

Z E T A

ANNUAL REPORT

# ZERO EMISSION TRANSPORTATION ASSOCIATION ANNUAL REPORT

Prepared by ZETA Staff

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## A Note from ZETA's Executive Director




This month marks the second year of the Zero Emission Transportation Association (ZETA). Since our founding, we've been a key part of two of the most impactful legislative achievements this century and tackled over two-thirds of the policy goals we set out to achieve in our inaugural electrification platform.

In the last year, ZETA's advocacy work on Capitol Hill and engagement with agencies on policy implementation solidified our position as a trusted resource in transportation electrification. We invested heavily in educating policymakers, federal administrators, and the general public about the strong benefits electrification delivers—and these efforts proved critical.

This advocacy was a critical component of the aggregate legislative successes of the Infrastructure Investments and Jobs Act (IIJA) and the Inflation Reduction Act (IRA). And we are continuing to work to guide the implementation of these historic bills by providing agencies with critical, consensus-based recommendations from key players in our industry. Driven by our mission to reduce transportation sector emissions, our members' collaborative efforts will help accelerate transportation electrification by growing the U.S. automotive manufacturing industry and help deploy key EV charging infrastructure for decades to come.

Our continued regulatory and rulemaking policy work will be especially relevant to the IRA—the single largest piece of climate legislation in U.S. history. In addition to an unprecedented investment in zero-carbon resources like solar and wind energy, the law closely aligned with ZETA's advocacy efforts by enacting many of our most sought-after priorities, including:





### **Updating and extending the Section 30D Tax Credit:**

Beginning in 2023, EV manufacturers will no longer face a 200,000-unit-per-manufacturer cap on sales of the \$7,500 tax credit and used EVs will be eligible for a \$4,500 tax credit. Our continued work to shape and then navigate domestic content and other requirements will be key to ensuring the greatest possible impact of this policy.

### **Creating the Section 45W Commercial EV Tax Credit:**

Starting in 2024, clean commercial vehicles will be eligible for a tax credit equal to 30% of the vehicle cost or the difference between the cost of the clean vehicle and its gas-powered counterpart.

### **Creating the Section 45X Advanced Manufacturing Production Tax Credit:**

Provides \$35 per kWh in each battery cell and \$10 per kWh in each battery module produced in the United States. This credit also covers 10% of the costs of production of the applicable critical materials (lithium, cobalt, nickel, etc.) incurred by the taxpayer.

### **Extending the Section 30C Alternative Fuel Vehicle Refueling Infrastructure Tax Credit:**

A ten-year extension, and retroactive application to the December 31, 2021 expiration of credit—providing an individual tax credit of \$1,000 or 30% of the installed cost (whichever is of lesser value) for electric vehicle supply equipment and a commercial tax credit which increases incentive eligibility from \$30,000 per property to \$100,000 per item for electric vehicle supply equipment.

In addition to the IIJA and IRA, ZETA also provided federal agencies with regulatory guidance to advance transportation electrification. For example, we worked closely with the Environmental Protection Agency (EPA) and National Highway Traffic Safety Association (NHTSA) to improve fuel economy standards, with Congress and the U.S. Postal Service (USPS) Inspector General to ensure a USPS transition toward an all-electric fleet, and with the Departments of Energy and Transportation on implementing the National Electric Vehicle Infrastructure Formula Program.

On the education front, we published two white papers on medium- and heavy-duty electrification and rural EV opportunities and created a first-of-its-kind map that tracked jobs and private





investment in the U.S. electric vehicle supply chain, which was used publicly by the White House to tout local EV manufacturing investments. Amid fossil fuel-induced inflation, ZETA partnered with Climate Power to publish a monthly cost comparison of fueling gas-powered vehicles versus their battery-electric counterparts. These reports have garnered significant press and consistently demonstrated that electric vehicles are cheaper to fuel than gas cars.


The 2022 Year in Review will take you through the strategies and tactics driving these initiatives and will preview what to expect as we move into 2023. Our progress stems from the support we receive from our members, EV advocates, and policymakers in government. As we move forward, we'd like to offer our sincerest thanks for helping make 2022 so successful, and we are eager for more progress in the years to come.

**Joe Britton**

*Executive Director of ZETA*







## MISSION

The Zero Emission Transportation Association (ZETA) is a federal coalition focused on advocating for **100% EV sales by 2030**. 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.

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# History

At ZETA's launch in November 2020, Executive Director Joe Britton summarized why an organization like ZETA was necessary to meet this critical moment for transportation electrification:

**"For the first time in a generation, transportation is the leading emitter of U.S. carbon emissions. By embracing EVs, federal policymakers can help drive innovation, create hundreds of thousands of new jobs and improve public health. ZETA's formation recognizes a pivotal moment for national leadership and reflects the will of the growing clean transportation sector."**

**"The next decade will be critical to implementing federal policies that accelerate the transition to zero emissions vehicles and help address these problems head-on. The clean vehicle sector already boasts hundreds of thousands of jobs but, if we encourage its growth, the United States can decisively win the global race to develop a new clean transportation economy, secure a robust domestic supply chain, and employ hundreds of thousands of Americans right here at home."**





# ZETA's Membership

ZETA brings together industry, advocates, and nongovernmental organizations whose values and strategic interests are fulfilled by achieving 100% EV sales by 2030. Our members are leaders in this industry and serve as our chief collaborators by sharing unique information, counsel, and resources that help inform our policy development and public education efforts. This diverse group of EV supporters coordinates on public education, stakeholder engagement, and federal advocacy to promote EV adoption. ZETA was originally formed with 35 founding member companies; we have since expanded to include 60 member companies. ZETA's membership spans the full EV supply chain and includes original equipment manufacturers, battery producers and recyclers, utility companies, charging service providers, and more.

Over the course of the past two years, ZETA has grown our team and nearly doubled our membership.





## Member Testimonials

“

**volta**

*“Through their advocacy, ZETA is securing the support the EV industry needs to expand at a pace that our climate demands. Their work to expand the 30C Alternative Fuel Vehicle Refueling Infrastructure Tax Credit as part of the Inflation Reduction Act will help bring critical public charging infrastructure to rural and lower income communities, ensuring all Americans can reap the economic, health, and environmental benefits offered by EVs.”*





**Lithium**Americas

*"Lithium Americas relies on ZETA to unite the battery supply chain to work collectively supporting essential initiatives like the Inflation Reduction Act. Together, we're able to utilize ZETA's policy expertise to assist Congress and the administration as they secure our country's energy future."*



“



*“Duke Energy is a strong supporter of utility involvement in promoting greater access to EVs and related charging infrastructure for all. It’s a major reason we introduced comprehensive initiatives to embrace and encourage the transition to electric transportation and why we’re proud to be a coalition member with ZETA. ZETA has proven to be an effective collaborator in advocating for policies that will increase the electrification of the transportation sector such as the passage of the Infrastructure Investment and Jobs Act and Inflation Reduction Act.”*





*"ZETA's policy advocacy and thought leadership have been critical to passing new federal legislation that will fast-track transportation electrification and a clean energy transformation. This federal support is important for the industry, our states, and our customers as we work together to achieve common goals."*







*"Our participation in ZETA as a founding member has been an immense help as we work to develop America's first new source for lithium in decades. ZETA is an invaluable resource in moving forward policies to ensure a more sustainable future."*

## ZETA Education Fund

ZETA has operated primarily under our 501(c)(4) brand since its launch in November 2020. The affiliated 501(c)(3) Zero Emission Transportation Association Education Fund (ZETA Education Fund, or ZETA-EF) was launched concurrently; its mission focuses on developing policy and informing the public on the environmental, social, and economic benefits and opportunities associated with broad EV adoption. ZETA-EF was created to engage in policy development and public education to enable 100% EV sales by 2030. Its success hinges on developing a well-rounded suite of ambitious policy measures and building public awareness around the benefits these policies will bring. From publishing academic 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





# ZETA's Staff

The ZETA team brings decades of combined experience working on Capitol Hill, in federal agencies, on campaigns, and for advocacy organizations to achieve the industry's shared goals of growing the domestic EV industry. Both ZETA and ZETA-EF's priorities are achieved through collaboration between three primary teams—legislative affairs, policy, and communications.

**ZETA's legislative affairs team** advocates for ZETA's policy priorities on Capitol Hill and within the Biden Administration through direct engagement and by coordinating with our outside coalition partners. As seen by the passage of the IRA, these efforts have proven effective in achieving significant legislative victories in the EV space.

**ZETA's policy team** develops the policy agenda. Working closely with member companies and the ZETA team, the policy team analyzes legislative and administrative proposals and coordinates ZETA's regulatory contributions. The team also spearheads ZETA's thought leadership efforts, including white papers and research to support advocacy efforts.

**ZETA's communications team** oversees all external communications and public information campaigns. The team collaborates internally to develop messaging that supports ZETA's advocacy efforts and engages with the news media to influence the broader conversation on EVs. The team also manages other efforts like placing op-eds, conducting social media campaigns and publishing ZETA Insights blogs.

**ZETA's staff** works collaboratively and nimbly to deliver on the EV sector's public interest priorities and to provide value to member companies.





# ZETA Policy Platform

**In January 2021, ZETA released our “2030 Roadmap For Transportation Electrification” policy platform.**

The policy platform represented the most sophisticated federal EV policy recommendations on how to electrify the transportation sector ever assembled. These recommendations were formulated through extensive research and outreach to the EV industry, transportation policy experts, advocates, and policymakers.

ZETA’s platform provides federal policymakers with a comprehensive guide to accelerate the adoption of EVs. It consists of 34 policy proposals across six pillars:



## Light-Duty Electric Vehicle Consumer Adoption

Point-of-sale consumer incentives, along with early retirement and tax incentives, will accelerate the demand for electric vehicles.



## Medium- and Heavy-Duty Electrification

Buses, service, and delivery vehicles are primed for electrification, and fleet buyers are eager to save on service, maintenance, and fuel costs. New tax credits, retirement incentives, and targeted programs will further accelerate and drive demand for electric medium- and heavy-duty vehicles.







### **National Charging Initiative**

ZETA is calling for a \$30 billion investment in charging infrastructure. An investment of this scale will create thousands of jobs, stimulate local economies, eliminate range anxiety, and pave the way for transportation electrification that meets every community's needs.



### **Encourage Domestic Manufacturing**

The automotive industry was once the symbol of a dominant American manufacturing sector. Electric vehicles give us a unique opportunity to re-establish the United States as global leaders in production and innovative technology. ZETA's policy proposals promote production across the entire supply chain, from raw materials to manufacturing to battery recycling.



### **Performance and Emissions Standards**

Strong emissions targets will protect public health and send powerful market signals to speed the transition to zero-emission modes of transportation.



### **Federal Leadership**

ZETA urges the federal government to lead the way by committing to the electrification of its own fleet, investing in charging infrastructure, and promoting federal EV rental. Federal leadership can provide an aligned vision for electrification that empowers local leaders with the necessary expertise and resources.



ZETA tracks progress on the translation of our policy platform into federal law. In a later section of this report, titled '[Case Study of ZETA Advocacy: IRA and the Policy Tacker](#),' we break down our achievements.

## Congressional Advocacy

Having formed strong relationships as an organization with members on Capitol Hill, ZETA continued to consistently engage with Congress. This year, the primary focus of our Congressional advocacy was the passage of the Inflation Reduction Act, which represents the culmination of years of hard work and stakeholder collaboration. At the same time, ZETA remains engaged in orbiting priorities, such as continuing to move the needle on USPS fleet electrification, fuel economy standards and domestic manufacturing.

### Congressional Engagement

ZETA's legislative affairs team has completed hundreds of engagements with members of Congress and their staff over the past year. Our advocacy priorities remain focused on accelerating the electrification of the transportation sector, which will aid us in our fight against climate change, boost public health, and create thousands of domestic manufacturing jobs. ZETA engaged with congressional offices from across the country and on both sides of the aisle while ensuring our efforts were targeted for maximum effectiveness.

Over the last few months, which were key to the success of the Inflation Reduction Act (IRA), ZETA met with critical offices across the House and Senate. Unlike in 2021 when ZETA was meeting with every hill office to ensure the maximum amount of awareness of ZETA's work, engagements this year were focused on key offices that were on relevant committees, legislative leads on bills, or offices that were in selective groups of negotiators.

ZETA completed more than 80 targeted official meetings with U.S. House of Representatives members and staff. ZETA also met with staff on committees of jurisdiction related to the EV sector, including the Select Committee on the Climate Crisis and Committees on Science, Space, & Technology; Ways and Means; Oversight and Reform; Transportation and Infrastructure; Natural Resources; and Energy and Commerce.

ZETA completed more than 95 official meetings with U.S. Senators and their staff. ZETA also met with staff on the Senate Committees on Appropriations; Finance; Energy and Natural Resources; Homeland Security and Government Affairs; and Environment and Public Works.

Over the past year, ZETA continued to build relationships with the White House and various agencies responsible for promulgating EV regulations. These included meetings with the White House Council on Environmental Quality, National Economic Council, National Security Council,





Office of Management and Budget, the Environmental Protection Agency, and the Departments of Commerce, Energy, Transportation, and the Government Services Administration.

ZETA continues to be a trusted resource for congressional staff on issues related to transportation electrification. During bill markups and votes, ZETA provided congressional staff with vote recommendations, endorsements, and letters of support. Throughout negotiations around the Inflation Reduction Act, ZETA was a key member advocating on behalf of electric vehicles. Our dedication to informed and data-driven advocacy has helped expand the network of EV legislative champions in Congress, facilitating the introduction of more EV-related legislation.

## Congressional Testimony

In April, ZETA's Executive Director Joe Britton testified before the House Committee on Oversight and Reform in support of electrifying the U.S. Postal Service (USPS) delivery fleet. ZETA has consistently called upon USPS to electrify its fleet, as such an effort would provide long-term cost savings and substantial environmental and public health benefits. Despite these benefits, USPS has pursued a strategy focusing on modernizing internal combustion engine vehicles rather than electrification. In his written testimony, Joe emphasized that:



**“Electrifying USPS would improve our environment, protect our public health, and generate cost savings on many, if not all, of USPS’s routes. USPS’s rationale for rejecting these facts in favor of its own proposed plan is not clear, and this lack of transparency in USPS’s decision-making process prevents third parties from reproducing its questionable findings.”**

Since this hearing, ZETA has continued to pressure USPS to pursue fleet electrification and provide more transparency.

Joe also testified before the Senate Committee on Energy and Natural Resources this past April regarding onshoring of critical minerals supply chains, advocating for federal action “to secure a North American supply chain for critical mineral production.” In his oral testimony, Joe concluded by saying:

**“American companies are working hard to onshore their supply chains. But they need federal support through predictable permitting, battery, vehicle and charging tax incentives, and a whole-of-government approach on driving transportation electrification.”**





# Case Study of ZETA's Advocacy:

## IRA and the Policy Tracker

Since ZETA's inception in November 2020, we have worked tirelessly to realize our historic federal [policy platform](#). We have had astounding success in this endeavor due largely to the Infrastructure Investment, and Jobs Act, Inflation Reduction Act, the federal appropriations process, and supportive executive actions from the Biden Administration.

To better illustrate this success, ZETA created a Policy Tracker tool on our website, which shows the policy platform priorities that have been addressed and achieved in the last two years. This tracker also reveals the policy priorities we will continue pursuing through federal advocacy and regulatory processes. The Policy Tracker is a public tool that can be used by relevant stakeholders and the public to track clean transportation policy progress.

### ZETA POLICY PLATFORM

## Status of Our Policy Platform After the Enactment of Infrastructure Investment and Jobs Act (2021), Inflation Reduction Act (2022),

**100%**

of ZETA's policy pillars taken up with federal action.

**65%**

of ZETA's policy priorities achieved through legislative and regulatory efforts.

**\$52 billion**

for electrification, excluding tax credits.

**\$5.1 billion**

in bonus wins to incentivize domestic manufacturing.



## POLICY TRACKER KEY

✓ Adopted

Pending

### Pillar 1: Light Duty EV Consumer Adoption

Reform the Federal EV Consumer Credit	✓ IRA removes the 200,000 unit-per-manufacturer cap and provides up to \$7,500 for new EV purchases.
Make Consumer Incentives Point-of-Sale / Refundable	✓ IRA makes the \$7,500 new EV credit refundable and delivered at point-of-sale.
Create a Vehicle Retirement Incentive	More efforts required.
Create a Tax Credit for Previously Owned EVs	✓ IRA provides up to \$4,000 for used EV purchases.

### Pillar 2: Medium- and- Heavy-Duty Electrification

Introduce a Non-Light Duty ITC	✓ IRA enables businesses to receive a tax credit up to 30% of the vehicle's cost for commercial EVs.
Suspend the Federal Excise Tax	More efforts required.
Create a MHDEV Retirement Program	More efforts required.
Enable the Transition to Zero Emission Transit Buses	✓ Infrastructure Investment and Jobs Act (IIJA) allocates \$5.25 billion so that bus testing facilities can acquire equipment and pursue capital projects related to testing new bus models. EV buses could be eligible for up to 75% of the funds. (Pending legislation includes a Fiscal Year (FY) 23 Appropriation for \$527 million for low- or no-emissions buses and supporting facilities.)
Enact the Clean School Bus Act	✓ IIJA allocates \$5 billion for EPA's Clean School Bus Program for low-carbon and zero-emission school buses. In addition, IRA allocates \$1 billion for clean heavy-duty vehicles (school buses, transit buses, and garbage trucks).

### Pillar 3: National Charging Initiative

Invest \$30 Billion in Public EV Charging Infrastructure	✓ IIJA establishes \$2.5 billion grant program beginning with allocations of \$300 million in FY 22 and continuing to increase funds each year through 2026 for EV charging infrastructure, along with hydrogen, propane, and natural gas fueling located on designated "alternative fuel corridors. IIJA also appropriates \$5 billion through Fiscal Years 22-26 to provide 80 percent federal cost share funding to States to strategically deploy electric vehicle charging infrastructure and to establish an interconnected network to facilitate data collection, access, and reliability.
Reform the Alternative Fuel Infrastructure (30C) Tax Credit	✓ IRA increases incentive eligibility from \$30,000 per property to \$100,000 per individual charger.
Establish a Federal "EV Make-Ready" Definition	More efforts required.
Create a DOE/DOT State EVSE Assistance Program	✓ IIJA established the National Electric Vehicle Infrastructure Formula Program
Establish Model Building Codes for Charging Infrastructure	More efforts required.
Prioritize Transportation Infrastructure & Air Quality	FY 23 Appropriations includes \$96 million for diesel engine clean-up grants.



Prioritize EVSE Buildout Within the National Highway Freight Network	✓ IIJA's NEVI Formula Program required DOT to designate corridors of EVSE to support freight and goods movement at locations the National Highway Freight Network, as well as goods movement locations, ports, intermodal centers, and warehousing locations.
Amplify TIFIA for EVSE Infrastructure	More efforts required.
Introduce School District Grants for EVSE	More efforts required.
Upgrade the REAP	Bill introduced.

## Pillar 4: Encourage Domestic Manufacturing

Create a Domestic Manufacturing Tax Credit	✓ IRA establishes the Advanced Energy Project Credit—a \$10 billion investment tax credit to build clean technology manufacturing facilities.
Establish a DOE Office of Industrial Transformation	More efforts required.
Establish a DOE Office of Transportation Electrification	More efforts required.
Create an EVSE Manufacturing Credit	✓ IIJA established a Joint Office of Energy and Transportation.
Create an Advanced Battery Manufacturing Tax Credit	✓ IRA establishes the Advanced Energy Project Credit—a \$10 billion investment tax credit to build clean technology manufacturing facilities.
Expand the ATVM	✓ IIJA expands the Advanced Technology Vehicles Manufacturing (ATVM) Program within DOE's Loan Program Office to include medium- and heavy-duty vehicles and off-road vehicles, including maritime technology. In addition, IRA allocates \$3 billion with 7x authority—up to \$20 billion for this program. FY 23 Appropriations includes \$9.8 million to remain available until September 30, 2024.
Create an EV Manufacturing Credit Facility	✓ IRA's Advanced Manufacturing Production Tax Credit Provides \$35 per kWh in each battery cell, \$10 per kWh in each battery module, and 10% of the costs of critical minerals production.
BONUS: Recycling R&D Appropriations	✓ IIJA appropriates \$200 million to expand the DOE's work in Research, Design, and Development (RD&D) of EV battery recycling and second-life applications.
BONUS: Battery Processing and Manufacturing	✓ IIJA provides funding to expand the processing and manufacturing of advanced batteries in the U.S. through research (\$60 million), demonstration (\$50 million), commercial-scale processing (\$100 million), and retrofitting projects (\$50 million).
BONUS: Advanced Energy Manufacturing and Recycling Grant Program	✓ IIJA includes a \$750 million grant program that helps small- and medium-sized manufacturers build or retrofit manufacturing and industrial facilities to produce or recycle advanced energy products in former carbon communities.
BONUS: Appropriations for Domestic Manufacturing	✓ IRA provides \$500 million in the Defense Production Act for heat pumps & critical mineral processing and \$2 billion in grants to retool existing auto manufacturing facilities.
BONUS: Advanced Research Projects Agency-Energy (ARPA-E) Funding Request	FY23 Appropriations Bill provides \$570 million.
BONUS: Mineral Sustainability within the Fossil Energy and Carbon Management (FECM) Research	FY23 Appropriations Bill provides \$880,000,000 to remain available until expended—\$70,000,000 available until September 30, 2024 for program direction.



## Pillar 5: Performance and Emissions Standards

Advance Light-Duty Greenhouse Gas (GHG) Standards	✓ Submitted several public comments to EPA on rulemaking for Model Year 2026 and beyond.
Set a National Clean Fuel Standard	More efforts required.
Adopt the Phase 3 MHDEV GHG Standard	✓ Submitted public comment to EPA on Phase 2, looking forward to commenting on Phase 3 rulemakings.
Act on Electronic Renewable Identification Number (eRIN) Applications	More efforts required.

## Pillar 6: Federal Leadership

Make the Transition to EVs a Federal Priority	✓ President Biden's Executive Order on Catalyzing Clean Energy Industries and Jobs Through Federal Sustainability calls for "coordinated whole-of-government approach" to "secure a transition to clean, zero-emission technologies," including EVs.
Commit to Federal Vehicle Electrification	✓ President Biden's Executive Order on Catalyzing Clean Energy Industries and Jobs Through Federal Sustainability directs each agency to procure 100% zero-emission light-duty vehicle vehicles by the end of fiscal year 2027 and electrify the federal fleet fully by 2035. IRA allocates \$3 billion for USPS EV delivery fleet procurement, as well as EVSE design, installation, and related work across non-federally-owned facilities. The bill also provides \$15 million to the Office of the Inspector General for oversight of the implementation of these provisions by the United States Postal Service (USPS). Our advocacy efforts have pushed USPS to commit to procuring a 40% EV fleet, up from 10%. We continue to push for a larger EV component among next-generation delivery vehicles.
Catalyze Federal Charging Deployment	More efforts required.
Promote Federal EV Rental Number (eRIN) Applications	More efforts required.



# Advocacy with the Biden Administration

## Public Comments

Facilitating an industry-wide understanding of technical policies, rulemakings, and other developments that affect the EV industry remains a key component of ZETA's mission. One way that ZETA provides thought leadership and directly impacts policy implementation is by responding to the Biden Administration's requests for regulatory input. Together with our members, ZETA responded to a series of requests for information (RFIs) and public comments intended to guide agencies as they implement legislation and regulations relevant to the EV industry. These policymaker-oriented educational materials focused on topics such as EV consumer incentives, critical supply chain development, job creation, and positive environmental impacts of transportation electrification. This year, ZETA significantly increased our public comment engagement.

### **FHWA Buy America | January 10, 2022**

- > The Federal Highway Administration (FHWA) requested information about reextending Buy America waivers to electric vehicle supply equipment (EVSE) funded in the Infrastructure Investments and Jobs Act (IIJA). The IIJA raised the floor for federal Buy America compliance and eliminated the FHWA's long-standing exemption for manufactured products like EVSE. In this comment, ZETA provided information about the total cost, cost variation, average delivery timeline, and model availability for EV chargers. ZETA urged FHWA to clarify that EV chargers are not predominantly iron or steel products and to adhere to its 2012 interpretation of its manufactured product exemption. Importantly, ZETA informed FHWA about the steps to ensure EV chargers meet FHWA's existing Buy America requirements and how long full compliance would take. [Full text here.](#)

### **FHWA EV Infrastructure Deployment | January 28, 2022**

- > The IIJA provides \$7.5 billion to States and companies to develop publicly-accessible EV charging infrastructure. In this public comment, the FHWA requested guidance for States and localities seeking to strategically deploy IIJA funds for EV chargers. In our response, ZETA pointed to successful state programs that use a quantifiable scoring rubric to weigh distance, population, EV density, and environmental justice. To support underserved communities, ZETA recommended expanding charging locations with workforce development plans that bolster the local workforce's training and capacity to install and service EVSE. [Full text here.](#)

### **EPA HDV Standards | May 16, 2022**

- > EPA requested input on the rulemaking process surrounding Control of Air Pollution from New Motor Vehicles: Heavy-duty Engine and Vehicle Standards. ZETA recommended that EPA adopt Option 1, at a minimum, to reduce NOx and greenhouse gas (GHG) emissions from heavy-duty vehicles. We urged EPA to consider the ongoing expansion of the heavy-duty electric vehicle (HDEV) market and existing regulatory regimes, including the [Advanced Clean Trucks](#) rule. ZETA also proposed that EPA provide credits for achieving lower NOx emissions than EPA standards via HDEV deployment. Finally, ZETA voiced concerns about EPA's proposal to require manufacturers to attest that their usable battery energy (UBE) will exceed 70% of the HDEV's useful life. [Full text here.](#)





### **EPA Clean School Bus Rebate Program | June 7, 2022**

- > ZETA commented on the waiver review process for the Clean School Bus (CSB) Program and the Diesel Emissions Reduction Act (DERA). ZETA requested that EPA ensure that we can secure our supply chain by establishing a minimum domestic content standard and assuring final assembly requirements are a part of the program. ZETA's comments requested regulatory certainty with predictable, well-defined timelines, implementation conducted with a complete understanding of the zero-emission or low-emission supply chain, and coordination among DOE, DOT, and EPA. [Full text here.](#)

### **EPA RFI on Battery Recycling | July 11, 2022,**

- > In one of ZETA's most technically comprehensive public comments, ZETA assisted in the development of best practices for collecting recyclable batteries and voluntary battery labeling. This RFI outlined the market for second-life battery materials and provided an insight into the work of ZETA members Redwood Materials and Li-Cycle. [Full text here.](#)

### **USPS NOI to Prepare a Supplemental Environmental Impact Statement | July 15, 2022**

- > Electrifying the USPS delivery fleet would dramatically reduce GHG emissions and boost public health. ZETA urged USPS to remedy the errors contained in its earlier final environmental impact statement (FEIS) and provided market data and insight to help USPS make an informed decision. Our comments focused on the cost savings afforded by battery electric vehicles (BEVs), route optimization strategies, BEV battery estimates, consolidated charging, BEV commercial off-the-shelf vehicles options, last-mile delivery service, and comparisons between long-life and flex-fuel vehicles. [Full text here.](#)

### **NEVI Minimum Standards Guidance | August 19, 2022**

- > This summer, FHWA solicited input on implementing IIJA's National Electric Vehicle Infrastructure Formula Program (NEVI). ZETA provided critical, consensus-based industry recommendations: our guidance directly informed what minimum standards will ensure the sustainable, effective use of program funds to support a reliable, ubiquitous federal charging network. [Full text here.](#)

### **Notice of Intent: NHTSA CAFE Standards | September 15, 2022**

- > ZETA provided the National Highway Traffic Safety Association (NHTSA) with an analysis of the Corporate Average Fuel Economy (CAFE) standards for light-duty vehicles beyond Model Year (MY) 2027 and on fuel efficiency standards for heavy-duty pickup trucks and vans in MYs 2029 and beyond. These comments stressed that although NHTSA may be limited in explicitly considering EVs when assessing the maximum feasible level of fuel economy improvement for passenger cars and trucks, it should nevertheless aim to drive electrification in the market by implementing the most stringent standards possible. [Full text here.](#)





## **Notice of Proposed Waiver of Buy America Requirements for Electric Vehicle Chargers | September 30, 2022**

- > The Federal Highway Administration solicited comments about the feasibility of Buy America compliance and the need for a waiver for EV Supply Equipment. ZETA commended the Biden Administration for implementing a waiver as a result of our previous engagement through the RFI process earlier this year. ZETA also advocated for clarity regarding how subcomponents will be treated and recommended that domestic content requirements remain at the component level. [Full text here.](#)

## **NOI to Prepare an Environmental Impact Statement for Model Years 2030 and Beyond New Medium- and Heavy-Duty Fuel Efficiency Improvement Program Standards | October 19, 2022**

- > NHTSA solicited comments on their Notice of Intent to Prepare an Environmental Impact Statement for Model Years 2030 and Beyond New Medium- and Heavy-Duty Fuel Efficiency Improvement Program Standards. ZETA urged NHTSA to develop maximum feasible standards for the “Preferred Alternative” and to consider the improved fuel economy of zero-emission heavy-duty (HD) vehicles and rapid technological changes in the HD market. These changes are driven in part by state-level action, including the Advanced Clean Trucks rule. More stringent federal standards will incentivize all auto manufacturers to produce more EVs—not strive to make inherently inefficient internal combustion engine vehicles (ICEVs) marginally more efficient. [Full text here.](#)

## **Inflation Reduction Act Manufacturing RFI | November 4, 2022**

- > The tax credits provided in the Inflation Reduction Act, specifically 26 U.S.C. § 48C and § 45X, are critical to many ZETA members and will help ensure the continued availability of products necessary for a fully-electrified transportation sector. ZETA provided guidance on how to appropriately define several key terms and concepts in the legislation such as “integrated,” “incorporated,” “power-to-capacity ratio.” Additionally, our comments ask Treasury to clarify the inclusion of production through recycling, and define production costs. ZETA also provided guidance regarding the establishment of metrics for review of 48C projects, along with other recommendations to ensure an inclusive grant program. [Full text here.](#)

## **Inflation Reduction Act Clean Vehicles Credit RFI | November 4, 2022**

- > The Clean Vehicle Tax Credit, found at 26 U.S.C. § 30D, as modified by the Inflation Reduction Act, is key to meeting the goal of 100% EV sales by 2030. We requested that Treasury provide clarity surrounding the calculation of the value of critical minerals. For determining the countries with whom the United States has a free trade agreement, ZETA recommended using the list maintained by the United States Customs and Border Protection (CBP). ZETA urged Treasury and IRS to issue guidance that is verifiable and reflects competencies in the supply chain. ZETA also asked that Treasury apply a de-minimis standard under the FEOC requirements. Finally, provided guidance on provisions regarding vehicle classifications and manufactured price, as well as recordkeeping and reporting. [Full text here.](#)





## Engagement with the Department of Treasury

In November, ZETA participated in a roundtable discussion on the implementation of the Inflation Reduction Act Section 30D Clean Vehicle Credits. At the roundtable, ZETA emphasized to the Department of Treasury the key recommendations the EV sector has identified to effectively implement the IRA tax incentives and to create clarity for consumers and fleet operators. The pendulum for effectiveness could swing either direction, which is why it is critical that we implement these credits in a way that expands and accelerates transportation electrification, while achieving the supply chain reshoring the legislation aims to achieve.

## Engagements with the White House

After the passage of the IRA, ZETA was invited to provide counsel on the bill's implementation by collaborating with the Administration to identify key opportunities to more effectively drive adoption of the EV provisions in the bill. After conferring with our members, ZETA met with policymakers in the White House and various agencies to offer the industry's perspective and highlight how and where we could best drive the public interest through electrification.





## President Biden's U.S. Manufacturing Map

In October, ZETA assisted the White House by helping to compile data on private-sector EV investments under the Biden Administration. The White House's map can be viewed [here](#).

# Advocacy with Coalition Partners

## ZETA joins the Coalition for American Battery Independence

ZETA was proud to announce that we joined the Coalition for American Battery Independence (CABI) at its inception earlier this year. CABI's mission is to promote policies that will allow the United States to maximize its global competitiveness in the battery industry. Its membership, which includes ZETA members Tesla, Albemarle, Ioneer, Proterra, and Panasonic, represents over 250,000 U.S. workers across 32 states.

CABI advances three key pillars for U.S. battery independence:

- > Driving down costs for the clean energy transition by supporting investment throughout the supply chain.
- > Public-private collaboration that will enable U.S. production and refining in order to onshore as much of the supply chain as possible, secure resilient supply chains, and ensure the most environmentally responsible production of these critical materials.
- > Domestic, global-scale supply chain manufacturing to create thousands of good-paying American jobs and promote continued technology development, while continuing to push down costs of batteries, ultimately benefitting EV consumers and ratepayers alike.

## ZETA advocates as a member of the CHARGE Coalition

The Coalition Helping America Rebuild and Go Electric (CHARGE), is made up of transportation, industry, environmental, health and equity groups supporting smart policies to electrify America's transportation system. Key members include; CALSTART, CERES, Center for American Progress, NRDC, Third Way, and many more.

CHARGE focuses on three key pillars for zero-emission vehicle policy:

- > Public Transit
- > Electric Vehicle Infrastructure
- > Medium and Heavy Duty Vehicles





## Events

### **The Washington Journal: Joe Britton on Biden Administration Plans for Electric Vehicles | November 28, 2021**

- > Shortly after the publication of our 2020 Year in Review, ZETA Executive Director Joe Britton spoke to the Washington Journal about ZETA's work. The discussion aired on C-SPAN as part of a story on the state of the electric vehicle market, where Joe explained the pathway to 100% EV sales and highlighted the importance of the Inflation Reduction Act, as well as the need for consumer and production tax credits. [Watch here.](#)

### **Capitol Hill Educational Display of Electric School Buses | May 15, 2022**

- > The Zero Emission Transportation Association (ZETA) partnered with [ZETA member GreenPower Motor Company to showcase](#) several electric buses on Capitol Hill. The showcase included a press event that featured Senator Shelley Moore Capito (R-WV), Representatives Paul Tonko (D-NY-20) and Nanette Barragán (D-CA-44), GreenPower executives, ZETA Vice President Andres Hoyos, several West Virginia elected officials, and clean school bus advocates. The event made it possible for dozens of members of Congress and staff to see first hand how an electric school bus works and learn more from one of the companies that build them.

### **POLITICO Annual Sustainability Summit | May, 18, 2022**

- > POLITICO's second annual event focused on policies, strategies and innovations that the government, the corporate sector, and local communities are implementing to accelerate climate progress. Joe Britton joined Senator Debbie Stabenow (D-MI) and Jonathan Evans, CEO of ZETA Member Lithium Americas, on a panel titled "Powering U.S. EV Manufacturing" to discuss the kinds of public private partnerships needed to strengthen the EV supply chain, what other sectors can do to support transportation electrification, and what's next for the future of electric vehicles.

### **Electric Vehicle (EV) Charging 101: A Market Perspective on EV Infrastructure and Deployment | May 26, 2022**

- > ZETA hosted a Capitol Hill briefing on electric vehicle (EV) charging infrastructure, where industry experts explained the fundamentals of EV supply equipment. U.S. Senator Edward Markey hosted the group and delivered opening remarks. Expert industry panelists discussed the nuances of EV charging policies related to adapting driver behavior, installing chargers for various use cases, and building equity and environmental justice through deployment.

### **2022 Department of Energy Digital Twin Simulation Conference | June 8, 2022**

- > In June, ZETA member Siemens hosted a discussion focusing on research and development in the green energy sector, including digitalization, transportation, and grid innovation. The panel was a virtual exchange of ideas from leaders in the tech sector and the National Labs.





During the panel, ZETA's policy director Leilani Gonzalez spoke about the demand for critical minerals, addressing historical barriers to electrification like model availability, and technological advancements in EV battery capacity and recycling.

## **E2 Webinar: What is the IRA and What Does it Do? | September 20, 2022**

- In September, Joe joined E2 as a panelist to provide an industry perspective on how the Inflation Reduction Act will impact electric vehicle manufacturing and deployment. Joe talked about the opportunities to create a new EV-centered workforce, nonpartisan wins stemming from investment in transportation electrification, and the billions of dollars private industry is investing in EV manufacturing across the US.

## **National Fire Protection Association | September 20, 2022**

- This year, ZETA worked with Members Tesla and ChargePoint, as well as the National Association of Convenience Stores, and the National Electrical Manufacturers Association to address proposed zoning setbacks for the installation of electric vehicle supply equipment at gas stations. In September, Policy Director Leilani Gonzalez presented to the National Fire Protection Association on the basics of EV chargers to provide foundational evidence of their safety in proximity to gas stations.

## **ATARC Virtual Roundtable: the National Electric Vehicle Infrastructure (NEVI) Program | September 24, 2022**

- For this panel, Joe joined ATARC for a roundtable of government representatives and other stakeholders closely involved with the NEVI Program implementation. In this forum, stakeholders share ideas on the various aspects of the program's execution. During the discussion, Joe advocated for the inclusion of robust reliability and uptime standards, payment flexibility and interoperability capacities, and touched on subjects like vehicle-to-grid (V2G) technology.

## **MOVE America Conference | September 27, 2022**

- Joe Britton, ZETA's Executive Director, moderated a panel titled "The EV Revolution: How do we hit 2030 targets?" featuring ZETA member Flo and other innovators in the space. During the panel, Joe spoke about federal investments in EV technology and the different innovations and opportunities to expand EV technology.

## **Webinar: Blackhorn Ventures and Tennessee Valley Authority "From the Frontlines of the EV Revolution" | September 28, 2022**

- Blackhorn Ventures and the Tennessee Valley authority invited Joe to participate in a panel discussing the role utilities can play in facilitating an EV transition. During the panel, Joe offered ZETA's perspective on key questions like how utilities should be thinking about charger rollout, best practices to center equity during that process, necessary improvements in charger capacity, and the nuances surrounding building infrastructure for commercial fleets versus passenger vehicles.





## We Don't Have Time: "The Sustainability Awards" | October 11, 2022

- > ZETA and **"We Don't Have Time"** co-hosted "The Sustainability Awards," an event that celebrated the enactment of the Inflation Reduction Act (IRA) and brought key stakeholders together to discuss strategies for maximizing the law's climate benefits as we enter its implementation phase. The hosts honored special guests, including Jigar Shah, the Director of the Loan Programs Office at the U.S. Department of Energy (DOE), for their leadership in combating the climate crisis and also sponsored a brief panel discussion on the next steps to meet the United States' climate goals.



**"We've got to figure out how to deploy at scale. We can't shy away from it. We have got to rise to the occasion and realize that America can do big things again."**

Jigar Shah, Director,  
Loan Programs Office at U.S. Department of Energy (DOE)

## EVNoire 2022 National E-Mobility Diversity, Equity and Inclusion Conference | October 19, 2022

- > ZETA served as a collaborating partner to EVNoire for their 2022 Conference. Policy Director Leilani Gonzalez and Vice President Andres Hoyos joined for a panel on "E-Mobility's Role in Workforce & Economic Inclusion." Andres highlighted the wealth of opportunities in the electric vehicle space, and welcomed the Biden Administration's recent announcement of \$2.8 billion in new grants to grow the domestic battery sector. Andres called for electric vehicles to be a "nonpartisan issue," stressing the transformative power of this technology to create new automotive jobs across the country.





## Podcasts

### Climate Now

- > In the episode “Can We Achieve 100% Electric Car Sales by 2030?” Joe outlined ZETA’s six-point policy platform and the roadmap to all-electric vehicle sales.

### Climate Positive

- > In the episode “Supercharging federal climate policy,” Joe explained the evolving the politics around the climate, as well as the outlook on reconciliation. Joe dives into transportation electrification, ZETA’s policy platform, advantages of electric vehicles, and marketplace misperceptions.

### Electric Avenue

- > In the episode “Electric Vehicle Charging Markets in the USA & Europe,” Joe and Electric Avenue host Aaron Fishbonesat sat down for a discussion that compared EV markets and policy in the US and Europe.

## Letters

- > **February 12, 2022** | ZETA sent a [letter](#) to the USPS Postmaster General outlining our analysis of the agency’s flawed NGDV Acquisition Environmental Impact Statement.
- > **July 14, 2022** | ZETA sent a [letter](#) to the United States Senate Majority Leader expressing our support for provisions authored by the Senate Committee on Environment and Public Works (EPW), which would play a profoundly important role in the deployment of zero emission vehicles (ZEVs) as well as critically related infrastructure and workforce development.
- > **August 2, 2022** | In August, ZETA joined 34 other businesses and organizations in a [letter](#) to the Environmental Protection Agency in support of waivers requested under California’s “Heavy Duty Program.” Other signees included ZETA Members ChargePoint, Enel X Way North America, FLO, Panasonic, PG&E, Proterra, Rivian, SEA Electric LLC, Siemens, and Tesla.
- > **August 5, 2022** | ZETA sent a [letter](#) to the U.S. Department of Transportation detailing the proposed new emissions and fuel economy performance standards. The letter urges the Biden-Harris Administration to issue notices of proposed rulemaking for the next round of passenger vehicles and light-duty truck fuel economy and emission standards no later by the end of the year.
- > **August 8, 2022** | ZETA sent a [letter](#) to the Department of Transportation’s National Highway Traffic Safety Administration to support the proposal of new emissions and fuel economy performance standards.



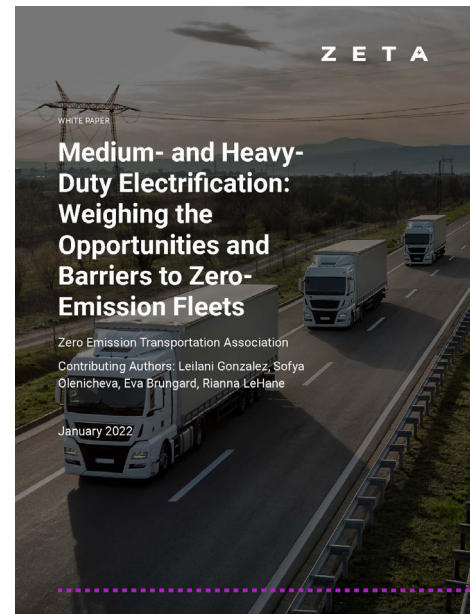


# Thought Leadership

## White Papers

### Medium- and Heavy- Duty Electrification

This paper delves into securing public and political interest for electrifying medium- and heavy-duty vehicles (MHDVs). Electrifying these vehicles is a prerequisite for meeting the United States' essential public health, climate, and national security needs. MHDVs transport people and goods billions of miles across the country each year. Primarily diesel-fueled, these internal combustion engine vehicles (ICEVs) are disproportionately responsible for the country's toxic nitrous oxide (NOx), particulate matter (PM2.5), and carbon dioxide (CO2) emissions. As these vehicles travel throughout the country, individuals living near roadways, railyards, and ports—often predominantly low-income and/or people of color—experience the worst health and environmental impacts. While critics of MHDV electrification cite concerns around high purchase costs and insufficient infrastructure, this white paper addresses these barriers and articulates how they can be overcome to achieve cost savings, sustainability goals, health benefits, and emission reductions. This paper also presents opportunities for successful transitions to electric federal and commercial MHDVs.



### **Key Takeaways**

- > Electrifying the MHDV fleet is a prerequisite for meeting essential public health, climate, and national security needs for the United States. Private industry, federal and state governments, and the public have a vested interest in MHDV electrification.
- > Medium-and heavy-duty vehicles account for 24% of all transportation greenhouse gas (GHG) emissions despite comprising merely 4% of vehicles on the road
- > Electrifying school and transit buses, as well as other MHDVs, will not only improve air quality in underserved areas but will also improve connectivity in rural, urban and suburban areas
- > Adopting the policies that are necessary to accelerate MHDV electrification – such as creating a federal commercial vehicle tax credit – could create more than 154,000 jobs in the U.S.
- > Electrifying federal and commercial MHDV fleets will result in significant total cost of ownership (TCO) reductions in terms of maintenance and fuel costs.



- > Amending the U.S. tax code so that businesses can receive tax credits for commercial EVs equal to 30% of the cost of the vehicle will expand opportunities for private businesses to invest in fleet electrification
- > Federal policymakers should consider legislation that would incentivize the installation of EV charging infrastructure for MHDEVs. In addition to addressing a direct charging shortage, this legislative action would create 12 jobs per million dollars investment.

### **The Next EV Market: Electrifying Rural America**

ZETA's second paper this year addresses the opportunities and challenges of electrifying rural vehicles. As the electric vehicle (EV) industry becomes more widespread across the United States, communities have the opportunity to explore what it means to electrify their personal and transit vehicles. With new market penetration and model availability from the EV sector paired with the creation of a national EV charging program, rural communities are in a unique space to transform transportation planning in their area. Benefits such as lower maintenance and operating costs will serve individual drivers more in the long term. Additionally, there are multi-purpose use options for EVs, such as agricultural, construction, and outdoor recreation, which remain critical industries in rural communities. To ensure a smooth transition to these vehicles in rural communities, state and federal governments must remain coordinated with relevant stakeholders such as manufacturers, grid operators, and fleet owners.



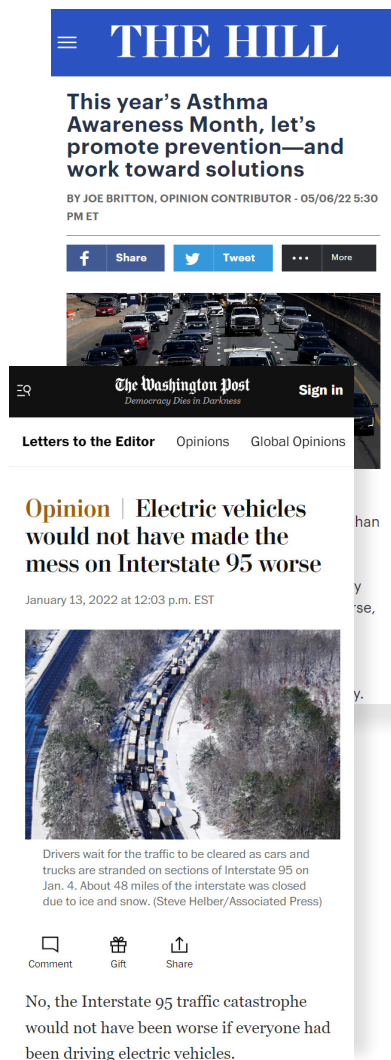
### **Key Takeaways**

- > Despite accounting for 30% of vehicle miles traveled nationwide, rural America has been largely overlooked in the deployment of electric vehicle charging infrastructure; most EV investments and policies to date target urban areas.
- > Investments in EV infrastructure and building out rural grid capabilities will lay the foundation for a larger EV transition that will benefit rural communities in a variety of ways – by reducing the urban-rural divide, revitalizing the automotive sector, creating a new workforce of EV service technicians, and boosting opportunities for tourism in these regions.
- > EV charging stations are on track to outnumber gas stations throughout the U.S. However, the distribution of this charging network, not just its size, limits rural electrification: more than 80% of these chargers are privately owned.
- > To efficiently deploy electric vehicle supply equipment (EVSE), stakeholders must distinguish between non-networked and networked chargers. Non-networked EVSE does



not have Internet access and does not collect data or balance loads during peak usage.

- > Telecommunications deployment must occur in tandem with EVSE deployment; More than 22% of rural Americans lack broadband coverage, compared to only 1.5% in urban areas.
- > Every state is an “auto-state,” home to suppliers and manufacturers who produce parts of all vehicle power-trains. As the country rapidly shifts to EVs, building a domestic EV manufacturing capacity presents a prime opportunity for robust job growth in rural communities
- > The International Energy Agency (IEA) estimates that 12 new jobs are created for every \$1 million invested in charging infrastructure; by comparison, ICE vehicles manufacturing creates an average of 7.2 jobs per million invested.
- > Individual rural drivers will also benefit substantially from EV-sector investments
- > Between 2019 and 2021, the average rural household spent between 19 and 22.5% of their income on transportation
- > Over a vehicle's lifetime, a rural EV owner can save an average of \$4,600 on maintenance costs alone by transitioning away from driving a gas vehicle.



## Op-Eds

### [This year's Asthma Awareness Month, let's promote prevention – and work toward solutions](#)

Published in The Hill, May 6, 2022 by ZETA Executive Director Joe Britton

Britton discusses the health benefits linked to electric vehicles that help to create a clean, safe environment for everyone, especially children.

### [Electric vehicles would not have made the mess on Interstate 95 worse](#)

Published in The Washington Post, January 13, 2022 by Dan Kanninen, a former White House liaison at the Environmental Protection Agency and a partner and chief executive at the political strategy firm STG.

In this article, which first appeared as a [ZETA Insights](#), Kanninen demonstrated the benefits of his EV while stuck on the highway for 12 hours in a historic snowstorm. His EV directed power strictly to temperature regulation keeping him warm and cautiously monitored the power supply so the driver knew exactly how far he could drive—all features that combustion vehicles do not possess.



## ZETA Insights

### Rural Americans Are Among Those Who Will Benefit Most From An Electric Vehicle Transition. Smart Policies Can Accelerate Their Gains.

Sofya Olenicheva, Policy Advisor at ZETA, discusses the benefits that rural households can attain through EV adoption. She notes that “an equitable, sustainable, and successful EV transition cannot happen without targeted investments in rural America.” Rural drivers could save between \$1,900 and \$2,800 a year by making the switch to an EV.

### Electric Vehicles Push the Envelope on Vehicle Performance

The ZETA team highlights how EVs are more efficient, have greater responsiveness, and enhanced handling compared to internal combustion engine vehicles. At the same time, EV drivers can experience significant savings, with EVs consistently having lower maintenance and charging costs.

### Decarbonizing America's Transportation Can Curb Oil-Fueled Inflation

The ZETA team notes that EVs provide drivers with protection from high oil prices. Following a summer where the Consumer Price Index (CPI) grew 41.6 percent, oil prices skyrocketed due to international conflict and supply chain issues. The team points out that EVs rely on local energy sources, protecting price-sensitive families from the volatility of international oil markets.

### Mass Adoption of Electric Vehicles Will Significantly Decrease Air Pollution Across the United States

The ZETA team discusses the significant community benefits that can be realized with the mass adoption of EVs, citing a comprehensive report by the American Lung Association that suggests that decarbonizing transportation would (1) save approximately 6,300 lives, (2) prevent more than 93,000 asthma attacks, and (3) avoid 416,000 lost work days annually.





### **Transitioning to Electric Vehicles Will Increase America's National Energy Security**

The ZETA team highlights how moving away from fossil fuels can bolster the nation's energy security. As more renewable energy sources become available, more energy will be developed locally. This means that money spent by American families will stay in their communities, and they will become less reliant on energy sources that can fluctuate due to international crises. At the same time, driving an EV saves money for those families, as EVs are 3-5 times cheaper to fuel than gas cars.

### **Decarbonizing the Transportation Sector Will Create Millions of Jobs**

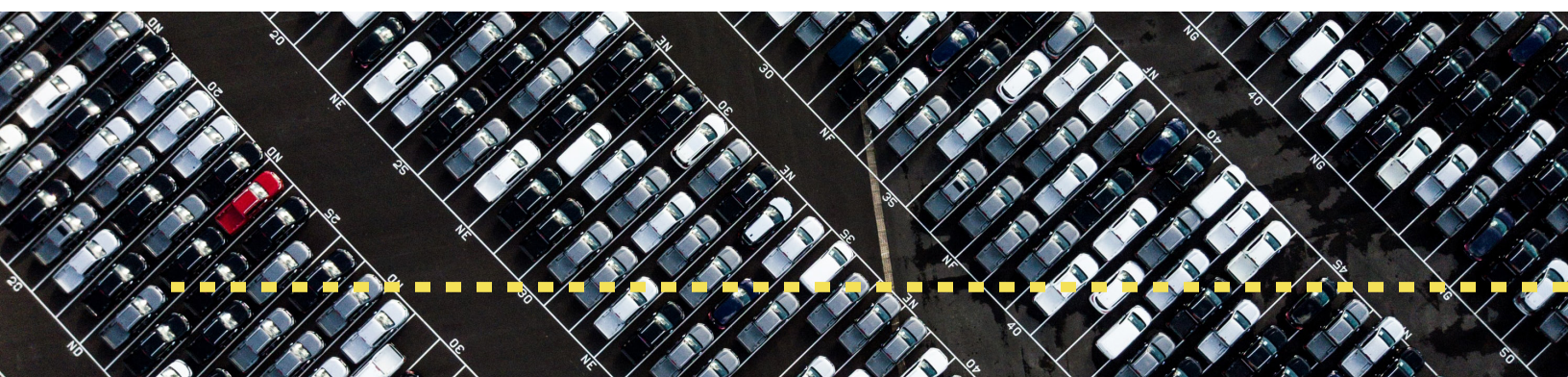
The ZETA team notes that electrifying transportation has the potential to create 2.3 million American jobs by 2035, citing research by the International Energy Agency that estimates 12 new jobs are created for every \$1 million invested in charging infrastructure, compared to just 7.2 jobs for internal combustion engine vehicles. The team goes on to discuss how provisions in the Inflation Reduction Act will provide the investment needed to realize these job gains.

### **Domestic Lithium Production Opportunities Bolstered with the Inflation Reduction Act**

Tim Crowley, Vice President of Government and Community Relations at Lithium Americas, discusses the importance of gaining consistent access to critical minerals to address climate change. He notes that investing in mineral development in processing facilities in the United States will be essential to support the clean energy transition. With Lithium Americas' Thacker Pass project, Crowley notes that the company will be able to increase the nation's supply of lithium by as much as 16 times.

### **Medium- And Heavy-Duty Fleet Electrification Must Be A Top Priority For Policymakers And Fleet Operators**

Connor Morgan, former Deputy Communications Director at ZETA, discusses the importance of electrifying medium- and heavy-duty vehicles (MHDVs). Despite accounting for just 4% of vehicles on the road, MHDVs are responsible for 10% of all vehicle miles traveled, and 24.4% of all transportation-sector emissions. He goes on to discuss recent federal and state-level efforts to transition MHDVs to electric models.





## Critical Analysis

### The Inflation Reduction Act: What it is and What it Means for EV Adoption

Immediately following the passage of the Inflation Reduction Act, ZETA became a primary target of questions from press, coalition partners, and other stakeholders about the legislation. In response, we conducted in depth analysis of the IRA provisions that impact EV manufacturing and deployment. This publication includes a summary of that analysis along with our insights that put the legislation in context.

In this post, the team discusses the Section 30D Clean Vehicle Credit, the Section 45W Commercial EV Tax Credit, the Section 30C Alternative Fuel Vehicle Refueling Infrastructure Tax Credit, and the Advanced Manufacturing Production & Advanced Energy Project Tax Credits. This analysis continues to be used as a resource for those writing about the trajectory of the electric vehicle industry and U.S. federal policy.

### USPS Final EIS Analysis

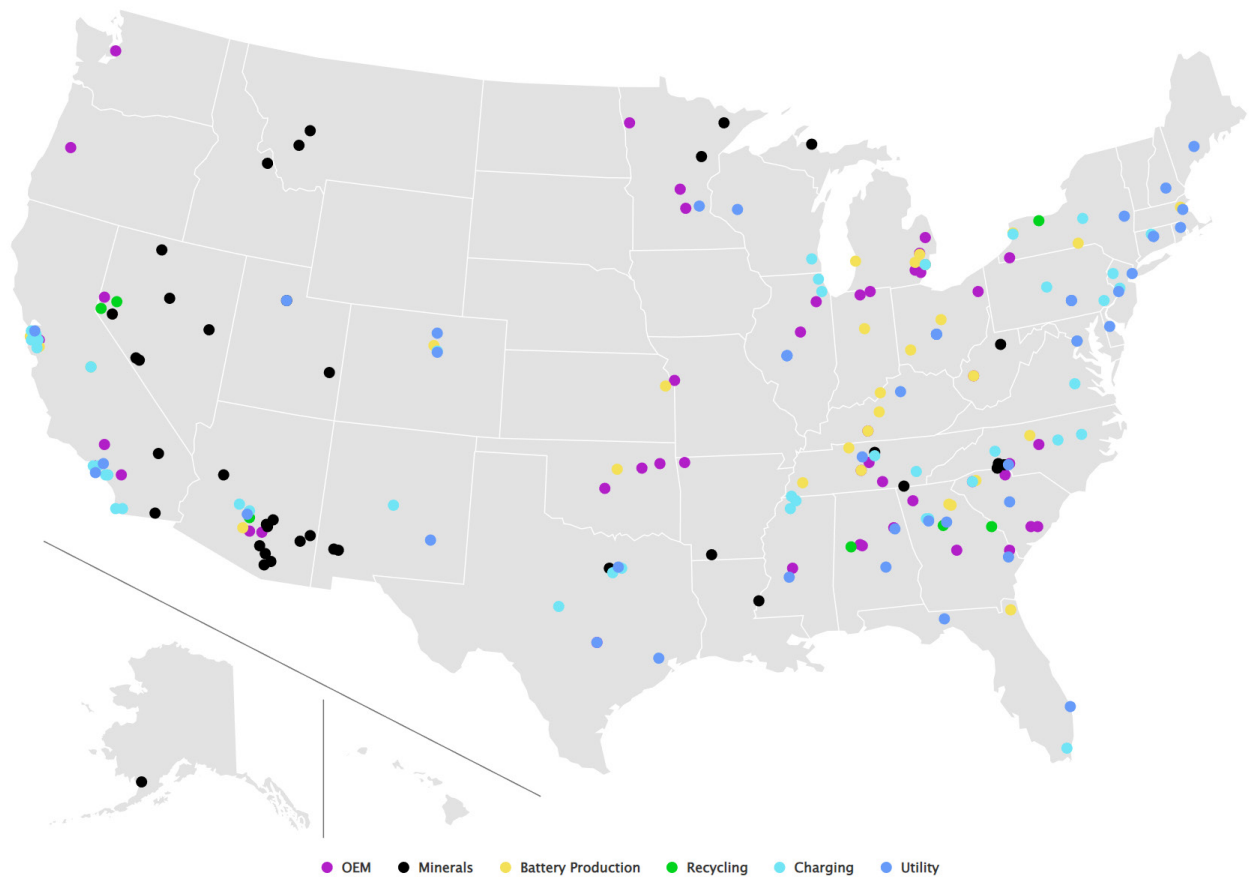
As part of our efforts to challenge the original choice to procure a 90% gas-powered, 10% EV fleet for USPS, we published a detailed analysis of the Postal Service's final justification for the decision together with talking points for legislators. ZETA analyzed USPS's error-ridden decision-making process and determined that USPS contorted its modeling

and data in order to weave a false narrative that justified its decision to procure a gas-powered delivery fleet. Specifically, ZETA concluded that USPS 1) underestimated the financial and societal costs of not electrifying its fleet; 2) underestimated the technical and functional capabilities of electric vehicles; and 3) obscured the fundamental models and assumed facts in its environmental impact statement (EIS), preventing third parties from analyzing and replicating USPS's analysis.

This analysis represents the continuation of ZETA's leadership on USPS electrification and is just one example of our multifaceted approach to increasing pressure on the agency. In July, USPS announced that it would increase the percentage of its BEV fleet from 10% to 40%—proving that public pressure works. We will continue to advocate for the complete electrification of federal fleets.







## Investment Map

The U.S. auto sector has an opportunity to become ascendant once again as electric vehicles emerge as the industry's next big evolution. More than 250,000 Americans already work in the domestic EV sector, and the EV industry has the potential to create over two million jobs in the United States in the coming decades.

To illustrate the scope of the domestic private sector EV industry, ZETA compiled extensive data on investments and jobs. This interactive tool allows stakeholders, the press, members of Congress, and the public to hover over individual site-specific points where there are projects by Original Equipment Manufacturers, Critical Minerals producers, and Charging Providers. It also highlights the critical participation of ZETA member utility companies in electrification.

These private investments are creating tens of thousands of good-paying auto jobs that will reinvigorate communities, generating thousands of additional indirect jobs. And these investments aren't the only financial benefits that will derive from electrifying the transportation sector: because of the climate and public health benefits of transportation electrification, achieving 100% EV sales by 2030 and a cleaner grid will prevent \$1.3 trillion in health and environmental costs in the coming decades.

[View the map here](#)





## Fuel Savings Reports

This year, ZETA launched a series of reports analyzing the costs of driving a gas-powered vehicle versus those of an EV. Released on a monthly basis, the “EVs vs. Gas-Powered Vehicles Cost Savings Reports” analyze the cost to drive some of the most popular vehicles on the market in the SUV, pickup, and sedan categories. ZETA analyzes the national average costs as well as specific fueling and charging costs for a growing number of States in these reports.

The monthly reports show that over time, EV charging is consistently more affordable and less volatile than relying on gasoline. Recent events, including Russia’s invasion of Ukraine and historic inflation, resulted in significant swings in fuel prices during the past year. Meanwhile, the average cost per kilowatt-hour of electricity has remained largely consistent during this time. These reports also reinforce the fact EVs have a significantly lower total cost of ownership than gas-powered vehicles and highlight the cost savings that come with recent consumer and manufacturing tax credits included in the Inflation Reduction Act, Infrastructure Investment and Jobs Act, and other bills.

In addition to providing valuable insights into the operating costs of EV and gas-powered vehicles, the EVs vs. Gas-Powered Vehicles reports have also resulted in great media coverage for ZETA and the EV industry. Here are a few highlights:

**[It’s now three times cheaper to fuel an electric car than a gas-powered car in the U.S.](#)**

Quartz (March 25, 2022)

**[Analysis: Amid high gas prices, EV operating cost advantages have grown stronger](#)**

Green Car Reports (May 16, 2022)

**[It’s A Great Time To Get An Electric Car If You Want To Save On Gas](#)**

New Report - CleanTechnica (June 14, 2022)





## Polling Data

In late March, ZETA released a [national poll](#) that examined the public's perception of EVs and proposed EV policies. The poll indicated that a large, bipartisan majority of American voters who own or lease a vehicle support policies that would accelerate the rate of electric vehicle adoption. Specifically, American voters overwhelmingly support EV tax credits, public fleet electrification, battery research and development, and charging infrastructure deployment. Check out the full [release here](#).

ZETA continues to poll U.S. public perception on electric vehicles—using our findings to inform education and advocacy strategies that target the greatest misperceptions.



## Communications and Press Engagement

This year ZETA's Communications team turned its focus towards educating the public about the benefits of EVs and debunking common misconceptions and misinformation efforts regarding the future of electric transportation. These efforts take the form of enhanced interaction with members of the press, regular distribution of facts and research from ZETA and industry partners, and public information campaigns that include both social media and advertising. The following provides an overview of these efforts during the past year.





## A selection of ZETA Coverage in the News

### **The Washington Post**

**"Because once you get behind the wheel of an EV, you're 95 percent likely to never go back [to a gas-powered car] ... exposing Americans of all income levels to electrification will have a really positive impact on our ability to transition."**

*- Joe Britton, ZETA Executive Director*

### **The New York Times**

**"A big swath of middle-class Americans will be able to get this credit that otherwise would have been blocked out because of the [200,000 vehicle] limit. That's a big deal."**

*- Joe Britton, ZETA Executive Director*

### **AXIOS**

**"[Lawmakers are not] just putting on new rules and saying, 'good luck.' They're putting tens of billions of dollars on the table to help [automakers manufacture vehicles domestically]."**

*- Joe Britton, ZETA Executive Director*

### **Bloomberg**

**"[Providing tax credits for used-cars] is something we've always said is a sleeper issue. It's going to be a game-changer for mass adoption."**

*- Andres Hoyos, ZETA Vice President*

### **THE WALL STREET JOURNAL**

**"The targets for the EV credits [in the IRA] are a tall order. But this also offers a lot of tools to help folks pull their supply chains out of China."**

*- Joe Britton, ZETA Executive Director*



## Press Releases

During the past year, ZETA has released 33 press releases to inform the news media, ZETA members, ZETA newsletter subscribers, and the general public about our advocacy efforts. Listed below are a few of ZETA's key press releases during this time.

- > **October 14:** [ZETA Joins the Conference of Minority Transportation Officials](#)
- > **August 16:** [ZETA: This Law Will Make the United States A Clear Leader in Clean Transportation](#)
- > **August 12:** [ZETA Applauds House Passage of the Inflation Reduction Act](#)
- > **August 6:** [ZETA: Inflation Reduction Act is a Historic Investment in Emissions Reduction and Transportation Electrification](#)
- > **July 28:** [ZETA: Passing The Reconciliation Deal Is Imperative To Creating Jobs, Cutting Consumer Costs, Promoting Energy Security](#)
- > **July 26:** [ZETA: CHIPS+ Will Bolster American Advanced Manufacturing; More Is Needed To Win Global Clean Transportation Race](#)
- > **July 15:** [Capitol Hill Educational Display of All-Electric School Buses Attracts Members of Congress](#)
- > **May 12:** [ZETA Applauds The U.S. House Investigation Into USPS' Flawed Plan To Purchase Inefficient 8.6 MPG Trucks](#)
- > **March 28:** [New National Poll Shows That A Large, Bipartisan Majority of Voters Favor Policies To Accelerate Electric Vehicle Adoption](#)
- > **January 12:** [Continually High, Unpredictable Gas Prices Show How Electric Vehicles Are Affordable Now, With More Savings on the Way With Build Back Better](#)
- > **January 12:** [Zero Emission Transportation Association Endorses Electric Vehicle Charging Infrastructure For Farmers Act](#)





## Social Media Awareness

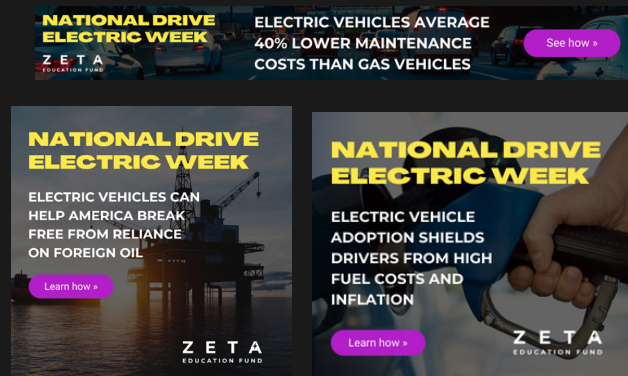
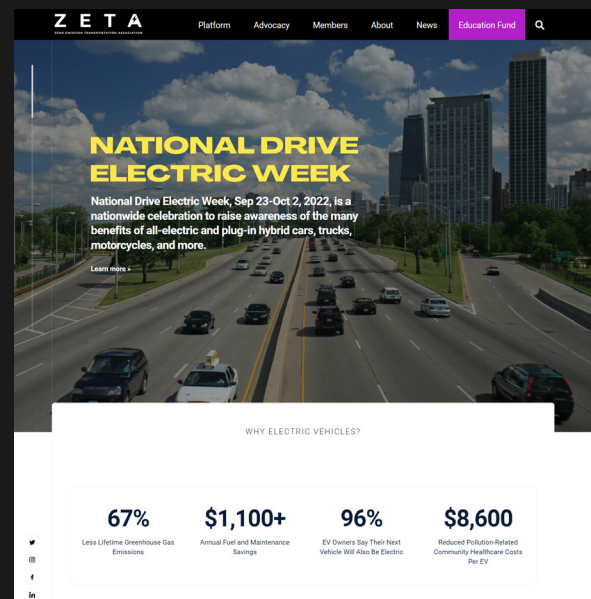
ZETA has enjoyed significant social media growth during the past year. At the time of the first Year in Review, our organic following was more than 6,300 across Twitter, LinkedIn, Facebook, and Instagram. Since then, our total audience has grown to 8,400 using the same metrics, which comes to a 33.33% increase year-over-year.

## Public Awareness Campaigns

Part of ZETA's mission is to educate the public about electric vehicles and promote their benefits to policymakers, administrators, and professionals. In the past year, ZETA engaged in several public awareness campaigns via paid advertising, social media engagement, and media outreach.

### National Drive Electric Week

ZETA participated in **National Drive Electric Week** this year with a digital advertising campaign that targeted Members of Congress, the Biden Administration, Washington, D.C. government officials, and other policymakers inside the beltway. The campaign highlighted the many benefits of EVs, with a specific focus on Jobs, Health, Energy Security, Driving Performance, and Inflation. In addition to developing a **landing page** (for ads) with information on EVs, ZETA published five custom videos, and sponsored most of **E&E News'** content throughout the week.

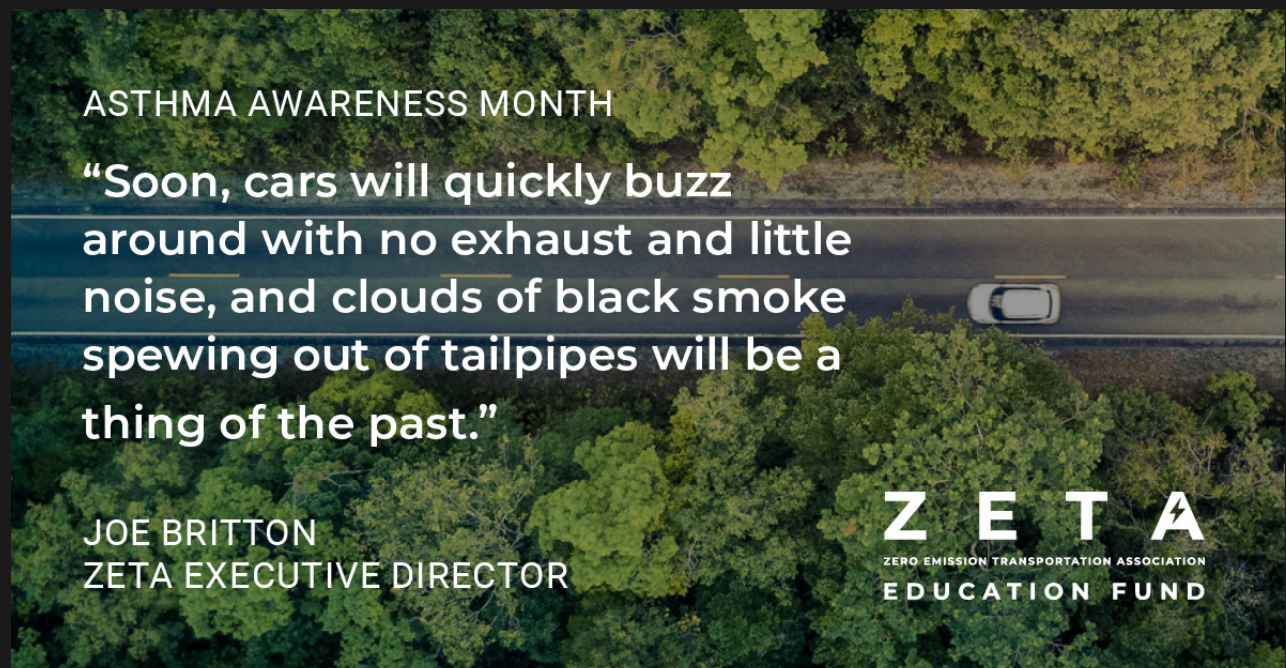




## Asthma Awareness Month

The month of May is situated in the middle of allergy season and the onset of warmer weather, making it an ideal time to remind the public of the dangers of breathing unhealthy air as well as seasonal allergies—both of which can instigate asthma attacks and other respiratory illnesses. For these reasons, public health experts and advocacy organizations chose May for ‘Asthma Awareness Month’ to run media campaigns, community outreach programs, and share new research on different ways to protect families—particularly children and seniors.

Tailpipe emissions are the leading cause of ground-level ozone, also known as **smog**, in the United States and are **a major cause of asthma attacks**. Since electric vehicles are frequently cited as a great long-term solution to air pollution—especially in major metropolitan areas—ZETA put on a public awareness campaign in the Washington, D.C. area to promote the month, which included an **op-ed** in the Capitol Hill publication “The Hill,” **social media engagement**, and media outreach.

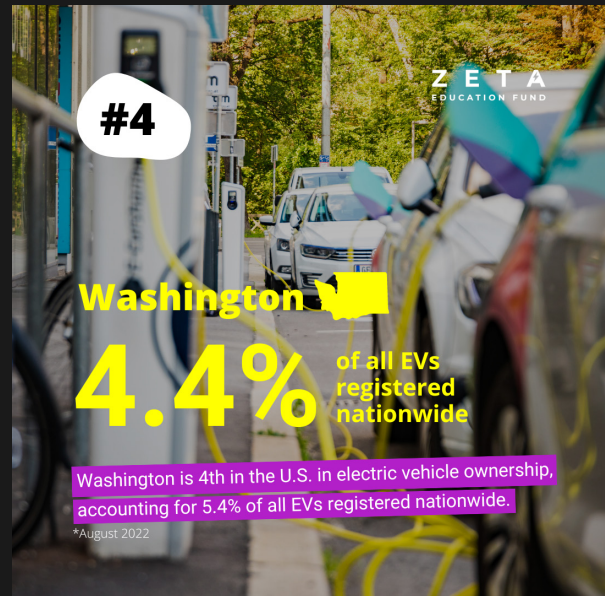




## Top Ten Investment and Registration States

As public interest peaked around EVs in September following the passage of the IRA, ZETA put on a public awareness campaign to showcase the “Top Ten” states for EV registration and investment for two weeks at the beginning of autumn. The campaign included press outreach, social media guidance for EV advocates, and a daily countdown on ZETA’s social media channels, challenging viewers on which states made the cut.

[Top Ten Investment States](#) | [Top Ten Registration States](#)







# The Future of ZETA

With two-thirds of our inaugural Platform's policy proposals addressed in legislation, we plan to engage more heavily on policy implementation, both at the federal and subnational level. At the federal level, we will continue to provide counsel to agencies and stakeholders tasked with implementing the provisions signed into law as part of the IRA. As the responsibility to deliver federal funding provided in the IIJA and IRA falls to the communities, ZETA will provide guidance, education, and technical assistance to ensure that all communities are able to take full advantage of financial incentives like the NEVI formula program and EV adoption tax credits. Our mandate remains to ensure that the greatest number of people possible are aware of the EV provisions codified in recent legislation and are able to reap the benefits of these historic investments.

As we work to update our policy platform, we expect to allocate additional efforts to medium- and heavy-duty vehicle electrification. Our medium- and heavy-duty fleet electrification white paper, published in 2021, will serve as a springboard for our policy development, education and advocacy efforts as we continue to explore new opportunities for electrification through ports, freight, or last-mile delivery.

Through our Education Fund, we will continue to educate consumers about the benefits of electric vehicles. Guided by the results of our public education polls, we will produce materials that help drive interest in EVs among a more diverse population and create opportunities for more people to experience transportation electrification first-hand. Building on our research into EV incentives and rural electrification, we will advocate for the equitable expansion of EV access through new consumer incentives that lower the sticker price of new models, expanded used EV purchase credits, and the smooth buildout of a robust charging network to combat range anxiety. As we progress, we will continue highlighting environmental concerns in frontline and underserved communities in our policy materials and communications messaging.

We know that the advantages of transportation electrification accrue far beyond the vehicle's owner or driver. People who never get behind the wheel of an EV will benefit from cleaner air, reduced risk of pollution-related respiratory disease, quieter roads, and a reduced dependence on foreign-controlled fossil fuels. Investing in EVs is also an opportunity for us to reinvigorate our automotive sector, employ hundreds of thousands of people in high-paying, skilled jobs, and place the United States at the helm of global technological innovation. In the coming year, we will continue to shed light on the public health, environmental, and economic benefits of this transition.

The year ahead promises to bring new opportunities for ZETA to champion our cause. We look forward to working with our partners and supporters to ensure that all Americans, in all communities throughout the country, are able to benefit from transportation electrification.





An aerial photograph of a two-lane asphalt road winding through a dense, lush green forest. A small white car is visible on the road in the upper half of the image. The text is overlaid on the left side of the road.

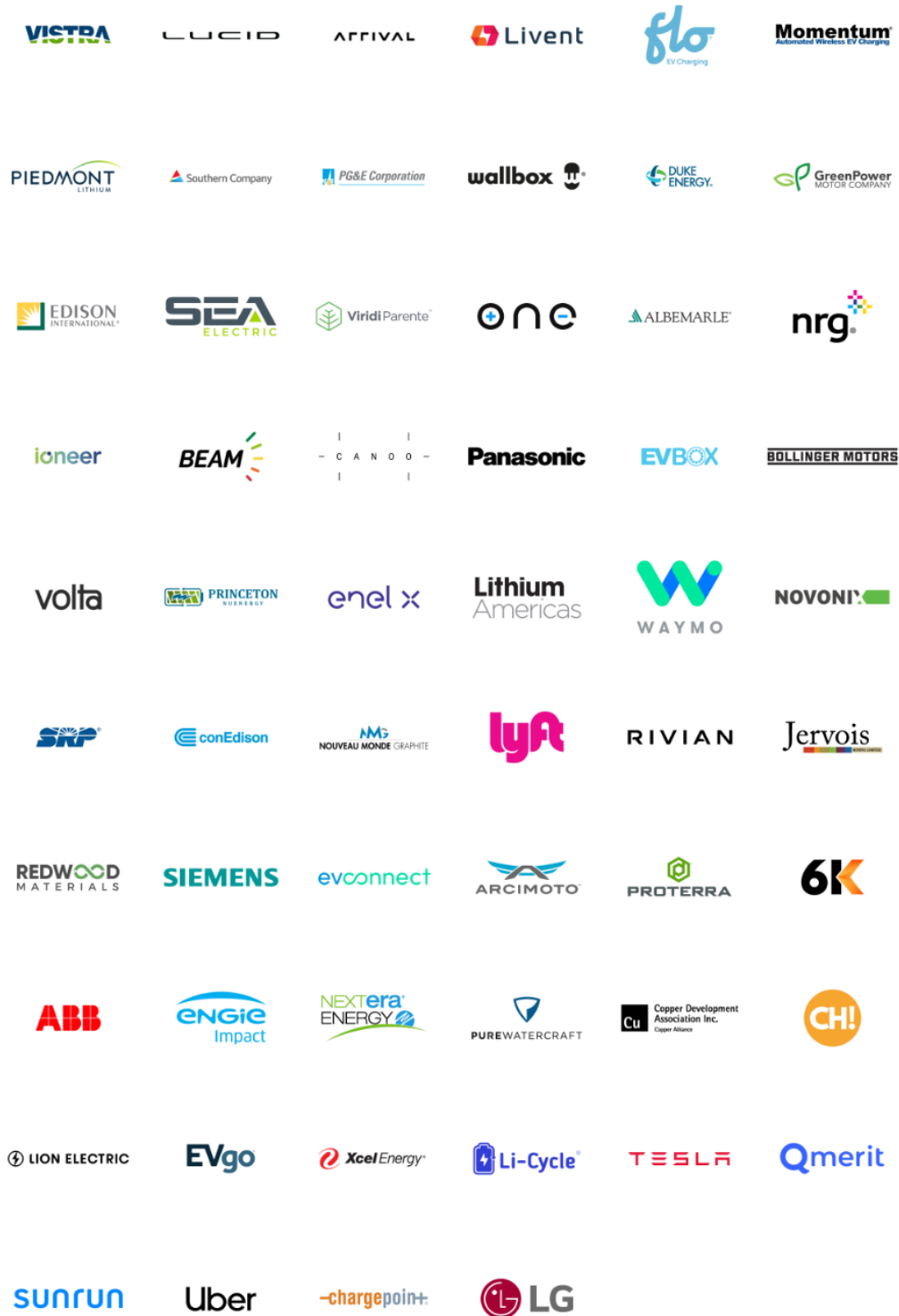
**THANK YOU**

**ZETA is grateful for all the support we have received since our inception. We would like to express our gratitude to our member companies who support us as we drive transportation electrification forward, the EV legislative champions who are creating policies to electrify the transportation sector, our coalition partners who support our work and advance our mission in parallel, and the EV advocates across the country who work alongside us to push electrification efforts in their communities.**

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## OUR MEMBERS





# 100% electric vehicle sales by 2030.

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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