to lead discussions (i.e. Progressive Stack)?

Want to follow up afterwards?

- 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!