

Z E T A

# ZERO EMISSION TRANSPORTATION ASSOCIATION

## ANNUAL REPORT

Prepared by ZETA Staff

DECEMBER 2024



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# A Note from ZETA's Executive Director



At the Zero Emission Transportation Association (ZETA), our guiding principle is to support the EV industry and broad EV adoption in the United States. As I reflect on 2024, I am immensely proud of what the ZETA team has accomplished over the past year.

A key focus this year was the continued implementation of the historic policies that have been passed during the past four years. Through intense engagement with our member companies and with federal agencies, ZETA ensured that the voice of the EV industry was heard as the regulations for groundbreaking investments in American manufacturing were finalized. Partially as a part of these efforts in Washington, the EV and Battery supply chain has invested more than \$182 billion in domestic manufacturing since 2021.

This year also saw an expansion of ZETA's engagement on Capitol Hill, with the hiring of a new Director of Federal Affairs to build on the great work that had been done to date. By increasing our engagement with new congressional offices, ZETA has expanded our reach and introduced new Members of Congress to the benefits of EV adoption, while also highlighting the potential for thousands of new jobs in their States and ensuring that the U.S. dominates this emerging market. The addition of our new Salon Dinner series has increased congressional engagement, while also creating new value for ZETA members.

In August, the ZETA team hosted its first event outside of the beltway with the event Made in Arizona: the EV Supply Chain. Hosted by the ZETA Education Fund, Made in Arizona highlighted the EV sector's investments in Arizona and provided us with the opportunity to rally government officials, business leaders, and community organizers around the industry's contributions to Arizona's economic prosperity. The two-day event included tours of Arizona Sonoran Copper's Cactus Mine and Lucid Motors' AMP-1 manufacturing facility. This was a major undertaking by the ZETA team, and will serve as a jumping off point for future events highlighting the industry's positive impact in communities around the country.

The ZETA Education Fund also launched a \$1.3 million public education campaign in October to share the industry's story in Arizona, Georgia, and Tennessee. This campaign was the largest campaign that ZETA has taken on to date, and includes billboard advertisements in major airports, podcast reads, and online messaging. The campaign will run through Spring 2025 and has built on over a year of smaller campaigns to test strategies.

The 2024 Year in Review provides more on these efforts and the many other legislative, regulatory, and communications efforts by ZETA and the ZETA Education Fund. As we prepare to welcome a new Trump-Vance Administration to Washington, our guiding principles will continue to serve as the framework to advance the electric vehicle supply chain and support the initiatives of ZETA's membership.



## MISSION

**The Zero Emission Transportation Association (ZETA) is a federally-focused, industry-backed coalition. ZETA is committed to enacting policies that drive EV adoption, create hundreds of thousands of jobs, secure American global EV manufacturing dominance, drastically improve public health, and significantly reduce carbon pollution.**





# History

ZETA was formed in November 2020 at a critical moment in our nation's political and legislative history. In an increasingly competitive global market, it is vital that the United States lead the transition to transportation electrification. As the first coalition of its kind representing the entire EV supply chain, ZETA has provided a voice for a young industry that is attracting significant investment and job creation in communities across the country.

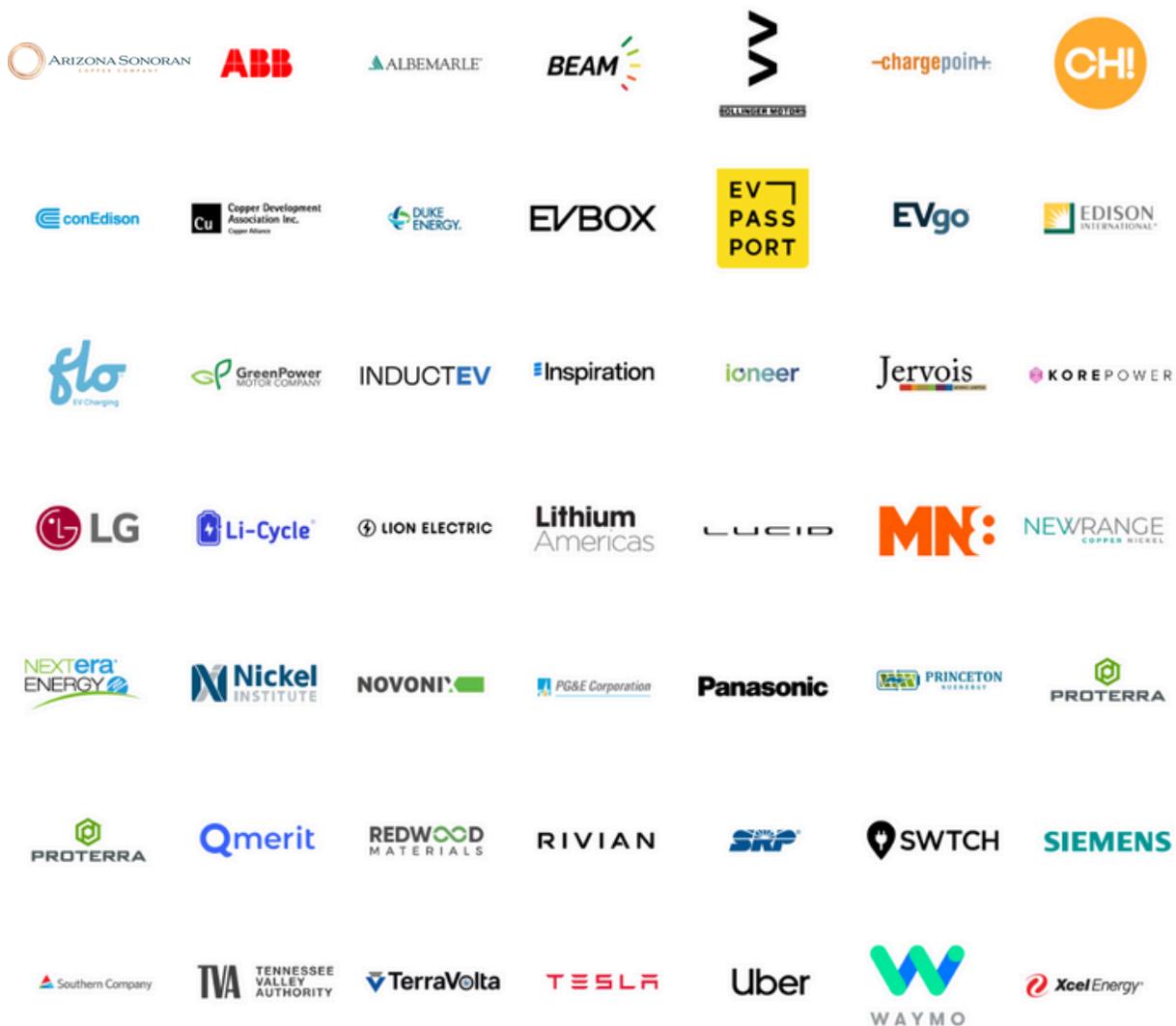
## ZETA and the ZETA Education Fund

ZETA operates under a 501(c)(4) organizational structure and via the affiliated 501(c)(3) Zero Emission Transportation Association Education Fund (ZETA Education Fund, or ZETA-EF). ZETA is member-backed and focused on enacting policies that drive EV adoption. Meanwhile, the ZETA Education Fund focuses on developing policy and informing the public about the environmental, social, and economic benefits and opportunities associated with broader EV adoption. From publishing white papers, public programming efforts, and sponsoring digital advertising campaigns, the ZETA Education Fund seeks to advance the national conversation about EVs and federal zero-emission transportation policy.



# Membership

Our membership includes more than 50 companies across the EV supply chain, including critical minerals producers, battery and vehicle manufacturers, charging companies, energy and electricity providers, battery recyclers, and more. ZETA member companies are leaders in transportation electrification and serve as our chief collaborators by sharing unique information, counsel, and resources that help inform our policy development and public education efforts. Through membership in ZETA, this diverse group of stakeholders coordinates on public education, policy development, and federal advocacy to promote EV adoption.



# Staff

In February, ZETA added a Director of Federal Affairs, Rebecca Konolige, who joined the team after eight years in the U.S. House of Representatives. She served under two Chairmen of the Committee on Natural Resources, most recently Congressman Bruce Westerman (R-AR-04). Rebecca spent the majority of her time as a Professional Staff Member on the Subcommittee on Energy and Mineral Resources, specializing in non-fuel mineral supply chains, battery metals, and permitting reform.

In September, founding staff member and Chief of Staff, Sofya Olenicheva, departed the organization to pursue graduate studies. Leilani Gonzalez has since taken on the Chief of Staff role in addition to Policy Director.

Most recently, Briana Lockhart joined the ZETA team as an Office Manager. Briana is an accomplished office administrator with a proven track record in managing complex operations, executive management, event planning, and project management. With over a decade of experience, Briana has supported C-suite executives, government affairs teams, and PAC operations, demonstrating her organizational management and compliance expertise.



# Policy Efforts & Advocacy

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# ZETA Policy Platform

Following the successful implementation of our inaugural policy platform, ZETA released an updated set of policy priorities in 2023.



## EV Market Development

Promote federal policies that expand consumer access to electric vehicles and accelerate fleet electrification across all vehicle classes.



## EV Charging Infrastructure Deployment

Educate stakeholders about federal policies that rapidly expand the national electric vehicle charging infrastructure network.



## Performance and Emission Standards

Advance economy-wide performance and emission standards that reduce transportation emissions and encourage adoption of zero-emission vehicles.



## American EV and Battery Manufacturing

Advocate for increased opportunities to advance the EV battery supply chain.





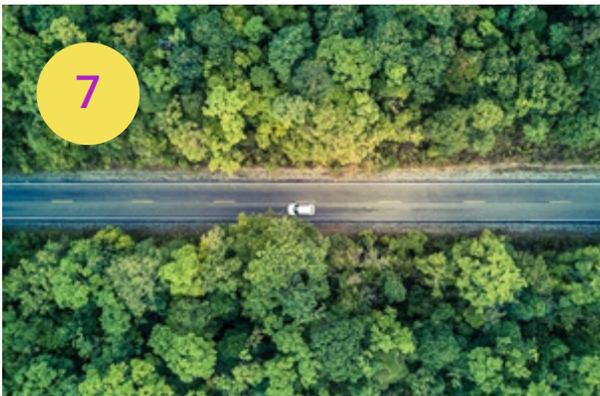
### Domestic Critical Mineral Development

Strengthen America's EV supply chain and ensure a secure supply of strategic critical minerals.



### State Policy

Provide thought leadership and education regarding state policies that reduce barriers to the adoption of electric vehicles and increase advanced manufacturing across the EV supply chain.



### Environmental Justice

Expand equitable access to EVs and jobs in the zero-emission transportation industry to all.



# Congressional Advocacy

In 2024, ZETA expanded its Hill footprint and position as a pragmatic partner on transportation electrification and EV supply chain policy. ZETA focused on enhancing communication with offices on both sides of the aisle about the importance of the EV-related programs enacted through the Inflation Reduction Act (IRA) and the Infrastructure Investment and Jobs Act (IIJA) for strengthening American manufacturing and jobs growth. Robust efforts to amplify this value come ahead of 2025 tax reform. Specifically, ZETA submitted comments to the House Republican Ways and Means Supply Chain tax team defending the tax credits. At the same time, ZETA continued its work to partner with Hill offices on policy that pushes the industry forward by closing governance gaps or facilitating government coordination on key issues. ZETA engaged in discussions regarding battery recycling, fire safety, charging infrastructure rollout, and development of U.S. critical minerals capacity.

In 2024, ZETA continued to oppose bills harmful to U.S. manufacturing economic growth and decarbonization goals, including efforts to repeal the 30D New Clean Vehicle tax credit and EPA's light, medium, and heavy-duty emissions standards.

In 2024, ZETA completed **182** Congressional meetings in total in 2024—a 95% increase from 2023.

**99 Democratic Offices**

**80 Republican Offices**

**94 House Meetings**

**61 Senate Meetings**

**12 Committees**



# 2024 Congressional Fly-In

ZETA's strength is in our ability to bring the full supply chain together to communicate policy. In March, ZETA organized an expansive, two-day legislative fly-in for our members focused on a holistic presentation of the EV supply chain and its myriad benefits.

**24**

Participating  
Companies

**5**

Agency  
Meetings

**27**

Office Level  
Meetings

**6**

Member Level  
Meetings

**5**

Committee  
Meetings



Our team organized 46 meetings across the Administration, House, and Senate. ZETA deployed five teams of member companies each representing the full, united EV supply chain. From the Administration, ZETA met with the Department of Energy (DOE), the Department of Transportation (DOT), the Joint Office of Transportation and Energy, the Department of the Interior (DOI), and the Department of the Treasury. On the Hill, meetings included the following committees: Senate Budget, Senate Environment and Public Works, Senate Energy and Natural Resources, and House Homeland Security. ZETA members spent time with several members of Congress including Senator Joe Manchin (I-WV), Rep. Rick Larsen (D-WA-02), Rep. Val Hoyle (D-OR-04), Rep. Scott Peters (D-CA-50), Rep. Bruce Westerman (R-AR-04), Rep. Paul Tonko (D-NY-20), Rep. Buddy Carter (R-GA-01), and Rep. Pete Stauber (R-MN-08). Meetings focused on permitting reform, workforce development, energy and charging infrastructure, mineral security, and tax incentives to maintain U.S. competitiveness.

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As part of our Fly-In, ZETA also hosted a Congressional breakfast briefing titled ***From Grids to Gears: How the Electric Vehicle (EV) Supply Chain is Transforming Advanced Manufacturing in the U.S.*** During the briefing, a panel of ZETA members spanning the full EV supply chain addressed a room of Congressional staff. Panelists included Ioneer's Chad Yeftich, Beam Global's Desmond Wheatley, Lucid Motors' Emily Patt, Rivian's Corey Ershow, and Panasonic's Devin Horne. The panel provided industry insights on the myriad of benefits the EV sector is bringing to the national economy.

Highlights from the panel included:

- **Workforce Development:** Panelists were given the opportunity to showcase the various workforce development efforts being implemented at their company. Programs like an OEM's partnership with local schools to recruit talent, as well as another to retain talent, were showcased. Additionally, the discussion touched on how the EV sector is revitalizing communities, especially those that were previous beneficiaries of legacy auto manufacturing.
- **Reinvigorating Domestic Manufacturing:** The panel – and the fly-in in general – provided an opportunity for members to highlight the incredible \$160 billion in investments announced in the domestic battery and EV manufacturing space since 2021. These investments have resulted in 130,000 American jobs and 400 new or expanded processing and manufacturing plants.
- **American Competitiveness:** Panelists spoke about the global EV market, arguing that the U.S. currently maintains a coveted role as a leader in the sector. It was explained that this leadership can be maintained via consistent policy that supports domestic and North American manufacturing. As one panelist noted, "We need regulatory certainty." Panelists explained that in order for industry to continue making domestic investment decisions, industry requires a level of certainty to make those business decisions.
- **Permitting Reform:** Among other policy priorities, members shared ZETA's commitment to advocating for meaningful permitting reform for domestic mining and processing that enhances efficiency while maintaining high environmental and labor standards.





## Case Study: Salon Dinners

In 2024, ZETA launched our Salon Dinners, a new event series open to ZETA member companies. At our Salon Dinners, members are joined for dinner by a U.S. Member of Congress and three of their senior staff.

Our Salon Dinners provided a friendly, informal environment for conversations about issues facing the EV industry and a unique opportunity for Members of Congress and their senior staff to interface at length with companies across the supply chain simultaneously. Through the Salon Dinner series, ZETA aims to deepen its connection to a bipartisan array of offices representing states and districts with significant EV and battery value chain footprint.

Our first two salon dinners featured the offices of Senator John Hickenlooper (D-CO) and Representative Buddy Carter (R-GA-01). On June 17, ZETA's Salon Dinner with Senator Hickenlooper delved into permitting reform, emerging battery storage technology, grid modernization, and more. Senator Hickenlooper provided his personal perspective on the EV industry and the legislative challenges and opportunities that lie ahead for it. On July 22, ZETA's Salon Dinner with Representative Buddy Carter covered various topics, from permitting reform to manufacturing investments in Georgia.



Photo: Senator Hickenlooper  
and Albert Gore

# Regulatory Efforts

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ZETA continued its substantive engagement with regulatory agencies in 2024, building on efforts from prior years and addressing emerging challenges. The Regulatory team analyzed proposed and final rules for members, worked with them to identify areas of consensus across the ZETA coalition, and delivered comments to federal agencies through the notice-and-comment rulemaking process across a variety of issues. The team also engaged directly with agencies through member-led meetings and other communications to ensure that the voice of the EV industry is heard and that policymakers are equipped with the most accurate information available when crafting regulations that impact the EV supply chain.

## Public Comments

ZETA submitted 20 written regulatory comments to various federal and state agencies in 2024 including the Environmental Protection Agency, Department of Energy, Department of the Treasury, Department of Transportation, Department of the Interior, United States Trade Representative, California Air Resources Board, Ohio Department of Commerce, and Maine Department of Environmental Protection. Highlights include:

### **ZETA Comments on Implementation of Excluded Entities Requirements Under the Section 30D New Clean Vehicle Tax Credit | January 18, 2024**

- > ZETA submitted comments to the IRS and Treasury Department conveying ZETA's stance that implementation of 'foreign entity of concern' (FEOC) requirements under the Section 30D tax credit is stringent but workable, and that the industry is in the process of onshoring and friendshoring supply chains to bring them into FEOC compliance. The comment also elevated previous ZETA comments to the Department of Energy on its interpretation of the FEOC language in the Bipartisan Infrastructure Law. [Read the comment.](#)

### **ZETA Comments on the Proposed Implementation of the Section 45X Advanced Manufacturing Production Tax Credit | February 5, 2024**

- > ZETA provided comments to the IRS and Treasury Department urging both agencies to ensure that final 45X regulations include eligibility for direct and indirect materials costs and costs related to extraction. The comment also discussed the implications for the Section 30D New Clean Vehicle Credit if the exclusion is finalized as proposed and how making certain key changes will help ensure the success of both credits in building a domestic critical minerals supply chain and deploying more EVs. [Read the comment.](#)
-

### **Joint Comments with CALSTART, the Electric Vehicle Charging Association and ZETA on FHWA's Request for Information on the J3400 Connector and Potential Options for Performance-Based Charging Standards | April 5, 2024**

- ZETA joined with other organizations to urge the Federal Highway Administration and the Department of Transportation and the Federal Highway Administration to maintain flexibility for electric vehicle charger connector requirements under the National Electric Vehicle Infrastructure program by adopting the technology-neutral approach articulated in the Bipartisan Infrastructure Law. The comments also urge the Federal Highway Administration not to require multiple connectors per port or permanently attached adapters. [Read the comment.](#)

### **ZETA Comments on Section 301 Tariffs | June 28, 2024**

- ZETA submitted comments to the office of the U.S. Trade Representative supporting investment in domestic clean energy supply chains. The comments focus on the need for continued domestic investment while highlighting some of the private-sector work to reorient supply chains out of China. The comment also offers ways in which USTR could reduce the burden on domestic supply chain participants including grandfathering existing supply contracts, exemptions for small companies, and the creation of an exclusion process for products other than manufacturing machinery. [Read the comment.](#)

### **Joint Comments to the U.S. Access Board on Accessibility Guidelines for EV Charging Stations | November 4, 2024**

- ZETA joined CALSTART, Electrification Coalition, NEMA, Michigan EIBC, EVCA, and Clean Fuels Michigan in submitting the following comments to the U.S. Access Board supporting the goal of improving access to EV charging for all drivers regardless of ability. The comments also raise concerns about how some of the proposed guidelines for charger and site design are either impractical to implement or would jeopardize the President's goal of deploying 500,000 EV chargers by 2030. [Read the comment.](#)



## EPA Announcement

On March 20, 2024, ZETA's Albert Gore provided [remarks](#) during the Environmental Protection Agency's event announcing the strongest pollution standards ever for light- and medium-duty vehicles at the DC Armory. ZETA was also quoted in EPA's [press release](#) announcing the standards, which are expected to avoid more than 7 billion tons of carbon emissions. This event followed months of [advocacy for strong pollution standards](#) by ZETA and the EV industry. ZETA members ABB, Lucid, Rivian, Siemens, and Tesla showcased their products during the event.



## State-Related Work

ZETA continued its advocacy and leadership in support of state programs including Advanced Clean Cars II (ACC II), Advanced Clean Fleets (ACF), and Advanced Clean Trucks (ACT), submitting comments to states and federal agencies and testifying in public hearings in support of the program. It also testified to the EPA in support of granting waivers allowing the State of California to implement the programs.

### **ZETA Comments on EPA's Consideration of California's Request for a Waiver of Federal Preemption to Implement the Advanced Clean Cars II Program | February 27, 2024**

- > ZETA provided comments to EPA urging it to grant California's request for a federal waiver to implement the ACC II program without delay, as doing so would provide the regulatory certainty needed to continue making investments in the EV supply chain. The comments also discuss the public health, environmental, economic, and consumer benefits of electric vehicles while also highlighting the EV supply chain's preparations for an electrified and decarbonized transportation future. [Read the comment.](#)

## ZETA Comments on Proposed Changes to the Ohio Fire Code | July 25, 2024

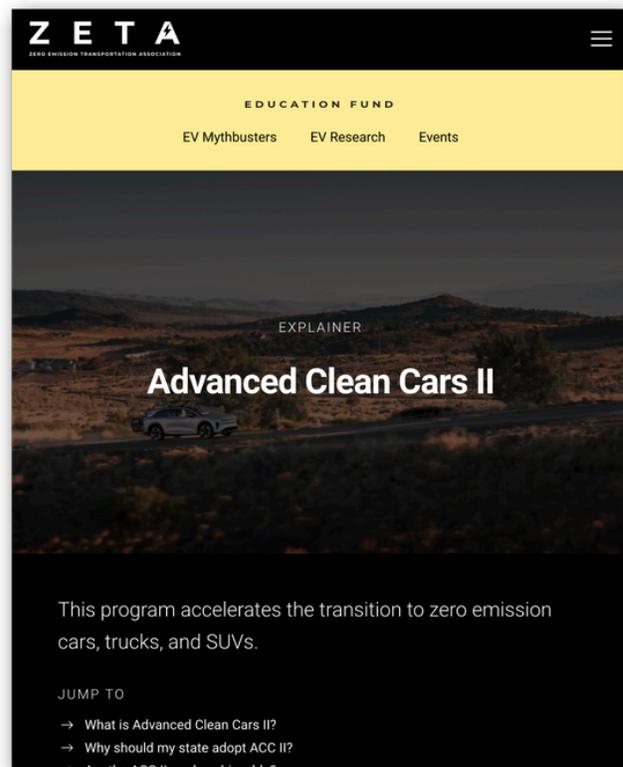
- > ZETA submitted comments recommending Ohio state leadership focus on educating and training first responders, parking facility operators, and code officials rather than proposing changes to the Ohio fire code that may discriminate against one class of equipment/system and against the public interest under the guise of safety. [Read the comment.](#)

## ZETA Comments on EPA's Consideration of California's Request for a Waiver of Federal Preemption to Implement the Advanced Clean Fleets Program | September 16, 2024

- > ZETA submitted comments to EPA urging it to grant California's request for a federal waiver to implement the ACF program without delay, as doing so would provide the regulatory certainty needed to continue making investments in the EV supply chain. The comments also discussed the public health, environmental, economic, and financial benefits to fleet operators of electric vehicles, while also highlighting the EV supply chain's preparations for an electrified and decarbonized transportation future. [Read the comment.](#)

## ACC II and ACT Resources

To support the association's regulatory work around [Advanced Clean Cars II](#) and [Advanced Clean Trucks](#), ZETA developed two explainer webpages on the programs. Each page includes resources providing background on each program, answering common questions about their implementation, and highlighting the States that have already adopted the programs. The pages also include interactive maps of the United States, for interested parties to explore further state-specific information on EV adoption in their states.



## Letters

ZETA worked with various advocacy organizations, private sector companies, and industry groups to communicate their shared concerns to government agencies through public letters. Highlights include:

### **Letter Regarding Access to EV Investment Tax Credits in U.S. Territories | January 9, 2024**

- > ZETA joined the Center for American Progress and 58 other companies to urge Treasury and IRS to allow Puerto Rico and other U.S. territories to have equal access to clean energy tax credits and investment tax credits (30C, 45W, 48, 48C, and 48E) via direct pay and transferability provisions. The letter came in response to the Treasury's guidance, which indicated that territories would only be eligible for production tax credits—a decision that effectively excluded the territories from receiving credits for energy storage, microgrids, the low-income community bonus, commercial EVs, and others. [Read the letter.](#)

### **Letter Urging EPA to Grant California Waiver to Implement ACC II Program | February 27, 2024**

- > ZETA and 17 electric vehicle charging manufacturers and network operators urged EPA to grant California's request for a federal waiver to implement the ACC II program. [Read the letter.](#)

### **Letter Urging Treasury and IRS to Issue 30C Guidance | September 6, 2024**

- > ZETA joined a wide variety of companies, trade associations, and non-profit organizations in calling for the Treasury Department to quickly promulgate guidance on the 30C Alternative Fuel Infrastructure Tax Credit. The letter also makes recommendations related to the definition of 'single item,' cost capitalization, and low-population census tracts. [Read the letter.](#)



# Member Tools

## Legislative and Funding Opportunity Trackers

In the spring, ZETA launched two new member-exclusive resources—the Funding Opportunity Tracker and the Legislative Tracker—on the ZETA Member Dashboard.

The Funding Opportunity Tracker is a dynamic resource that summarizes the vast array of public funding opportunities available to ZETA member companies and their supply chain networks. The tracker is updated regularly and provides information on the funding available, eligibility requirements, and how companies can apply.

Meanwhile, the Legislative Tracker highlights the legislative landscape of the 118th Congress. The tracker showcases endorsed legislation, legislation of interest, and legislation of concern to the EV industry. It also provides top-line information to users, including the bill name, status, chamber, sponsor(s), bill summary, and its relevance to ZETA’s policy platform.

Both trackers are available to ZETA members via the Member Dashboard.

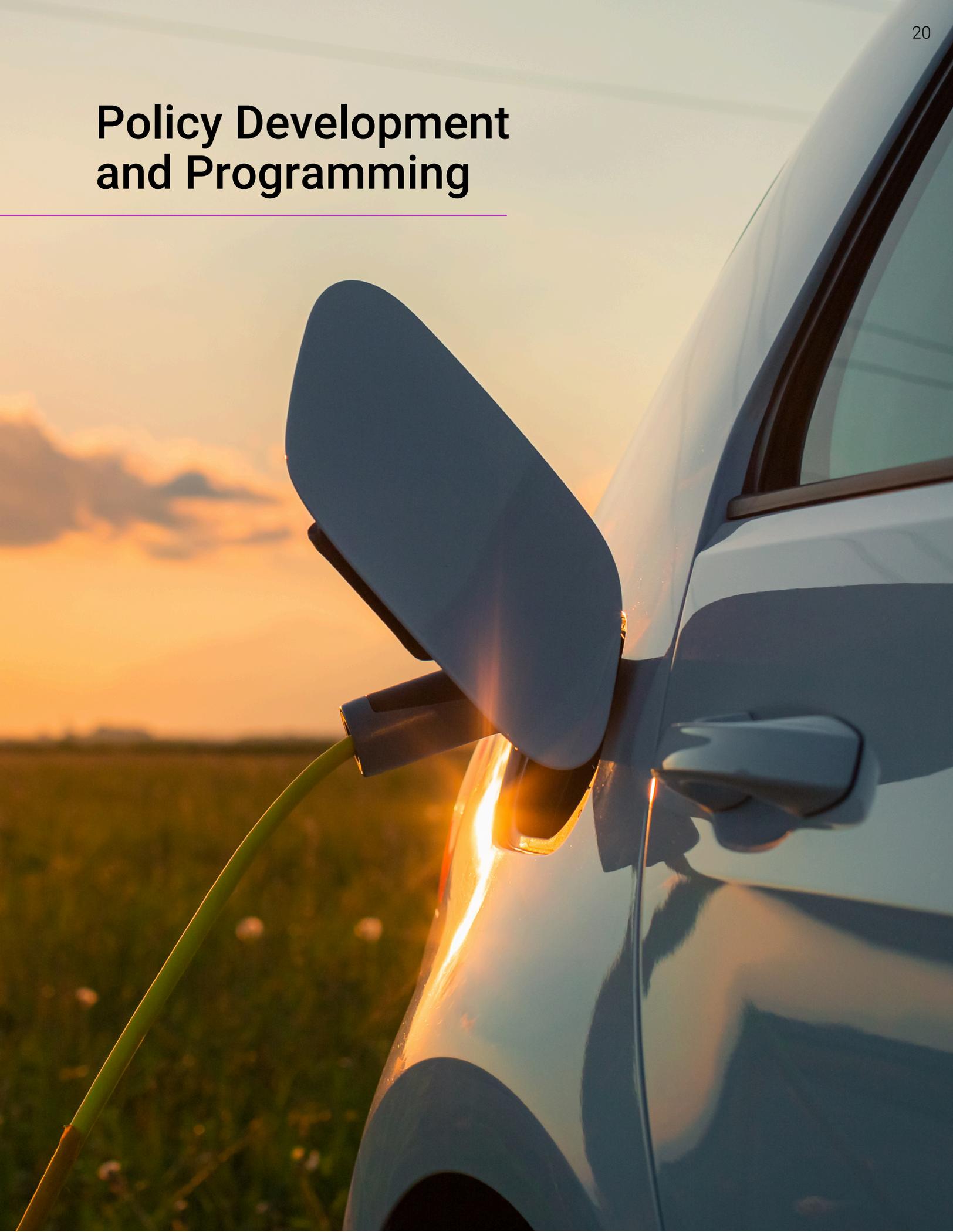


Show 10 entries

Status	Amount Available	Title	Description	Funding Mechanism	Eligible Applicants	Primary EV Supply Chain Segment	Secondary EV Supply Chain Segment	Preliminary Response	Response Due
Open	Varies	<a href="#">Innovative Energy and Innovative Supply Chain Loan Guarantee</a>	DOE LPO can finance projects that deploy new or significantly improved high-impact clean energy technology (Innovative Energy) or that employ new or significantly improved technology in the manufacturing process for a qualifying clean energy technology or manufacture innovative products with an eligible technology end-use (Innovative Supply Chain).	Loan	Varies	All			N/A
Open	Varies	<a href="#">Energy Infrastructure Reinvestment Loan Guarantee</a>	LPO can finance projects that retrofit, repower, repurpose, or replace energy infrastructure that has ceased operations or enable operating energy infrastructure to avoid, reduce, utilize or sequester air pollutants or greenhouse gas emissions.	Loan	Varies	Electricity Providers	Battery Manufacturing		N/A
Open	Varies	<a href="#">Advanced Transportation Direct Loans</a>	Provides direct loans to automotive or component manufacturers for reequipping, expanding, or establishing manufacturing facilities in the U.S. that produce fuel-efficient advanced technology vehicles or qualifying components, or for engineering integration performed in the U.S. for advanced technology vehicles or qualifying components.	Loan	Varies, but project based	Vehicle Manufacturing	Battery Manufacturing		N/A
Open	Varies	<a href="#">CO2 Transportation Infrastructure Loans and Grants</a>	Offers access to capital for large-capacity, common-carrier carbon dioxide (CO2) transport projects (e.g., pipelines, rail, shipping, and other transport methods).	Loans & Grants	Varies, but project based				N/A
Open	\$30,000,000	<a href="#">Catalyzes Innovative Research for Circular Use of Lithium-Ion Advanced Technologies (Circular)</a>	The overarching goal of the CIRCULAR program is to successfully translate the definition of a circular economy to the domestic EV battery supply chain by supporting the development of innovative solutions that can overcome both the technological and economic barriers to broad commercial adoption.	Grant	US Universities, Industry, National Labs, and Individuals	Battery Recycling	Battery Manufacturing	3/19/2024	TBD
Open	\$30,000,000	<a href="#">Catalyzes Innovative Research for Circular Use of Lithium-Ion Advanced Technologies (Circular)</a>	The overarching goal of the CIRCULAR program is to successfully translate the definition of a circular economy to the domestic EV battery supply chain by supporting the development of innovative solutions that can overcome both the technological and economic barriers to broad commercial adoption. (Different Technical Categories and applicant eligibility)	Grant	Small Business Concern	Battery Recycling	Battery Manufacturing	3/19/2024	TBD
Open	\$70,000,000	<a href="#">Broadband Infrastructure Law (BIL) Electric Drive Vehicle Battery Innovation Economics, Recovery and Reuse, and State of Health</a>	The anticipated FOIA and any related activities support Bill, Section 40206, Electric Drive Vehicle Battery Recycling and Second-Life Applications Program aimed at "research, development, and demonstration of a) second-life applications for electric drive vehicle batteries that have been used to power electric drive vehicles, and b) technologies and processes for final recycling and disposal of the electric drive vehicle batteries.	Grant		Battery Recycling		NA	NA
Open	\$33,000,000	<a href="#">Smart Manufacturing Technologies to Accelerate a Clean Energy Economy</a>	Funding for platform technologies that directly support the digital transformation of the manufacturing enterprise across the entire production lifecycle, including design, process, production, supply network, and enterprise levels.	Grant				8/22/2024	11/18/2024
Open	\$72,000,000	<a href="#">Smartwork Charge</a>	This program is meant to seek innovative and replicable solutions to support electrified medium- and heavy-duty vehicles (MH-DVs), accelerate charging infrastructure deployment, reduce grid impacts through vehicle-grid integration.	Grant	Domestic Entities (Institutions of higher education, for-profit entities, nonprofit entities, state	Charge	Manufacturing	10/8/2024	11/29/2024

# Policy Development and Programming

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## Case Study: Made in Arizona

From critical minerals to battery manufacturing, automotive assembly, recycling, and more, every stage of the electric vehicle supply chain supports employment in Arizona. EV and battery investments generate continued economic impact in Arizona, leading to increased tax revenue, family-sustaining jobs, and economic growth. Despite tremendous investment, only 29% of Arizonans agree that the EV sector is creating jobs in the state.

### Arizona's EV Investment Impact

[According to E2](#), EV and battery investments announced in Arizona between August 2022 and August 2023 alone are projected to generate:

- ~\$6.1 billion capital investment
- +\$600 million annual operational investment
- \$1.27 billion in labor income
- \$92 million in state and local tax revenue
- 15,000 annual Arizonan construction phase jobs for five years
- 2,900 annual Arizonan operations jobs indefinitely

To help address this awareness gap, ZETA EF hosted its first Business Corridor Roundtable. The event, formally titled 'Made in Arizona: the EV Supply Chain,' sought to highlight EV sector investments in Arizona and rally government officials, business leaders, and community organizers around the industry's contributions to Arizona's economic prosperity.

To reach the Arizona community, ZETA partnered with our members, the State Society of Arizona, the Arizona Chamber of Commerce and Industry, and the Arizona Commerce Authority. Attendees representing local, state, and federal jurisdictions of government, industry, academia, and workforce development organizations were convened to see the industry in action, to develop policy consensus, and to hear from panels of industry experts and multiple levels of government.

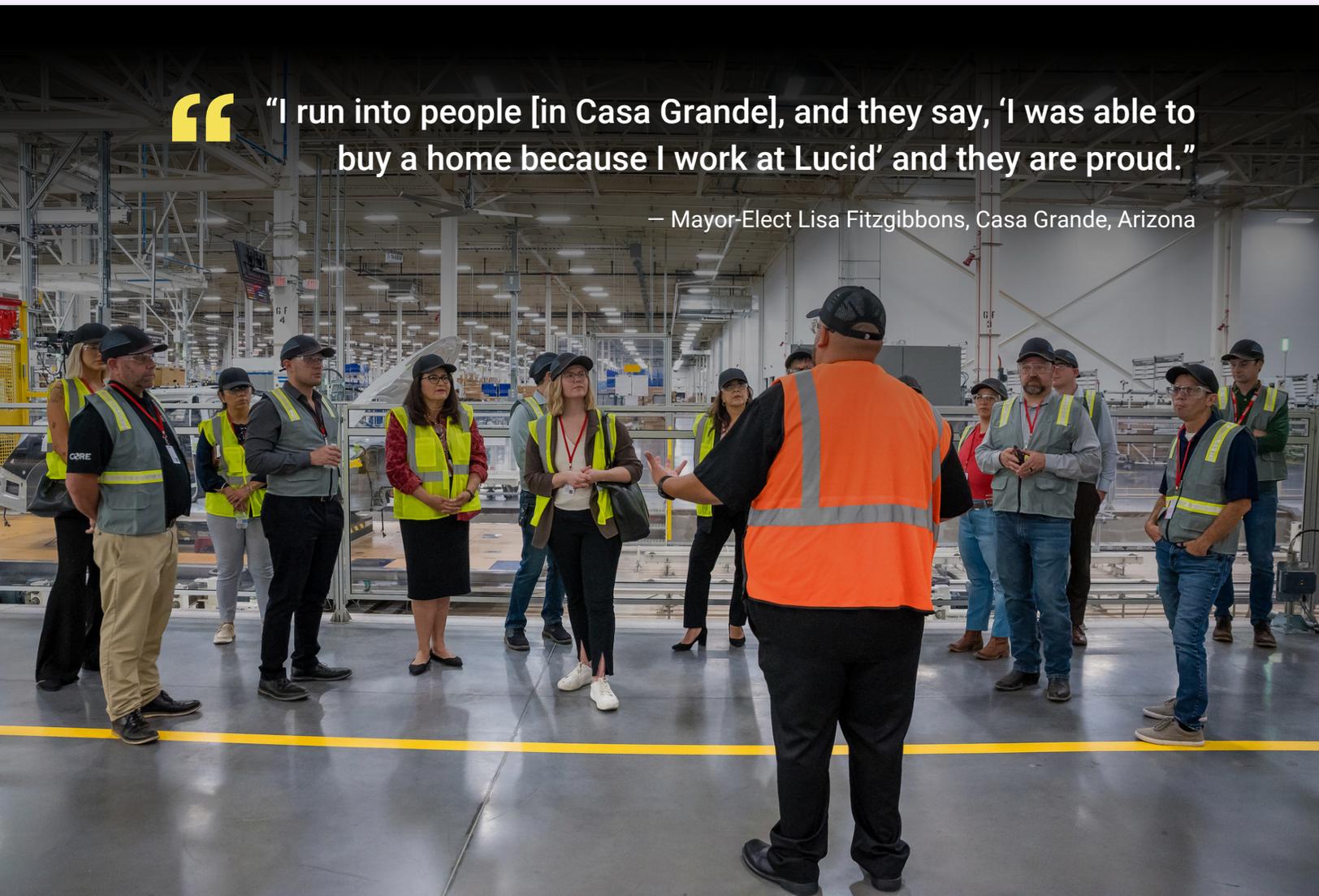
**93****Programming  
Attendees****60****Site Tour  
Participants****7****Participating Member  
Companies**

On the first day, nearly 60 Arizona business, community, education, and government officials traveled in a Green Power Motor Company electric school bus from Tempe to Casa Grande where they visited both the Cactus Copper Mine and the Lucid AMP-1 manufacturing facility site. Attendees included Mayor John Giles, Mesa Arizona; Mayor-Elect Lisa Fitzgibbons, Casa Grande; State House Republican Majority Whip Teresa Martinez; four Arizona Corporate Commissioners; and a bipartisan group of staff members representing the federal Arizona delegation.

**“**

**“I run into people [in Casa Grande], and they say, ‘I was able to buy a home because I work at Lucid’ and they are proud.”**

— Mayor-Elect Lisa Fitzgibbons, Casa Grande, Arizona



On the second day, attendees returned to Tempe and were joined by the broader Arizona industry and government community for an industry roundtable incorporating a roundtable luncheon for industry executives, policy-oriented panel programming for the Arizona business community at large, and a cocktail reception.

***Fireside Chat: A Whole of Government Approach to the EV Industry***

Moderator: Danny Seiden, President & CEO of the Arizona Chamber of Commerce and Industry  
Arizona State House Teresa Martinez (R-AZ-16) (Majority Whip)  
Mayor John Giles, City of Mesa



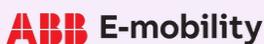
“Arizona is going to be known for the EV revolution. We have a vision and we are able to look upon the horizon, and say this is a great idea... bring it here”

– Teresa Martinez, Arizona State House of Representatives, Majority Whip (R-AZ-16)

***Industry Panel: “Arizona: An EV Supply Chain Ecosystem”***

Programming featured a panel of industry experts representing companies from across the EV supply chain in Arizona. The panel showcased ZETA’s ability to bring together experts from end to end of the supply chain and to amplify connectedness in a public forum.

The event would not have been possible without the time and resources of ZETA’s participating Arizona member companies:



“The policies here in our state matter... its so many high paying jobs and the ecosystem continues to grow.”

– Danny Seiden, CEO, Arizona Chamber of Commerce and Industry



## Case Study: Safety Policy Brief & Webinar

### The Problem:

As electric vehicle adoption continues to grow rapidly, safety concerns with EV technology have become a common narrative in the media and public discourse. Questions over the risks of EV battery fires, charging infrastructure safety, and whether industry is prepared to manage these potential hazards can hinder consumer confidence and slow the rate of adoption. These are real concerns that, if left unaddressed, will negatively impact the momentum towards zero-emission transportation, and perceptions of EVs as safe alternatives to internal combustion engine vehicles.

### ZETA's Response:

In July, ZETA published a policy brief titled [Safety First: Practices, Policies, and Requirements in the EV Sector](#), highlighting how the industry is meeting and surpassing safety standards throughout the EV lifecycle. The brief included key case studies from industry leaders including Panasonic, Tesla, Rivian, ChargePoint, and Li-Cycle, each focusing on different aspects of EV safety—from battery design and manufacturing to charging infrastructure and vehicle recycling.

To complement the policy brief, ZETA hosted a webinar on July 31. This virtual event included the participation of 123 registrations, including policymakers, industry representatives, and media interested in what steps the industry is taking to address new challenges. Panelists representing Panasonic, Tesla, Rivian, ChargePoint, and Li-Cycle provided insight into how their companies are advancing safety through innovative design, manufacturing, and operational practices as well as their engagement with safety regulations and standards.

**Example Case Study:**

Panasonic is one of the leading EV battery manufacturers in the industry, and it presented a multifaceted approach in ensuring the safety of lithium-ion batteries. Panasonic Energy is running the largest EV battery factory in North America, producing nearly 40 gigawatt-hours of advanced lithium-ion batteries annually. At the core of its safety strategy is the Safety Dojo, a holistic training program of hands-on simulation and continuous improvement to minimize risks for workers and ensure the quality of the batteries produced. Additionally, Panasonic's batteries are equipped with built-in safety mechanisms such as polymer separators and venting to prevent thermal runaway - a hazard associated with lithium-ion batteries.

These proactive safety measures are further backed by a solid quality management system focused on minimizing the chances of contamination, while ensuring that only quality batteries reach the customers. Panasonic's commitment to safety is reflected in their ISO 9001:2015 certification, which sets the standard for their manufacturing processes and upstream suppliers. The emphasis on safety throughout Panasonic's entire battery manufacturing chain ensures the highest safety standards are met for both workers and EV drivers.





# 2024 EV Awards

On September 19, the ZETA Education Fund hosted the 2nd Annual EV Awards Dinner in Union Station’s East Hall. Centered around the theme, “The Power of American Progress,” the event celebrated the remarkable advancements in the electric vehicle sector and recognized the leaders driving the industry forward. With influential policymakers and industry leaders in attendance, the evening was a showcase of how the EV revolution is transforming the economy and American lives.

The 2024 EV Awards recognized outstanding contributions from some of the top leaders in the EV industry. This year’s honorees included: Jonathan Evans, CEO of Lithium Americas, Kameale C. Terry, Co-Founder and CEO of ChargerHelp!, and Allan Swan, President of Panasonic North America. Their achievements in this industry emphasize the role innovation plays in advancing sustainable transportation.



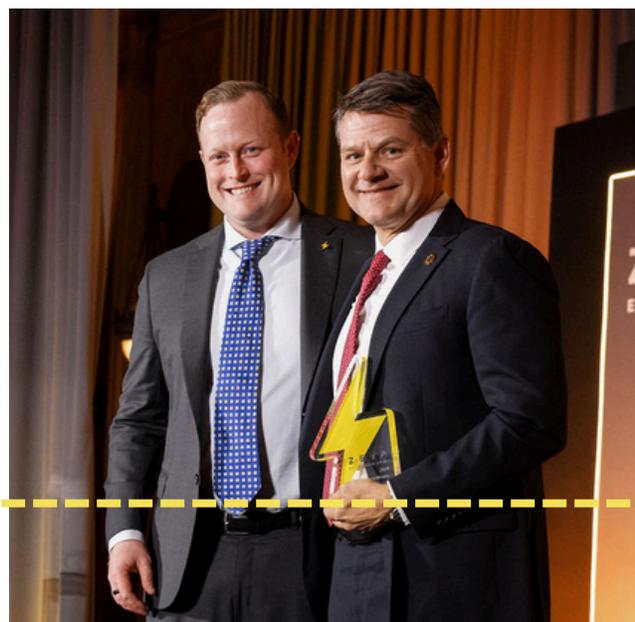


Jonathan Evans spoke on Lithium Americas Corp.'s role in fostering a strong domestic critical minerals supply chain. Kameale C. Terry shared insights into how ChargerHelp is advancing EV infrastructure and support services, aiming to enhance the accessibility and reliability of EV charging. Allan Swan discussed Panasonic's commitment to developing innovative battery technologies that will drive the next generation of EVs.

The evening featured a bipartisan conversation between Arizona Representatives Greg Stanton and Juan Ciscomani, focusing on the investments the EV industry has made in Arizona. Congressman Mark Amodei also addressed the audience, discussing Nevada's potential to attract private-sector investment along the supply chain.

The event hosted over 150 attendees, including key leaders from organizations such as LG, Tesla, Rivian, Panasonic, and Siemens; staff from 10 Congressional offices, including those of Senators Cortez Masto (D-NV), Duckworth (D-IL), Heinrich (D-NM), Smith (D-MN), and Hickenlooper (D-CO); and 13 ZETA member companies.

We would like recognize the efforts of the ZETA team, the Dufour Collaborative, and our sponsors who made the event possible: LG North America, Panasonic, Rivian, SRP, Lucid Motors, Lot Sixteen, Pioneer Public Affairs, Duke Energy, Pacific Gas & Electric, Albemarle, Ioneer, EVgo, Siemens, and Uber.



## Collaboration with Coalition Partners



In February, First Mode celebrated the opening of its innovative 40,000-square-foot factory in Seattle's SoDo district, dedicated to producing powertrain conversion kits for heavy mining trucks. ZETA's Executive Director, Al Gore, was invited to speak at the ceremony, where he emphasized the importance of clean technology in combating climate change. The state-of-the-art facility represents a significant step toward decarbonizing the mining industry and showcases First Mode's commitment to a sustainable future.

### 6

Stakeholder  
engagements

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### 4

Webinars

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### 6

Diplomatic  
engagements

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### 11

Conferences

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### 10

Roundtables

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### 20

Public  
Hearings

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## Member Engagement

### ZETA + Climate Week NYC

During Climate Week on September 25th, ZETA hosted a networking breakfast at the New York Times Building. The breakfast was attended by influential figures from various sectors including electric vehicle policy, fleet electrification, clean energy, and journalism.

Prominent attendees included former Vice President Al Gore, Molly Middaugh, fleet electrification business development lead for Uber, Katie Hendrickson, Chief of Staff at the U.S. Department of Transportation's Office of Energy Efficiency and Renewable Energy, and Jack Ewing, a New York Times business reporter specializing in electric cars.

In addition to ZETA's Networking Breakfast, ZETA's executive director, Albert Gore, spoke at the Future of Cities: The Electric Revolution conference in NYC during Climate Week. Albert spoke on the "Political Climate" panel, addressing the growing bipartisan support of electric vehicles and the crucial role public-private partnerships play in scaling sustainable transportation. He highlighted the importance of policy in driving EV adoption and ensuring equitable access to clean mobility.



## Conferences & Roundtables

### Consumer Electronics Show (CES) 2024 | January 9-12, 2024 in Las Vegas, NV

- > ZETA's Policy Director, Leilani Gonzalez, spoke on a panel at CES 2024, where the focus was on the role of innovation in advancing the clean energy transition. The panel discussed key challenges and opportunities in the electric vehicle sector, including advancements in battery technologies, infrastructure development, and the importance of support policy frameworks. ZETA's presence at this globally recognized event served as a valuable opportunity to showcase the critical link between technology and sustainability, especially as it relates to transportation electrification. [Watch the conversation here.](#)



## Large Public Power Council 2024 Members Conference | April 17, 2024 in San Antonio, Texas

- In April, ZETA's Policy Director, Leilani Gonzalez, was a panelist at the LPPC's annual Members Conference held in San Antonio, Texas. This event brought together 250 senior executives from LPPC member utilities for networking and engaging discussions on leadership, workforce development, and the pressing challenges and opportunities facing public power. Leilani participated in an e-mobility discussion, exploring how public power systems can collaborate with industry leaders to develop strategies that promote electric vehicle adoptions, establish reliable charging networks, and enhance the customer experience. The conference featured notable speakers, including Representatives Joaquin Castro and Tony Gonzales, along with experts from various organizations such as the Bipartisan Policy Center, Columbia University, and GM.



## Benchmark Giga+ USA 2024 | June 11-13, 2024 in Washington, DC

- > Benchmark’s Giga+ USA 2024 conference was held from June 11-13 at the JW Marriott in Washington, DC, bringing together industry leaders to discuss the future of the lithium sector. ZETA’s Executive Director, Al Gore, participated in a panel focused on fostering collaboration between policy and industry within the electric vehicle space, while Policy Director and Chief of Staff, Leilani Gonzalez, spoke on another panel addressing the importance of inclusion in the energy transition.



## Webinars

### The Politics of Electric Vehicles: Why Have EV’s Become a Partisan Issue?

- > In April, Executive Director, Albert Gore, joined the USC Dornsife Center for the Political Future (CPF) for a conversation about the polarized politics of electric-powered vehicles and what polling around this big divide reveals about the future of transportation. The conversation was with CPF Co-Director Mike Murphy and David Schwiertert, Alliance for Automotive Innovation Chief Policy Officer.

### Benefits of the Used EV Point of Sale & Tax Credit Program

- > In August, our Regulatory Director, Thomas Boylan, participated in a webinar hosted by EVHybridNoire, which represents the largest network of diverse EV drivers. The webinar, “Charging Forward: Unlocking the Benefits of the Used EV Tax Credit & Point of Sale Program,” centered on guiding consumers through the tax credit program for used electric vehicles.



# Communications

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## News Coverage

### [ZETA's Albert Gore joins the Weather Channel Spot to discuss how drivers can maintain range in extreme cold weather](#) | **The Weather Channel**

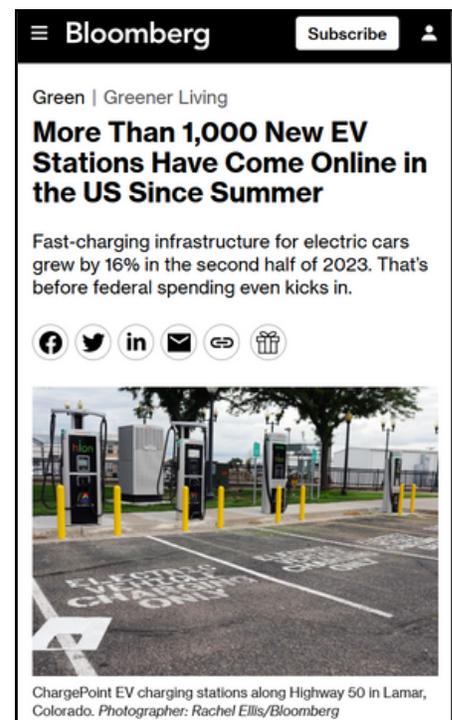
Benchmark's Giga+ USA 2024 conference was held from June 11-13 at the JW Marriott in Washington, DC, bringing together industry leaders to discuss the future of the lithium sector. ZETA's Executive Director, Al Gore, participated in a panel focused on fostering collaboration between policy and industry within the electric vehicle space, while Policy Director and Chief of Staff, Leilani Gonzalez, spoke on another panel addressing the importance of inclusion in the energy transition.

### [Electric Vehicle Charging Tax Credits Will Be Available in Much of Country](#) | **New York Times**

ZETA's Executive Director spoke with the New York Times in January about the guidance outlining eligibility for the 30C tax credit, noting that the credit would attract a significant amount of investment to rural and lower-income communities.

### [More Than 1,000 New EV Stations Have Come Online in the U.S. Since Summer](#) | **Bloomberg**

In this article, ZETA's Executive Director discussed the increased rate of public EV charging station installations across the country. He noted that many drivers may not be aware of this growth simply because charging stations can be more discreet than traditional gas stations.



### [Are Electric Vehicles Actually Good for the Climate?](#) | **CNET**

ZETA's Executive Director spoke with CNET about how much better EVs are regarding emissions, compared to internal combustion engines. In particular, he highlighted the higher efficiency of EVs and the electric grid compared to ICEVs, and the fact that more renewable energy sources are coming online.

### [5 tips to avoid getting stranded on an EV road trip this summer](#) | **Washington Post**

Ahead of the summer road trip season, ZETA's Executive Director spoke with the Washington Post to provide tips and tricks for first-time EV drivers to help them feel confident ahead of an EV road trip. This article came about directly from the ZETA team's Insights Blog on the same topic.



## Podcasts & Documentaries

### Meet the Changemakers: ZETA | We Don't Have Time

ZETA's Albert Gore joined We Don't Have Time for a profile on ZETA as part of their Meet the Changemakers series. The series showcases innovative businesses transforming their industry and shaping the climate solutions of tomorrow.

### People Powered: Deploying Our Electric Future | U.S. Department of Energy People Powered Podcast

ZETA's Albert Gore joined Samah Shaiq, Deputy Press Secretary in the Office of Public Affairs, and Maria Robinson, Director in the Grid Deployment Office on an episode of DOE's People Powered podcast. During the 30 minute conversation, Albert provided an update on EV deployment and reemphasized the benefits of driving zero emission.



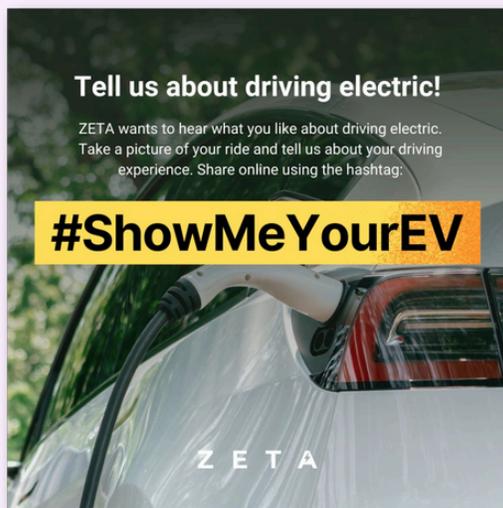
### Electric School Buses: The Policy Behind the Drive | Five Questions Five Answers Podcast

ZETA's Thomas Boylan joined ArentFox Schiff's Five Question Five Answers podcast to discuss the latest developments in electric school bus adoption. During the interview, Thomas discussed the importance and benefits of transitioning to electric school buses, for public health, climate, and economic advantages.

## Press Statements

During the past year, ZETA published 16 press releases to inform the news media, ZETA members, and the general public about our advocacy efforts. Highlights included:

- > [Latest Inflation Reduction Act Tax Credit Guidance Will Expand Access to Electric Vehicle Charging and Promote Build Out of Nationwide Network](#) (September 18)
- > [Bipartisan Permitting Reform Will Create Opportunities for the U.S. In Mining, Advanced Manufacturing, Says ZETA Executive Director](#) (July 29)
- > ["The Clean Vehicle Tax Credits Are Working As Intended" Says ZETA's Albert Gore In Response To New Metrics From Treasury](#) (June 12)
- > [New Fuel Economy Standards Will Lower Oil Dependence, But Pale In Comparison To Widespread EV Adoption](#) (June 7)
- > [Final EV Tax Credit Rule Supports Industry Efforts To Re-Shore EV And Battery Supply Chains](#) (June 4)
- > [ZETA's Albert Gore: EV Tax Credit Rules Are Stringent But Workable For The EV Industry](#) (May 3)
- > [ZETA: EPA's Heavy-Duty Emissions Standards Provide Much Needed Regulatory Certainty for a Clean Transportation Future](#) (March 29)



In September, ZETA ran the **#ShowMeYourEV** campaign on social channels during National Drive Electric Week. The campaign was designed to engage with current EV owners to highlight why they love driving electric, with particular interest appearing on LinkedIn.

## Op-eds

### [Why EPA's support of school bus electrification is the clear choice to improve America's future](#) | **Utility Dive**

In May, ZETA ran a campaign highlighting the positive impacts of electric school buses on our communities. As part of this effort, Albert Gore penned an op-ed that was published by the publication Utility Dive. The op-ed promoted the talking points of the campaign, and rebutted some inaccurate statements from another op-ed in the publication that had promoted propane-powered school buses.

### [Why a congressional AM radio mandate is a bad idea](#) | **Automotive News**

ZETA's Albert Gore co-wrote an op-ed with the CEOs of the Consumer Technology Association, TechNet, and the Alliance for Automotive Innovation as part of our coalition's work fighting against the AM Radio for Every Vehicle Act. The op-ed was placed in Automotive News, and emphasized the negative impacts the bill's mandate would have on American automakers looking to compete on the global market.

### [Arizona is already a hub for the EV sector. Smart policies will keep it that way.](#) | **Arizona Mirror**

As part of ZETA's communications strategy for the Made in Arizona: The EV Supply Chain event in August, Albert Gore wrote an op-ed highlighting the significant investments the supply chain is making in the state of Arizona. Placed in the Arizona Mirror, the op-ed called on federal, state, and local leaders to continue to collaborate to drive the industry forward.

## Insights Blogs



### [Unlocking Rapid Fleet Electrification with Load Management Technology – And How Policymakers Can Accelerate The Transition](#)

**Emily Warren, Evercharge**

Evercharge is providing load management technology for fleet operators to help address charging infrastructure barriers to fleet electrification.





**[Another Consumer Win: The 25E Used Clean Vehicle Tax Credit Ensures EVs are More Accessible](#) | Gabriel McFadden, ZETA**

In May, the Treasury Department released final guidance on the 25E Used Clean Vehicle Tax Credit. This Insights Blog outlines the requirements to use the credit, summarizes how it benefits consumers, and how it will impact EV adoption.



**[Overview of Final 30D New Clean Vehicle Tax Credit Requirements](#) | Staff, ZETA**

In May, the Department of the Treasury released final guidance implementing the 30D New Clean Vehicle Tax Credit. Concurrently, the Department of Energy released its final interpretation of the term "Foreign Entity of Concern," or FEOC. This Insights Blog tells drivers what they need to know to access the credit.



**[Road Trips Are Easier Than You Think In An EV](#) Staff, ZETA**

Many new EV drivers have questions about how to get the most out of their EV during a road trip. To address this, the ZETA team pulled together some tips for EV road trips ahead of the summer driving season.



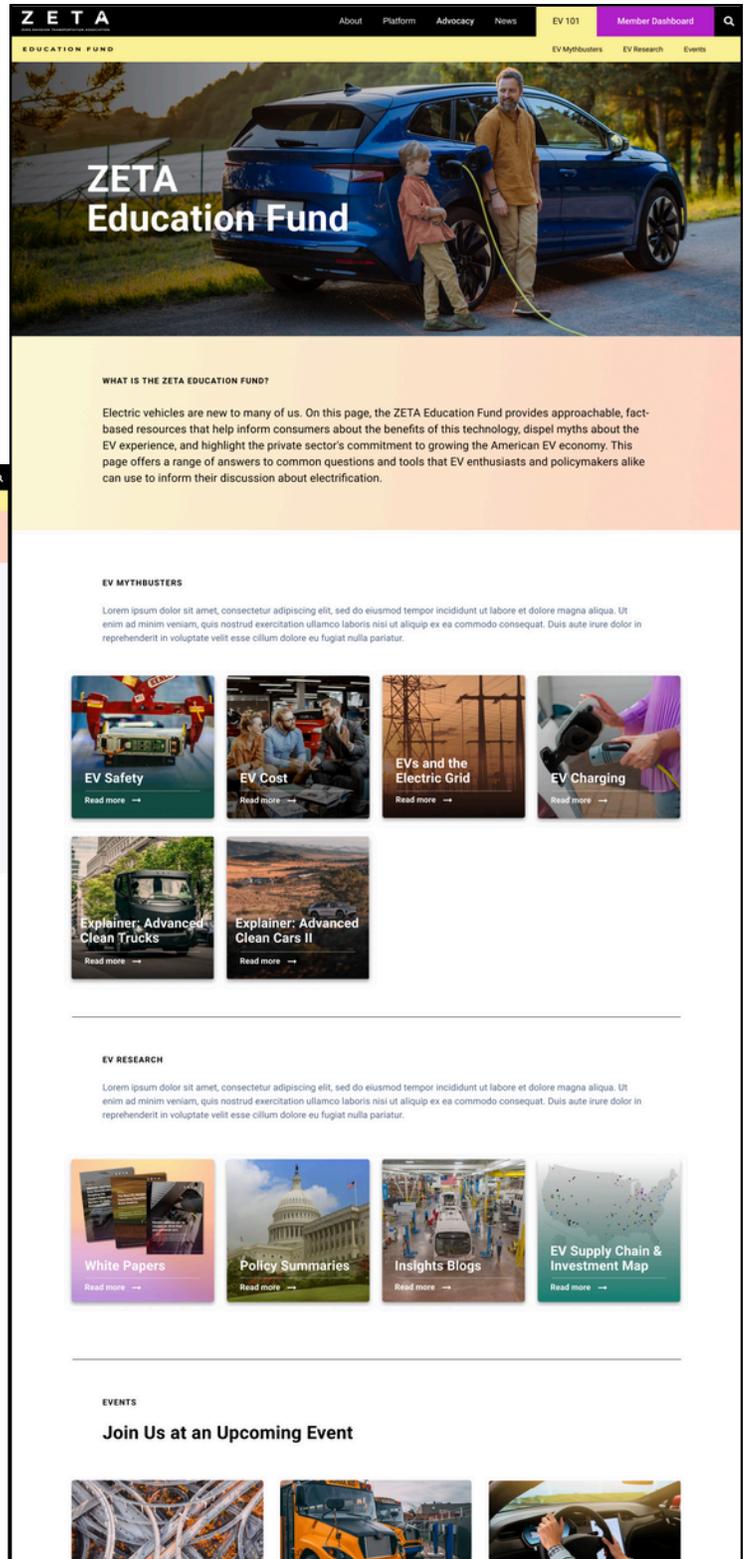
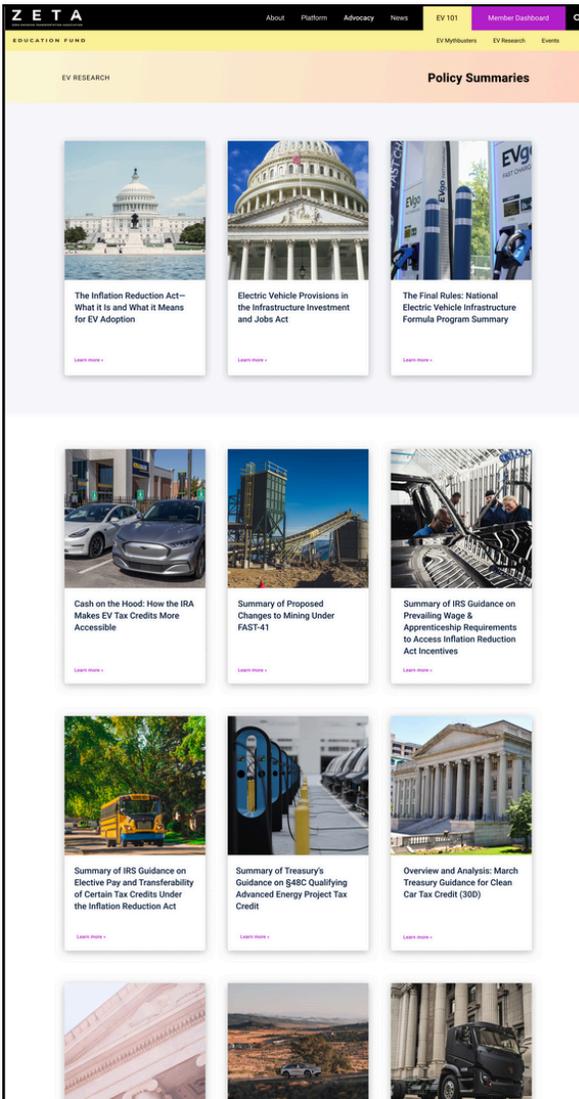
**[State of the EV Industry](#) | Albert Gore, ZETA**

ZETA's Albert Gore provided additional context and information on the EV industry's investments and what it means for American global competitiveness, following President Biden's State of the Union address.



# Website Redesign

In June, ZETA launched a new streamlined web page for the ZETA Education Fund. The page—titled EV 101—houses the many consumer education resources that the ZETA team has developed over the years. It also serves as the go-to source for ZETA’s in-depth research and highlights upcoming Events. As part of this effort, the ZETA team also conducted a web audit to update and streamline the materials on the site.



# Case Study: Public Education Campaigns

**ZETA**  
ZERO EMISSION TRANSPORTATION ASSOCIATION

**Share Your Opinion Today!**

First Name  Last Name

Zip Code

Email

**Do you approve of Arizona's investments in electric vehicles? (Optional)**

- Yes, I'd prefer a car that was made in Arizona
- Not sure, need more information
- No, I'm opposed to American-made cars

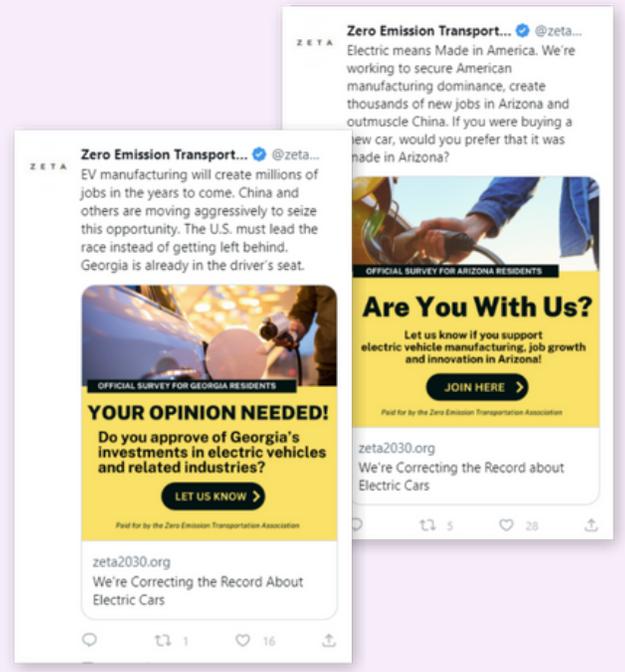
[Send Your Answer!](#)

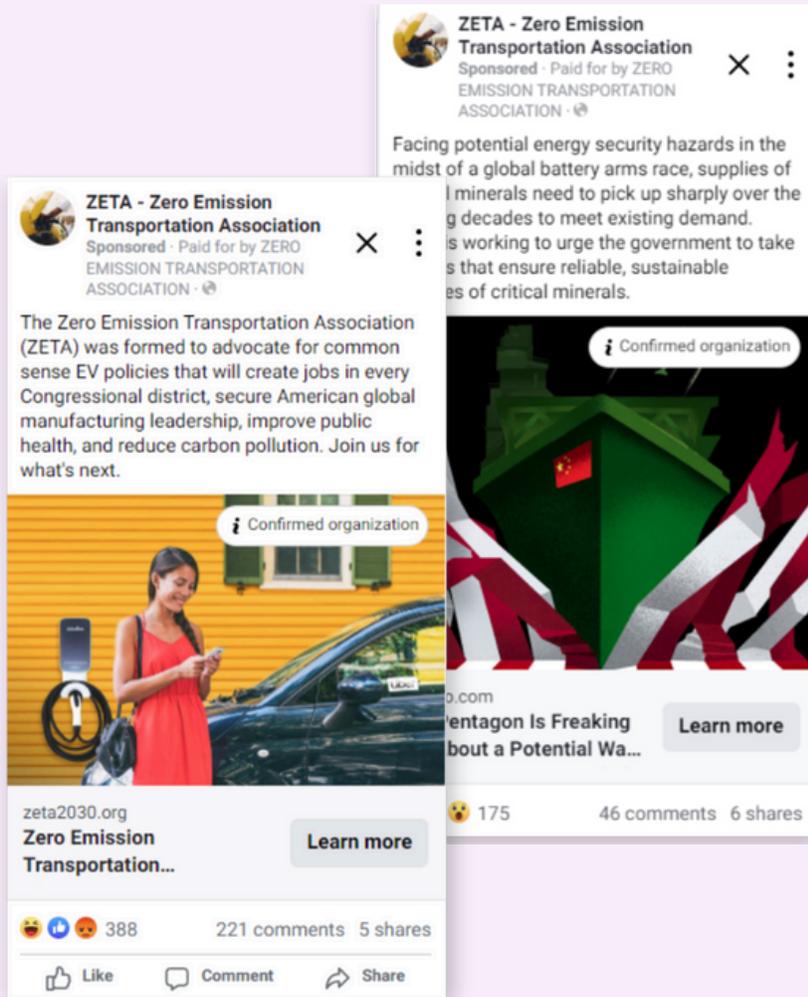
## The Problem:

In April 2024, ZETA conducted polling in Arizona, Georgia, and Tennessee to determine favorability of the EV industry among general election voters and to identify areas to target for communications campaigns. As a result of that polling, the ZETA team found that there was a significant lack of local knowledge about the number of jobs that the EV industry was creating in those states and the amount of public EV charging that was available to drivers.

## ZETA's Response:

From April to June, ZETA ran a digital advocacy campaign designed to push back on misinformation, create local messaging about the industry's work in these states, and make it as easy as possible for constituents to make their voices heard. This campaign built on previous test cases, including direct engagement with social media users to push back against false or misinformed comments about the EV industry. As in the past, we found that publishing factual information in response to social media comments increased engagement and organically led to EV supporters joining in on the conversation.





With a relatively small investment, ZETA was able to reach more than 260,000 individuals in these states and add more than 2,000 individuals to our supporter lists for future campaigns.

**ZETA Education Fund Response:**

Building on the polling and ZETA campaign, the ZETA Education Fund launched a \$1.3 million campaign in October focusing on Arizona, Georgia, and Tennessee. The campaign focuses on raising awareness about economic activity and job growth resulting from investments in the EV supply chain, while also highlighting the growth of public charging infrastructure.

The cross-platform campaign primarily focuses on Arizona, Georgia, and Tennessee, and their success in attracting a huge wave of recent investments in advanced manufacturing spanning the full EV and battery supply chain. During the campaign, ZETA Education Fund messages will be seen across multiple platforms, including digital billboards in airports, video and audio streaming services, and digital and social media. A primary focus is on counties that are attracting a significant number of industry jobs. The campaign will continue through Spring 2025.

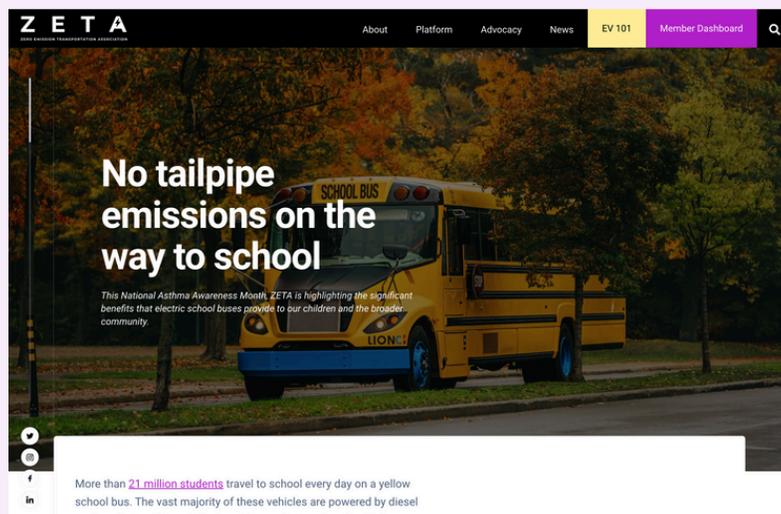
# Case Study: Electric School Bus Campaign

Starting in May, ZETA ran a campaign highlighting the benefits of electric school buses—from public health to manufacturing jobs and economic activity. The campaign was timed to coincide with EPA’s Clean School Bus awards at the end of the month and to serve as ZETA’s Asthma Awareness Month effort to promote the public health benefits of zero emission transportation.

The campaign incorporated several communications channels to get the word out about electric school buses:

## Campaign landing page:

To support our communications efforts, the ZETA team developed a campaign landing page promoting electric school bus adoption. The page included facts and figures about the benefits zero tailpipe emission transportation provides to students and a snapshot of the industry’s growth to date.





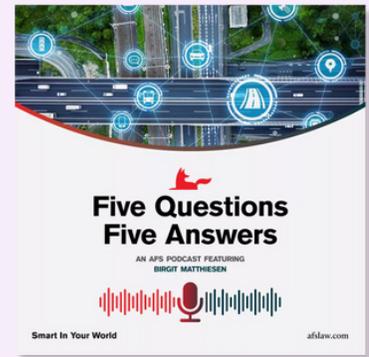
**Webinar:**

On May 15, ZETA hosted a webinar titled 'Breathing Cleaner: How Electric School Buses are Reducing Pollution, Creating Jobs, and Improving Our Kids' Health' to highlight how transitioning to electric school buses are having a positive impact on our communities. We were excited to host experts from Lion Electric, the American Lung Association, the Alliance for Electric School Buses, and the Salt Lake City School District to highlight how electric school buses are saving school districts money, creating manufacturing jobs, and cleaning the air our students breathe.



**5 Questions 5 Answers Podcast:**

ZETA's Thomas Boylan joined the ArentFox Schiff podcast 5 Questions 5 Answers to discuss electric school bus adoption, and the EPA's Clean School Bus funding awards.



**Utility Dive op-ed:**

ZETA's Albert Gore also bylined an op-ed that was placed in Utility Dive focusing on the electric school bus talking points from the campaign. The op-ed also served as a direct response to an opposition op-ed that appeared in the same publication arguing for propane-powered buses as opposed to electric. While not drawing attention to that op-ed directly, the content rebutted many of the talking points from that author.



**As a result of this campaign, the landing page attracted 5,753 unique visitors and social media posts garnered 13,514 impressions in May 2023 - notably above typical monthly performance.**

# Supporting the electric vehicle supply chain.

The next decade will be critical in implementing federal policies that accelerate the transition to zero emission vehicles and help address these problems head-on.

The advanced transportation sector already boasts hundreds of thousands of jobs but, if we encourage its growth, the U.S. can decisively win the global race to develop a new clean vehicle economy. This leadership will drive American prosperity and secure billions of dollars of economic benefits and job creation for generations to come.

**Z E T A**

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