

Z E T A

ZERO EMISSION TRANSPORTATION ASSOCIATION ANNUAL REPORT

Prepared by ZETA Staff

December 2023



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A Note from ZETA's Executive Director



As I reflect on my first year as Executive Director of the Zero Emission Transportation Association (ZETA), I am amazed by the progress our industry has made and by the impact of the policies that ZETA has championed during the past three years.

In its first two years, ZETA was laser-focused on passing historic legislation that would create a robust domestic supply chain and build infrastructure for electric vehicles (EVs) across the United States. Those efforts culminated in the passage of the Infrastructure Investment and Jobs Act (IIJA) and the Inflation Reduction Act (IRA)—the most ambitious climate package in U.S. history and the first major attempt to address transportation electrification at the federal level.

This year, ZETA has been at the forefront of implementing these historic policies. In the past twelve months, states have begun to receive National EV Infrastructure (NEVI) Program funding to install public charging stations along our nation's highways. Clean vehicle tax credits have made EVs more accessible to American drivers. Leaders at the federal level have signaled their confidence in these emerging technologies and, as a result, public- and private-sector investments have multiplied in ways few could have expected just three short years ago.

2023 was also consequential for ZETA as an organization. In the spring, we launched an updated Policy Platform to guide our advocacy and public education efforts. The new Policy Platform is designed with the future in mind and includes initiatives to support each segment of the EV supply chain. We broadened our regulatory efforts and began targeted work to address state-based Advanced Clean Cars II and Advanced Clean Trucks adoption. We continued to pursue an ambitious advocacy strategy on the Hill, calling for permitting reform and fighting against transparent attempts to obstruct progress toward the President's goal of expanding EV adoption in the U.S. Amongst all of this, ZETA hosted the 2023 EV Awards, a celebration of the industry's advocates, allies, and legislators who continue to make federal EV policy a reality.

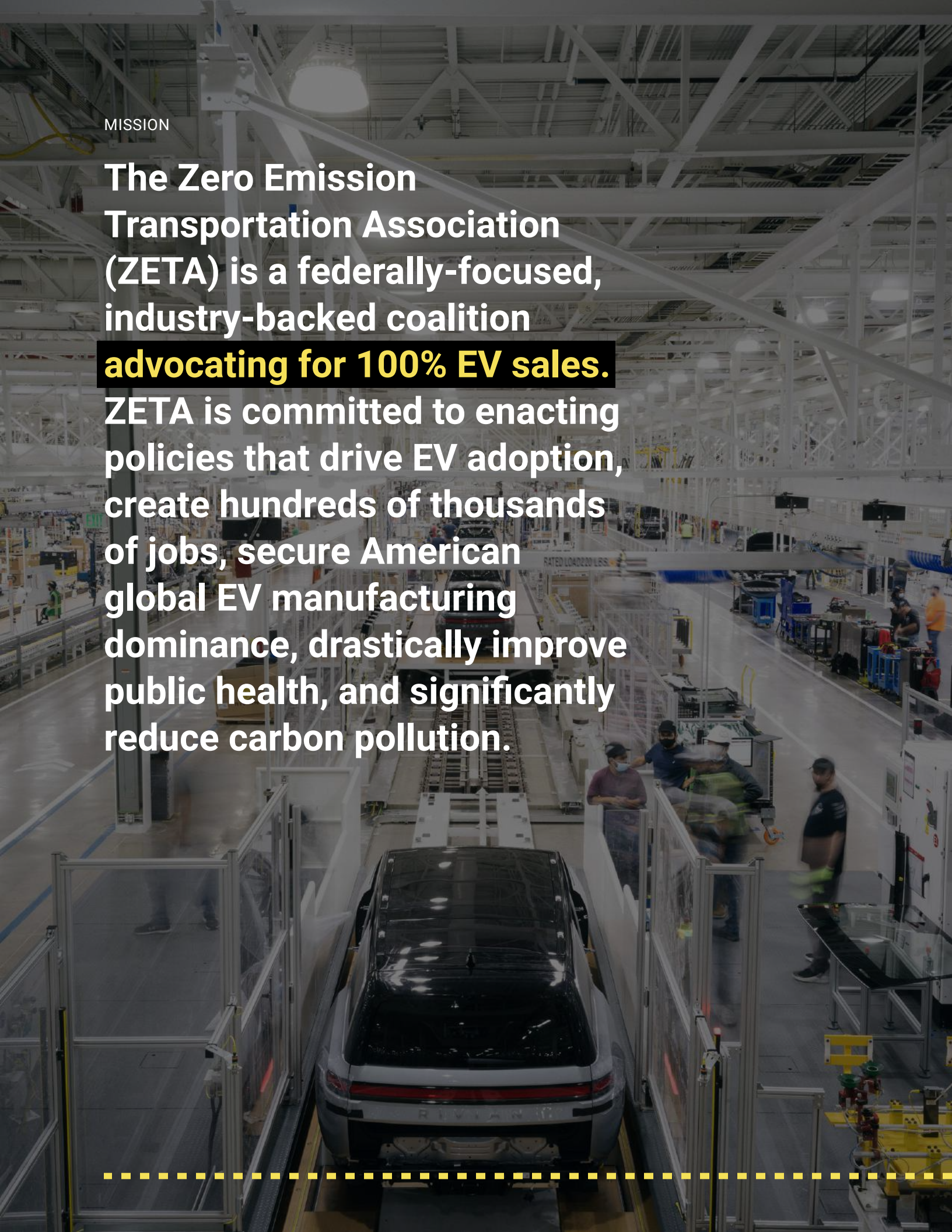
The 2023 Year in Review highlights our efforts across the legislative, regulatory, and communications sectors and previews what to expect as we move into 2024. ZETA's position as a driver of federal advocacy would not be possible without the commitment of ZETA's membership and of our staff, who go above and beyond on a daily basis. As we continue in our work, we'd like to offer our sincere gratitude for helping make 2023 memorable, and we are eager to see what the next year brings.

A handwritten signature in black ink, appearing to read 'Albert Gore', written in a cursive style.

Albert Gore

Executive Director of ZETA



The background image is a high-angle, wide shot of a modern automotive manufacturing plant. In the foreground, a silver car is positioned on a yellow conveyor belt or assembly line, moving away from the viewer. The car's rear features a prominent red light bar and the word "RIVIAN" on the tailgate. To the right of the car, several workers in blue and grey uniforms are visible, some standing and others in motion. The factory floor is clean and polished, reflecting the overhead lights. The ceiling is high and industrial, with a complex network of white steel beams and various mechanical components. In the far background, other cars and more workers can be seen, indicating a large-scale production environment. The overall atmosphere is one of a busy, high-tech industrial setting.

MISSION

The Zero Emission Transportation Association (ZETA) is a federally-focused, industry-backed coalition **advocating for 100% EV sales.** 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. To avoid a catastrophic temperature rise of 1.5-2°C, the United States must lead the global transition away from a fossil-fuel based economy, and decarbonizing the transportation sector, the principal source of carbon emissions, will be an indispensable component of a robust climate strategy. And at a time when we are seeking targeted, investment-based strategies and bold solutions, there is no greater opportunity to achieve reductions than through the advanced vehicle sector.

ZETA and the ZETA Education Fund

ZETA has operated primarily under the 501(c)(4) organizational structure since its launch. 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 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

ZETA brings together industry groups, advocates, and nongovernmental organizations committed to achieving a fully-electrified U.S. transportation sector. Our membership spans around 60 companies across the EV supply chain, all of whom 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 January 2023, ZETA welcomed Albert Gore as the organization's new Executive Director. A veteran in the clean technology space, Albert spent seven years at Tesla, most recently as the Lead for Public Policy and Business Development in the Eastern and Midwestern United States. Prior to its acquisition by Tesla, he was also the Deputy Director of Policy and Electricity Markets at SolarCity. Albert also served as Vice President of Business Development at Strategic Capital Partners, LLC, a commercial real estate investment and development firm.

Former Executive Director, Joe Britton, remains an engaged advocate for ZETA and the electric vehicle industry at large as President of ZETA's Board of Directors.

ZETA's policy & legislative affairs team develops the policy agenda and advocates for ZETA's priorities on Capitol Hill. By working closely with member companies and the ZETA staff, the policy team analyzes legislative and administrative proposals, spearheads ZETA's thought leadership efforts, and advocates for our Policy Platform on Capitol Hill.

ZETA's regulatory team grew this year with the addition of Thomas Boylan, who joined ZETA after nearly 7 years at the U.S. Environmental Protection Agency (EPA), having spent time in both the Office of Transportation and Air Quality and the Office of Congressional Affairs. Thomas monitors the Federal Register for opportunities to influence and shape the Administration's regulatory agenda in ways that support the entire EV supply chain. ZETA's public comments range from technical industry consensus on policy implementation to comprehensive overviews of the electric vehicle supply chain's readiness to support stringent vehicle performance and emission standards. ZETA's regulatory team also tracks federal funding opportunities and helps facilitate dialogue between Federal Agencies and ZETA member companies.

ZETA's communications team oversees all external dialogue and public information campaigns. The team collaborates with ZETA staff, members, and coalition partners to develop messaging that supports ZETA's advocacy efforts and proactively shapes the broader conversation about EVs in the press and through ZETA's [Insights](#) blog series and newsletters.



Policy Efforts & Advocacy



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.





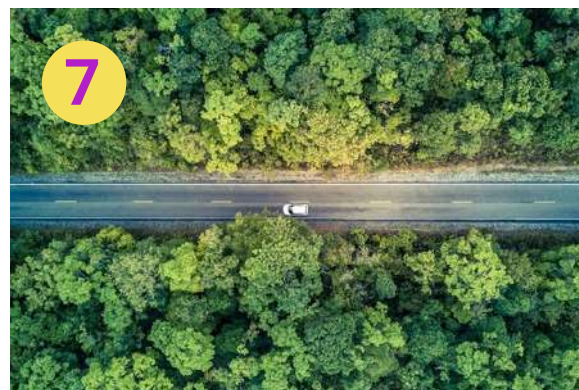
Domestic Critical Mineral Development

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

Over the past year, ZETA has continued to leverage our relationships and expand our network of partners on Capitol Hill.

In previous years, ZETA's advocacy efforts centered around passing the IRA and IIJA—and securing the inclusion of robust, ambitious EV policies within those major pieces of legislation. Our efforts in this space were highly successful: we codified over 65% of our original policy priorities through legislative and regulatory efforts, resulting in \$52 billion in federal funding for electrification (excluding tax credits) and \$5.1 billion in bonus funding to incentivize domestic manufacturing.

This year, growing anti-EV sentiment—fueled by misinformation and a desire among some antagonists to dismantle the IRA piece-by-piece—expanded ZETA's mandate to protect and defend this historic legislative package. At the same time, ZETA took every opportunity to strengthen the advanced energy economy at large, from critical minerals permitting reform to workforce development. ZETA continues to foster bipartisan collaboration and advocate for nuanced solutions that incorporate guidance from the public and private sectors.

Over the course of ZETA's existence, our team has worked consistently to expand the range of offices we collaborate with year-over-year. Simultaneously, we have sharpened our focus and honed our strategy in order to better serve our members.

ZETA met with several agencies and key groups within the administration, including the White House, the Department of Energy (DOE), the Department of Transportation (DOT), Joint Office of Energy & Transportation (Joint Office), the Environmental Protection Agency (EPA), the General Services Administration (GSA), and the Federal Highway Administration (FHWA). One notable addition this year was our meeting (and continued work) with the Federal Emergency Management Agency (FEMA) to reach consensus for a solution that will strengthen our emergency management system in the wake of calls for an analog AM radio receiver mandate in electric vehicles.



Photo: Representatives from ZETA member companies Panasonic, Loneer, Princeton NuEnergy, and Jervois participate in the Fly-In

ZETA completed over 60 meetings with Representatives across both sides of the aisle. During the second half of 2023, calls to mandate analog AM radios in EVs presented a major threat to the future of transportation electrification, and engaging members of the House was a fundamental element of ZETA's (and other EV automakers') advocacy strategy. At the time of the publication of this report, the issue remains ongoing. ZETA also met with staff on committees of jurisdiction related to the EV sector, including the House Committees on Energy & Commerce, Ways & Means, and Transportation & Infrastructure.

ZETA met with 29 Senators on both sides of the aisle, as well as the Senate Agriculture, Energy & Environment, Energy & Natural Resources, and Environment & Public Works Committees. Like in the House, a key piece of our strategy this year involved building relationships with conservatives—not just because of the opportunity to open a dialogue with offices about the benefits of electric vehicles, but also for the potential to find a bipartisan solution to major issues like critical mineral permitting reform.

In 2023, ZETA meetings comprised individuals representing:

66

Offices

39

Representatives

27

Senators





Case Study: Critical Minerals Fly-In

The Problem

A growing EV market creates additional demand for critical minerals such as lithium, nickel, cobalt, copper, and graphite. Meeting these needs sustainably, ethically, and cost-effectively will be impossible without increased domestic production, and a coordinated effort across industry and government is the only way to make that happen.


Attention towards critical minerals and battery supply chains has increased dramatically in the last two years—catalyzed in part by sourcing requirements in the Inflation Reduction Act’s minerals and battery sourcing provisions. As such, Domestic Critical Mineral Development is the fifth pillar of ZETA’s current Policy Platform.

ZETA’s Response

Our coalition prides itself on bringing coordinated industry perspectives to policymakers. In April 2023, ZETA brought representatives of the critical minerals and battery development sectors to Capitol Hill for our first legislative fly-in.

The fly-in gave members a chance to discuss the unique opportunities and challenges they experience as they seek to bring their projects online. It also created avenues for discussion between the private sector, thirteen federal legislators across both parties and chambers, and the White House.

During the fly-in, ZETA facilitated a meeting between our members and John Podesta, Senior Advisor to the President for Clean Energy Innovation and Implementation. The meeting focused on addressing current limitations imposed by the permitting processes with proactive solutions—such as issuing smart guidance and timely review of organizations’ Environmental Assessments and Environmental Impact Statement. The meeting allowed ZETA to sharpen its strategy for advancing meaningful permitting reform that upholds environmental and social standards, and ZETA has continued to strengthen its relationship with Podesta and the White House team on critical minerals.



Fly-In At-a-Glance



ZETA members also spoke with policymakers about the prospect of modernizing the permitting process through bipartisan legislation, ways the federal government can advance technology through research, development, and demonstration funding, and initiated a conversation about establishing a battery recycling framework.

Results

Synchronicity across education, national security, and trade policies is imperative. ZETA shared a comprehensive set of policy recommendations to ensure robust U.S. critical minerals security. Recommendations addressed domestic and foreign critical minerals production, domestic efforts to shore up battery and recycling production capacity, and programs to enhance workforce development and education. Specifically, ZETA recommended that Congress:

1. establish a concurrent permitting process to reduce bureaucratic hurdles while maintaining robust environmental and labor standards;
2. align workforce development and trade policies with those of the IIJA and IRA to ensure intended policy outcomes and durable domestic industry growth; and
3. establish and maintain a whole-of-government approach towards the battery supply chain through programs such as Li-Bridge and the Minerals Security Partnership.

Notably, the Fiscal Responsibility Act incorporated ZETA's recommendation for permitting reform timelines, but more remains to be done in this space.



PRINCETON
NUENERGY

"Princeton NuEnergy proudly collaborates with ZETA, our trusted partner in advancing all companies supporting the development of a more sustainable transportation ecosystem. Leveraging ZETA's impactful policy advocacy, we are able to highlight our contributions to this sector through our commitment to Direct Recycling—a transformative low-carbon, environmentally friendly approach for recycling lithium-ion batteries. Together, we are able to champion the path to zero emission transportation, amplifying our voice, and forging a path toward a greener and cleaner energy landscape."



Regulatory Efforts: Federal Agencies

Public Comments

In 2023, ZETA submitted nearly 20 written regulatory comments to various federal agencies, including the Department of Energy, the Department of Transportation, the Environmental Protection Agency, the Department of the Treasury, the White House Council on Environmental Quality, the United States Postal Service, and the White House Office of Management and Budget. Highlights included:

ZETA Comments on EPA's Proposed Rule to Include Renewable Electricity (eRINs) Under the Renewable Fuel Standard | February 13, 2023

- > In this comment to the EPA, ZETA urged the agency to listen to all parties in the EV ecosystem and to ensure that the benefits from the eRIN program extend to the full EV supply chain. ZETA also provided specific recommendations on how the eRIN program could be strengthened in ways that would ensure maximum benefit while preserving programmatic integrity. [Read the comment.](#)

ZETA Comments on DOE's Proposal to Update the Petroleum-Equivalent Fuel Economy Calculation Under the CAFE Program | June 12, 2023

- > ZETA advanced comments in support of DOE's proposal to create parity in the way internal combustion vehicles and EVs generate credits under the DOT's Corporate Average Fuel Economy program. [Read the comment](#) and ZETA's [response](#) to DOE's second request for comments on this topic.

Joint Comments with Union of Concerned Scientists, Natural Resource Defense Council, Coltura, and ZETA on USPS's Notice of Availability of Draft Supplemental Environmental Impact Statement for Next Generation Delivery Vehicles | August 14, 2023

- > The Union of Concerned Scientists (UCS), Natural Resource Defense Council (NRDC), Coltura, and ZETA wrote comments to USPS responding to its updated analysis of next-generation delivery vehicle procurement. The comment urged USPS to consider alternative procurement strategies that would result in a more rapid pace of fleet electrification. [Read the comment.](#)

ZETA Comments on Proposed National Environmental Policy Act Implementing Regulations Revisions—Phase 2 | September 29, 2023

- > In this comment to the White House Council on Environmental Quality (CEQ), ZETA reaffirmed its critical minerals permitting principles in the context of a proposal to revise the process for projects subject to National Environmental Policy Act (NEPA) requirements. [Read the comment.](#)

ZETA Comments on NHTSA's Proposed MY2027-2032 CAFE Standards and MY2030-2035 HDPUV Efficiency Standards | October 16, 2023

- > ZETA's comment to the National Highway Traffic Safety Administration (NHTSA) urged the agency to finalize maximally-stringent fuel economy standards for passenger cars and light trucks and fuel efficiency standards for heavy-duty pickup trucks and vans. The comment provided an overview of how the EV supply chain is preparing to meet increased demand in the coming years and highlighted the benefits of transportation electrification, including reduced petroleum consumption and improvements to public health, environment, and economy. [Read the comment.](#)



Public Hearings

ZETA testified on behalf of the industry during the following federal public hearings:

| | | | |
|-----------|---|--------------------|--------------------------------|
| EPA | Heavy-Duty Vehicle GHG Emissions Standards | May 3, 2023 | ZETA Testimony |
| EPA | Light- and Medium-Duty (LD, MD) Vehicle Multi-Pollutant Emissions | May 10, 2023 | ZETA Testimony |
| DOT/NHTSA | Corporate Average Fuel Economy Standards | September 28, 2023 | ZETA Testimony |

Meetings & Engagements

Engagement with the Environmental Protection Agency

ZETA held multiple formal and informal engagements with EPA staff. The meetings touched on transportation issues including the proposed eRINs program, setting emission standards for light-, medium-, and heavy-duty vehicles, and forthcoming battery recycling guidelines. In September 2023, ZETA joined CALSTART and Ceres for a pair of meetings with EPA’s Office of Transportation and Air Quality to help EPA’s staff understand infrastructure readiness and support the Agency’s ambitious vehicle emission standards.

Engagement with Department of Energy

Over the course of the past year, ZETA collaborated with the Department of Energy on a variety of issues related to implementing relevant provisions codified in the Inflation Reduction Act and Infrastructure Investment and Jobs Act.

Notably, ZETA participated in and facilitated valuable discussions around Foreign Entities of Concern (FEOC) provisions in the §30D New Clean Vehicle tax credit and the challenges that would emerge if regulators take an overly stringent approach. ZETA is committed to helping DOE shape principles around which to balance the legislative intent with industry and national security realities. ZETA has also facilitated discussions between members and groups like the Office of Energy Efficiency and Renewable Energy (see Case Study of Thought Leadership on page 40).



Engagement with the Joint Office of Energy and Transportation

NASEO-AASHTO EV Charging Infrastructure Conference

The Joint Office invited ZETA to conduct complementary programming as part of the NASEO-AASHTO EV Charging Infrastructure Conference. During the conference, ZETA facilitated informal lunchtime discussions between industry and federal, state, and local officials interested in medium- and heavy-duty vehicle charging policy and curbside charging solutions.

EVSE Feasibility Study Meeting

The Joint Office requested ZETA's input on new EV supply equipment (EVSE) business models as part of the Office's feasibility study about the private sector's business and operating models. The meeting aimed to demystify the economics of operating both public and private chargers, and gave the Joint Office and ZETA members an opportunity to discuss barriers to development and ways the public and private sector can collaborate on policy.

Engagement with the White House

Tracking EV Sector Investments

ZETA remains committed to tracking the wealth of public and private investments made in the electric vehicle industry. Sparked by interest in ZETA's [first-of-its-kind EV Investments Map](#), the White House reached out in late 2022 to request ZETA's assistance with collecting data for the Administration.

ZETA continues to track the growing volume of manufacturing facilities, battery plants, and other projects and share the information with the White House on a monthly basis.



Image: The White House Investing in America Map

Regulatory Efforts with the Office of Management and Budget

As part of our regulatory engagements, ZETA met with the White House Office of Management and Budget to discuss EPA's Multi-Pollutant Emission Standards for Model Years 2027 and Later for light- and medium-duty vehicles, EPA's Phase 3 GHG emission standards for heavy-duty vehicles, and the Joint Office's NEVI Program final rule.

ZETA will continue to meet with these groups through the end of 2023.



Case Study: EPA Vehicle Emissions Standards

Overview


ZETA is committed to defending stringent standards that drive progress toward a cleaner transportation system and provide regulatory certainty to the EV industry. As part of these efforts, ZETA's regulatory team engages with U.S. federal agencies on behalf of the industry to provide insight into rulemaking and policy implementation.

Via its authority under §202 of the Clean Air Act, EPA proposed new, more ambitious emission standards for light-, medium-, and heavy-duty vehicles starting in Model Year 2027. In response, ZETA submitted two sets of public comments in defense of these standards and in some cases advocated for increasing the stringency.

The Problem

Failing to rapidly electrify vehicles across all classes means that gas cars rolling off assembly lines today will remain on the road for years to come, adding millions of collective vehicle miles and associated deadly emissions over the coming decades. This is especially salient in the case of heavy-duty vehicles (HDVs), which spend more time on the road and drive more miles than passenger cars during their (average) 15-year lifespan. Addressing vehicle emissions is also a key environmental justice concern, as members of low-income and minority communities have historically borne the brunt of transportation pollution's health and environmental impacts.

EPA's LD/MD and HDV emission standards begin to address these problems and offer an opportunity to phase out internal combustion engine vehicles—thereby locking in significant emissions reductions, protecting public health and the environment, and backstopping the transportation industry's investments in electrification technologies.



ZETA's Response

Through our comments on EPA's Proposed Vehicle Emission Standards, ZETA told the story of where innovation and domestic supply chain development stands. The story begins with critical minerals development, wades into battery manufacturing, moves to the role of automakers, touches on grid capacity, and finally notes the role of charging infrastructure.

Highlights of the comments include:

Critical Minerals

- > Partnerships among democratic countries could produce enough minerals to enable the world to limit warming to 1.5°C, the more ambitious target in the Paris Climate Agreement. While extraction and processing would require extraordinary international cooperation and capacity buildout, the demand for nearly all critical minerals for EVs could be met by developing reserves in democratic countries.

Battery Manufacturing and Recycling

- > The domestic industry is quickly scaling to meet the demand driven by transportation electrification. Between 2010 and 2021, the public and private sector invested \$95 billion into building capacity—including building or expanding 160 facilities, supplying enough batteries for 10 million EVs per year, and creating 70,000 new jobs.
- > The global market for battery recycling alone is estimated to reach \$17.1 billion by 2030. This expansion is largely driven by the growing number of EVs approaching their end-of-life, and while the volume of such feedstocks is less than 2 GWh today, it could reach 100 GWh by 2030 and 1.3 TWh by 2040.

Automakers

- > Led by innovations in electric drivetrains and propelled by rapidly expanding consumer demand, electrifying the auto industry is the most commercially-viable way to protect public health, climate, and the environment. Automakers have invested \$31.4 billion in EV manufacturing since 2015, with another \$78.7 billion invested throughout the EV supply chain.

Grid Capacity

- > In 2021, the U.S. EV fleet used 6.1 TWhs of electricity; in 2022, the U.S. generated 4,243 TWhs. As more EVs hit the roads in the coming years, more electricity will be necessary, but it's important to remember that this new demand will occur gradually. Likewise, EV adoption isn't the first time electricity providers have navigated increases in electricity demand brought on by new technologies: similar spikes accompanied mass adoption of now-standard appliances like refrigerators and in-home air conditioners.

Charging Infrastructure

- > There are already more than 54,000 public charging locations and over 139,000 individual charging ports across the U.S. Including residential charging, the U.S. is expected to deploy as many as 18 million charging ports by 2027—just in time for EPA's rules to take effect. The Department of Energy estimates that the country is on track to create a national network of 26-35 million ports—enough to support 30-42 million EVs—by 2030.



Recommendations

From critical minerals development, to battery manufacturing and recycling, to expanding access to EV charging, the full EV supply chain is preparing to support increased transportation electrification. As such, ZETA applauded the current efforts of the EPA to increase emission standards for light, medium, and heavy-duty vehicles, but made it clear that standards should incentivize zero-emission vehicle manufacturing.

For Light-Duty Vehicles:

- > ZETA urged the agency to finalize standards more stringent than Alternative One for LDV GHG emissions and to finalize LDV multipollutant standards that are equally as stringent. The comments also encouraged EPA to consider standards that would result in the same level of emissions reductions as California's Advanced Clean Cars II regulation for MYs 2033-2035. ZETA urged the agency to undertake a separate final rulemaking under a different OMB Regulatory Information Number to ensure such standards are severable from the MY27-32 proposed standards.
- > ZETA also supported the proposed revisions to the car and light truck footprint curves, including the flattening of each slope over the timeframe covered by the standards, and encouraged EPA to finalize the changes as proposed. Further, ZETA encouraged EPA to incorporate the most recent base year data available (rather than 2019) for the final rulemaking.

For Medium-Duty Vehicles:

- > ZETA encouraged EPA to finalize maximally-stringent multipollutant standards for class 2b-3 MDVs. ZETA supported the proposed revisions to the work factor curves, including the cut points and slope changes over time, for the same reasons discussed above in the LDV footprint curve context. Ultimately, ZETA believes EPA's proposed changes to the work factor curves will more accurately capture the benefits of EVs and drive greater emissions reductions over MY27-32, and encouraged EPA to finalize the changes as proposed.
- > The comments also encouraged EPA to finalize MDV GHG and multipollutant emission standards for MY 2033-2035 that align with the stringency of California's Advanced Clean Trucks regulations for class 2b-3 vehicles.

For Heavy-Duty Vehicles:

- > HDEV technology has progressed rapidly since the Phase 2 GHG emission standards finalized in 2016, and ZETA supported the proposed accelerated phaseout of HDEV credit multipliers by MY27. ZETA also requested that EPA articulate clear guidelines for when the credit multiplier phaseout would be appropriate and urged the agency to finalize standards before the end of 2023 to ensure that they apply to vehicles as soon as permitted under the Clean Air Act.

Looking Forward

Finalizing maximally-stringent standards will ensure the supply chain has the regulatory certainty to protect the investments they make today. As the formal rulemaking process proceeds, ZETA is committed to advocating for strong standards and ensuring our members' voices are heard.

[ZETA's formal HDV comments](#) submitted to EPA on June 16, 2023.

[ZETA's formal LMDV comments](#) submitted to EPA on July 5, 2023.





LUCID

"As an American, all-electric auto manufacturer and technology company, Lucid values the role ZETA plays in bringing together all parts of the EV industry for strategic conversations about regulatory and policy opportunities and challenges. Leveraging our combined strengths, ZETA is a critical advocate for accelerated transportation electrification and is uniquely positioned to advance the interests of the fully electric industry."

Regulatory Efforts: State Agencies

At the state level, ZETA submitted regulatory comments to various state agencies in support of programs such as Advanced Clean Cars II (ACC II), Advanced Clean Fleets (ACF), and Advanced Clean Trucks (ACT). Our coalition supports states following California's example by adopting such programs without delay. These programs are an important step towards decarbonizing the transportation sector.

Public Comments

Adopting Advanced Clean Cars II and Advanced Clean Trucks Regulations

- > ZETA commented in support of state proposals to adopt California's Advanced Clean Cars II and Advanced Clean Trucks regulations. The comments provided a short overview of how the EV supply chain is preparing to support an all-electric future and urged states to finalize the rules without delay.

Connecticut: [Full ACC II Text](#) and [Full ACT Text](#)

Maine: [Full ACC II Text](#) and [Full ACT Text](#)

Rhode Island: [Full ACC II Text](#) and [Full ACT Text](#)

Colorado (ACC II only): [Full Text](#)

New Jersey (ACC II only): [Full Text](#)

California's Proposed Amendments to Advanced Clean Fleets Regulation

- > ZETA commented in support of California Air Resources Board (CARB's) proposed amendments to the Advanced Clean Fleet regulations. If finalized, the amendments would accelerate the timeline for the 100% ZEV requirement up to Model Year 2036. [Full Text Here](#).

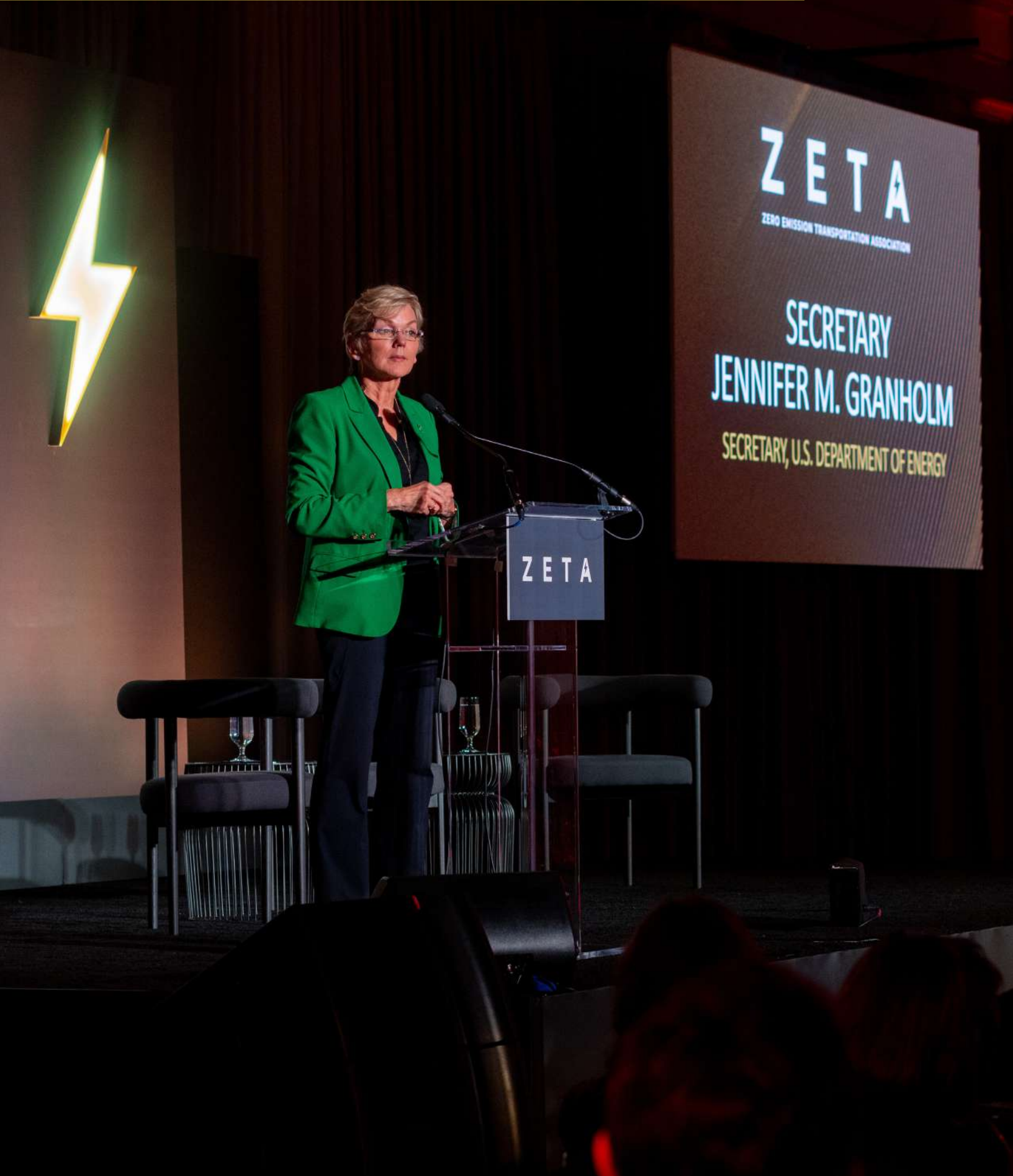
Public Hearings

ZETA testified on behalf of the industry during the following state-level public hearings:

| | | | |
|--|------------------------|--------------------|--------------------------------|
| Delaware Department of Natural Resources and Environmental Control | Advanced Clean Cars II | April 26, 2023 | ZETA Testimony |
| California Air Resources Board | Advanced Clean Fleets | April 27, 2023 | ZETA Testimony |
| New Jersey Department of Environmental Protection | Advanced Clean Cars II | September 21, 2023 | ZETA Testimony |

Collaboration with Coalition Partners

25





Case Study: ZETA's 2023 EV Awards

In November, ZETA hosted its 2023 EV Awards in Union Station's East Hall. The event was designed to celebrate the industry's progress on transportation electrification, bring advocates from across the public, private, and nonprofit sectors together, and foster discussions about the future of EV policy in the U.S.

The event also gave ZETA an opportunity to thank the legislators who championed the electric vehicles and featured remarks from Energy Secretary Jennifer M. Granholm, Majority Leader Chuck Schumer, and Senators Murkowski and Cortez Masto. Secretary Granholm delivered a standout keynote address that highlighted the private and public sector's investment in achieving a clean energy economy. Senator Schumer received the Policy Pathfinder award for his role in brokering conversations that resulted in the passage of the Inflation Reduction Act. Senators Murkowski and Cortez Masto joined "Looking Ahead: Developing A Bipartisan Strategy for Transportation Electrification," a fireside chat moderated by ZETA's Executive Director after receiving the EV Supply Chain Groundbreakers awards for their work to modernize the critical minerals permitting structure in the U.S.

Over 200 guests attended the event, including key representatives from peer organizations like CALSTART, Climate Power, Electrification Coalition, the League of Conservation Voters, NEMA, Moms Clean Air Force, and SAFE; staff from 15 Congressional offices, including those of Senators Cornyn (R-TX), Duckworth (D-IL), Rosen (D-NM), Stabenow (D-MI), and Warnock (D-GA); and 18 ZETA member companies. Former Vice President Al Gore surprised the audience with a short address prior to introducing Secretary Granholm.

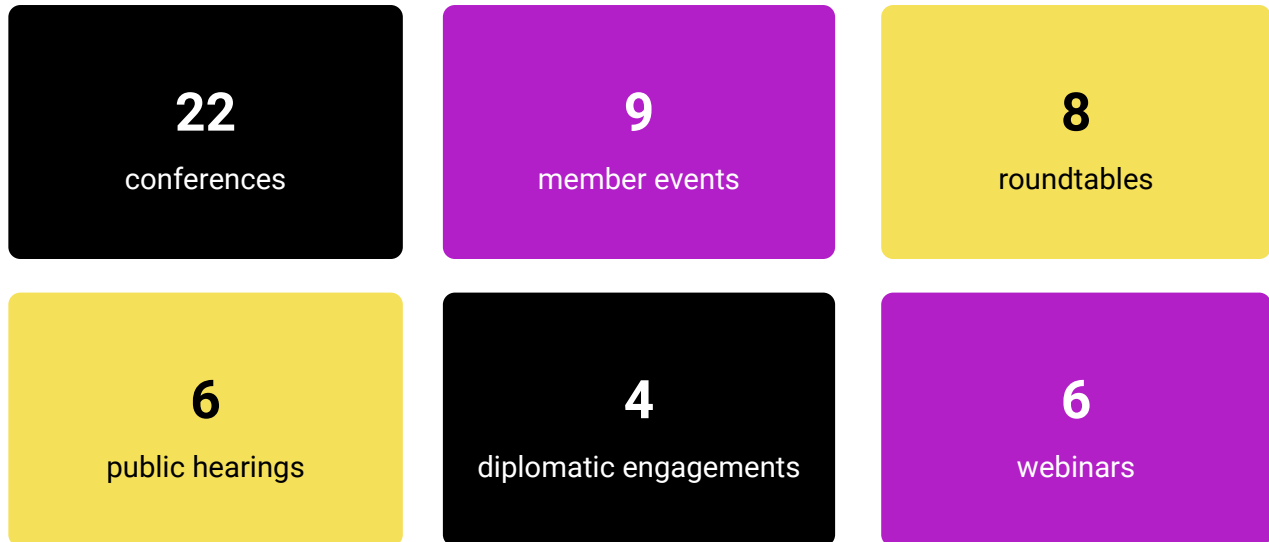
The event featured a call to action for attendees to “Go the Extra Mile” and take responsibility to educate their partners, neighbors, elected representatives, and the country about the importance of electric vehicles—not just for themselves, but for the generations to come. “Going the Extra Mile” became the tagline of the event, and we are exploring the possibility of using the phrase as the basis for a public education communications campaign.

The event was a major opportunity for ZETA, and we are grateful to all the event’s sponsors for their generosity and to the DuFour Collaborative for their help planning, coordinating, and showrunning the event.



Events

In 2023, ZETA held its inaugural EV Awards and participated in over 60 roundtables, conferences, webinars, and other engagements.



Member Engagement

ZETA prides itself on supporting our members, facilitating important conversations, and celebrating successes. Highlights included attending:

- > Princeton NuEnergy's Department of Energy & Energy Efficiency and Renewable Energy Grant Launch Open House & Scientific Meeting | *April 5, 2023 in Bordentown, NJ*
- > Siemens's e-Mobility Factory Opening and Stakeholder Roundtable | *April 24, 2023 in Dallas, TX*
- > Uber for Business's Sustainability Roundtable | *May 2, 2023 in Washington, D.C.*
- > Lion Electric's Manufacturing Facility Grand Opening | *July 21, 2023 in Joliet, IL*



"With the cutting-edge technology and innovative spirit of Lion Electric, we are driving the transformation of the transportation sector towards emission-free solutions"

U.S. Senator Dick Durbin (D-IL)

Roundtables & Workshops

Third Way Workshop: Clean Energy Industrial Strategy | October 20, 2023

- > ZETA's Executive Director Albert Gore spoke at a closed roundtable to discuss the U.S. government's prior, current, and future industrial strategy. This session was a followup to a previous session on the same topic, hosted in July 2023.

Cobalt Institute: Roundtable on the "Responsible Sourcing of Cobalt: Meeting ESG Expectations" | September 22, 2023

- > ZETA's Policy Associate Ronnie LeHane participated in the event, which brought key public and private stakeholders together for critical conversations about what responsibility looks like in the upstream cobalt supply chain.

Climate Power: Clean Energy Business Roundtable | September 7, 2023

- > ZETA's Executive Director spoke at a roundtable that brought together public and private officials to discuss the current effects of the IRA on the private sector and future opportunities to strengthen the bill.
- > 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.

Conferences

In 2023, ZETA attended and spoke at 22 conferences across the country. Highlights included:

Benchmark Week 2023 | November 14-16, 2023 in Los Angeles, CA

- > ZETA's Executive Director spoke on the "North American Energy Transition Geopolitics" Panel, which focused on understanding the key impacts of the Inflation Reduction Act and other policy developments and strengthening strategic relationships with politically aligned markets. The panel also featured the Department of Energy and U.S. manufacturer Graphite One.

EV HybridNoire National E-Mobility Diversity, Equity, and Inclusion Conference | October 26, 2023 in Washington, D.C.

- > ZETA was pleased to return to EVHybridNoire's annual National E-Mobility Diversity, Equity, and Inclusion Conference. Executive Director spoke during "E-Mobility Workforce and Economic Inclusion," a panel discussing the importance of additional investment in research and data analytics within e-mobility and highlighting prominent projects and data points looking at the future of the e-mobility landscape.



MOVE Mobility Conference Austin (Photo) | September 26, 2023 in Austin, TX

- > ZETA's Policy Director spoke on a panel Sponsored by Hogan & Lovell LLC. The panel discussion tackled how the Inflation Reduction Act rests at the nexus of geopolitics, climate change, and industry. Leilani broke down why we cannot untangle the IRA's industrial policy from climate policy.



Forth Roadmap Conference | May 15-17, 2023 in Portland, OR

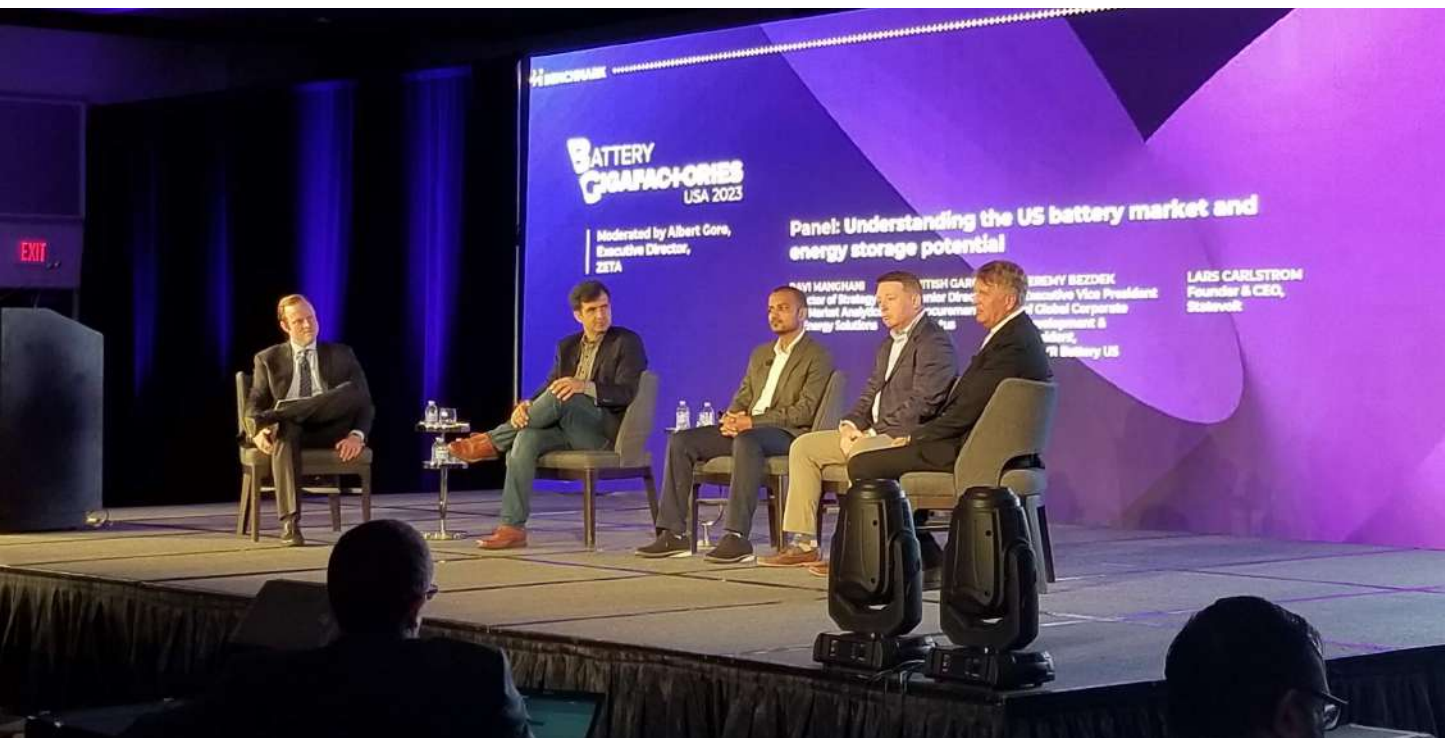
- > ZETA's Executive Director moderated a panel titled "Disruption: How EV Startups Are Changing the World." The panel featured ZETA members Lucid and GreenPower Motor Company and discussed the advantages and challenges of being a purely electric automaker startup compared to a legacy automotive manufacturer.

Clean Energy Unites Conference | May 14, 2023 in Washington, D.C.

- > ZETA's Executive Director joined the leadership teams from Advanced Energy United, American Council on Renewable Energy (ACORE), American Clean Power (ACP), and the Solar Energy Industries Association (SEIA) for a discussion about ways the clean energy industry can unite to achieve its individual and collective goals.

Benchmark Gigafactories 2023 (Photo) | May 6, 2023 in Washington, D.C.

- > ZETA Executive Director moderated a panel titled “Understanding the U.S. battery market and energy storage potential.” The panelists included representatives from LS Energy Solutions, Avantis, FREYR Battery US, and Statevolt. The panel explored lithium-ion battery penetration across passenger, commercial and alternative mobility markets, as well as other energy storage systems applications; gigafactory development and the factors that determine their speed to market; how the lithium ion battery will be the platform technology for the U.S.’ net zero carbon economy; the national charging network; and the potential of the stationary energy storage market.



MEIBC Annual Energy Innovators Conference | April 26, 2023 in East Lansing, MI

- > ZETA’s Executive Director spoke on a mainstage panel titled “The Road Ahead: The Future of Energy Policy.” The panel featured representatives from Michigan’s state Senate and Governor’s office, and Advanced Energy United, a trade association.

UNC Kenan-Flagler Business School: The Future of Electric Vehicles—Challenges and Opportunities | February 23-24, 2023 in Chapel Hill, NC

- > ZETA’s Executive Director delivered the conference’s keynote address, titled “The Road to EVs: How we got here and where we are going.” The address touched on the current state of EV adoption, highlighted key legislative breakthroughs at the state and federal levels, and provided a framework for future progress. ZETA’s Policy Director also spoke on a panel titled “How do the IIJA and Investment Reduction Act Change the EV Landscape? How will State Governments Support Implementation and Other Enabling Policies?” alongside representatives from EV Hybrid Noire, the State of North Carolina, and private industry.

Webinars & Virtual Broadcasts

Utility Dive: Utility-Auto Sector EV Charging Partnership | September 14, 2023 (virtual)

- > ZETA's Policy Director spoke on a panel alongside several industry leaders. The panel delved into the partnerships forming between top utility and auto companies, and tackled how industry is responding to developments related to vehicle-to-grid or vehicle-to-everything (V2X) technologies, demand response, energy use and charging behavior, charging infrastructure ownership and management, equity, and more.

ZETA x Accelerate: The State of Play and Next Steps in the U.S./CAN ZEV Supply Chain | June 15, 2023 (virtual)

- > Co-hosted by Accelerate and ZETA, this virtual dialogue focused on the state of play and next steps in the U.S.-Canada zero emission vehicle (ZEV) supply chain. The event was a conversation with industry and government stakeholders exploring the current business, economic, geopolitical and policy dynamics shaping approaches to a North American supply chain. The dialogue included a briefing from Andrew Miller, COO of Benchmark Minerals Intelligence on the opportunities, drivers and challenges of a North American supply chain approach.

ZETA-EF: How Electricity Providers Are Planning for Electric Vehicles | July 24, 2023

- > See "Case Study of Thought Leadership" on page 40.

We Don't Have Time: Climate Week NYC | September 28, 2023 in New York City, NY

- > Dr. Sweta Chakraborty, President of We Don't Have Time U.S. (WDHT), interviewed ZETA's Executive Director as part of WDHT's New York Climate Week broadcast. The discussion focused on leadership in the EV industry, and the broadcast series reached over 10 million



International Engagements

Roundtable at the Norwegian Embassy | October 3, 2023 in Washington, D.C.

- > At the invitation of the Ambassador of Norway, Anniken R. Krutnes, ZETA's Executive Director attended a high-level roundtable conversation titled "Sustaining Policies for the Energy Transition." The roundtable participants included senior policy officials from the U.S. Administration and Congress, decision makers from clean energy industries, and industry groups.

American Chamber of Commerce in Australia (AmCham) | April 3, 2023 in Washington, D.C.

- > ZETA hosted AmCham's team during the delegation's first Defence and Critical Minerals Trade Mission—a series of meetings with senior leaders in government, industry, and academia in London, New York, and Washington D.C. focused on uncovering current and future business opportunities through avenues such as AUKUS (a trilateral security partnership between Australia, the United Kingdom, and the U.S.) and the Inflation Reduction Act. The lunch brought ZETA members and AmCham's delegates together for a discussion about the future of the American critical mineral industry and the role of international coordination in securing resilient, transparent, and sustainable supply chains.

Australian Delegation | ZETA Meeting with Australian Members of Parliament | October 11, 2023 in Washington, D.C.

- > The Embassy of Australia hosted ZETA's Policy Director, Leilani Gonzalez, and Regulatory Director, Thomas Boylan, for a meeting with members of parliament to discuss the passage and implementation of the Inflation Reduction Act.



March 10, 2023 in Washington, D.C.

- > In March, Bill Johnston, Western Australia's Minister for Mines and Petroleum, Energy, Corrective Services, Industrial Relations visited Washington, D.C.. The Minister's visit focused on the battery, critical mineral, and energy sectors. Along with members LG, Jervois, Albemarle, and Ioneer, ZETA hosted the Minister and his delegation for a discussion about our members' current projects and ways that international policies can develop the critical mineral supply chain further.

Letters

In 2023, ZETA led or signed on to 15 letters. Highlights included:

Letter to Congress: Industry Opposes the AM for Every Vehicle Act | May 22, 2023

- > In this letter, ZETA, the Alliance for Auto Innovation, Consumer Technology Association, and TechNet urged members of Congress to consider the redundancy of mandating AM radios in all new vehicles. Challenging the proposed AM radio mandate continues to be a key advocacy issue for ZETA in 2023. [Read the letter.](#)

Letter to Congress: Reject Efforts to Repeal the IRA | May 16, 2023

- > More than 100 clean energy business leaders sent a letter to President Biden, Speaker McCarthy, Senate Majority Leader Chuck Schumer, Senate Minority Leader Mitch McConnell, and House Minority Leader Hakeem Jeffries to call on the leaders to “reject efforts to repeal the Inflation Reduction Act and end the threats to our businesses and hundreds of thousands of American clean energy jobs.” [Read the letter.](#)

Letter to EPA Administrator: Industry Supports eRINs Framework | May 5, 2023

- > In this letter, ZETA and seven other industry groups urged EPA to finalize a framework for eRINs by June 2023. The letter came in the wake of press reports which indicated that EPA was considering excluding or separating eRINs from an upcoming Renewable Fuel Standard (RFS) rulemaking. [Read the letter.](#)

Letter to Treasury & Joint Office: Implementing §30C of the IRA | May 3, 2023

- > In this letter, ZETA urged Treasury, IRS, and the Joint Office of Energy and Transportation to provide relief from geographic targeting requirements for taxpayers planning to claim the tax credit for alternative fuel vehicle refueling property under §30C. Specifically, ZETA requested that IRS waive geographic requirements for non-business taxpayers and provide a transition period for business taxpayers before the rule is enforced. [Read the letter.](#)

Letter to Congress: Repeal the Federal Excise Tax | February 22, 2023

- > Alongside a group of transportation and trucking stakeholders, ZETA sent a letter to Congress calling for the repeal of the Federal Excise Tax (FET) on heavy-duty commercial vehicles. Established in 1917 to defray the costs of World War I, this tax impedes the deployment of cleaner, more environmentally-friendly trucks. The FET can add more than \$50,000 to the price of the latest low- or zero-emission vehicle, making these modernization cost-prohibitive for smaller fleets. [Read the letter.](#)



Image: Lion Electric



Thought Leadership

Policy Briefs & White Papers

POLICY BRIEF

Powering the EV Market: How Electricity Providers are Planning for the Future

This policy brief discusses the key energy considerations associated with growing EV adoption in the United States. Electricity providers are experts in infrastructure development and have a history of working with federal, state, and local regulators to deliver affordable and reliable electricity

to their customers. This policy brief outlines several case studies that showcase the important role electricity providers play in simplifying widespread EV adoption by strengthening charging infrastructure, managing charging loads during peak energy demand periods, and supporting customers throughout their EV transition.



Key Takeaways

- > In addition to providing funds for large-scale grid upgrades, ZETA recommends Congress increase funding for research and development into new, more efficient systems for the delivery of electricity.
- > Granting utilities the flexibility to make proactive upgrades to the electricity grid and facilitate transportation electrification will require careful planning and coordination between regulators and stakeholders.
- > To effectively modernize the grid, the federal government must use tools such as the Interagency Pre-Application Process for grid transmission or create Memorandums of Understanding (MOUs) between project applicants, federal agencies, states, and Tribal governments.

WHITE PAPER

Fostering an Electric Future: A Federal Perspective on the U.S. Critical Mineral Supply Chain

Supporting the production of critical minerals—including lithium, nickel, cobalt, copper, manganese, graphite, and rare earth minerals—in the United States is key to addressing the growing demand for electric vehicles. However, challenges—including growing a well-trained workforce, navigating uncertain federal programs and the lingering need for permitting reform—remain. Moving toward a closed-loop system is essential so that critical minerals can be transformed back into raw materials and reused.



Key Takeaways

- > Critical minerals are indispensable to a clean energy economy, and the demand for critical minerals will continue to increase regardless of whether or not a single new EV is manufactured.
- > New U.S. minerals projects have been inhibited by lengthy and uncertain permitting and litigation timelines, volatile market prices, uncertainty around the mechanics and stability of new federal programs, and a laissez-faire attitude toward sourcing minerals abroad.
- > The U.S. must decrease the timeline for mine permitting in the U.S., which currently stands at over a decade and significantly stifles domestic development.
- > Similarly, the federal government must establish a federal standard for battery recycling (in particular, streamlining transportation and labeling practices).
- > Developing education and training programs will equip the critical minerals industry with a next generation workforce.
- > Reforming the USGS Critical Mineral list to designate copper as a critical mineral is essential.
- > International collaboration between the U.S. and its allies is critical for cultivating a reliable supply chain for critical minerals and battery components.

Op-Eds

U.S. Has Made Huge Investments to Protect People With Asthma From Air Pollution | Albert Gore, ZETA

May is National Asthma Awareness month, and ZETA's Executive Director shared one of many positive outcomes of electrification: improved public health. Reducing tailpipe emissions in recent years has helped lower the rate of pediatric asthma after initiatives set forth by the federal government such as the Inflation Reduction Act.

[Read more.](#)

ZETA Insights Blog Series

Accelerating the Growth of a Domestic Supply Chain for Electric Vehicles—Why the Inflation Reduction Act is Critical | Devin Horne, Panasonic

Panasonic is working to build the future of electric vehicles in alliance with IRA incentives by building out supply chains, investing in a circular economy, creating the next generation's workforce, and matching demand for growing industry innovations. [Read more.](#)

Driving Sustainability with Evolving Battery Chemistries | Chris Nevers, Rivian Automotive

Rivian highlights an argument for a shift to Lithium Iron Phosphate (LFP) batteries. LFP batteries emit less carbon, are safer, more durable, longer-lasting, and offer broad utility applications at a lower cost. [Read more.](#)

To Accelerate The EV Shift, Prioritize Charging At Multifamily Buildings | Katie Tomarchio, ChargePoint

ChargePoint is partnering with Charge Across Town and the state of California to improve access to commercial charging, particularly in low-income or disadvantaged communities. [Read more.](#)

EPA is Right to Build on Industrial Policy and Protect Public Health | Albert Gore, ZETA

In this *Insight*, ZETA sets the record straight on what EPA's proposed emission standards are (and what they are not) and how the EV supply chain is currently preparing to cut emissions from the transportation sector over the next ten years. [Read more.](#)



Critical Mineral Permitting Reform Framework | ZETA Staff

In this *Insight*, ZETA staff provide recommendations as part of a designated project-based approach to permitting reform—analogous in concept to a lands bill—focused on increasing domestic production of critical minerals for the EV supply chain. [Read more.](#)

Critical Minerals and our Electric Future | By Ronnie LeHane, ZETA

This *Insight* provides an overview of critical minerals and their role in decarbonizing transportation. It dives into the increased demand for critical minerals and the lack of recent mineral production in the U.S., culminating in an analysis of how the U.S. is well positioned to establish a new global standard for sustainable mining practices. [Read more.](#)

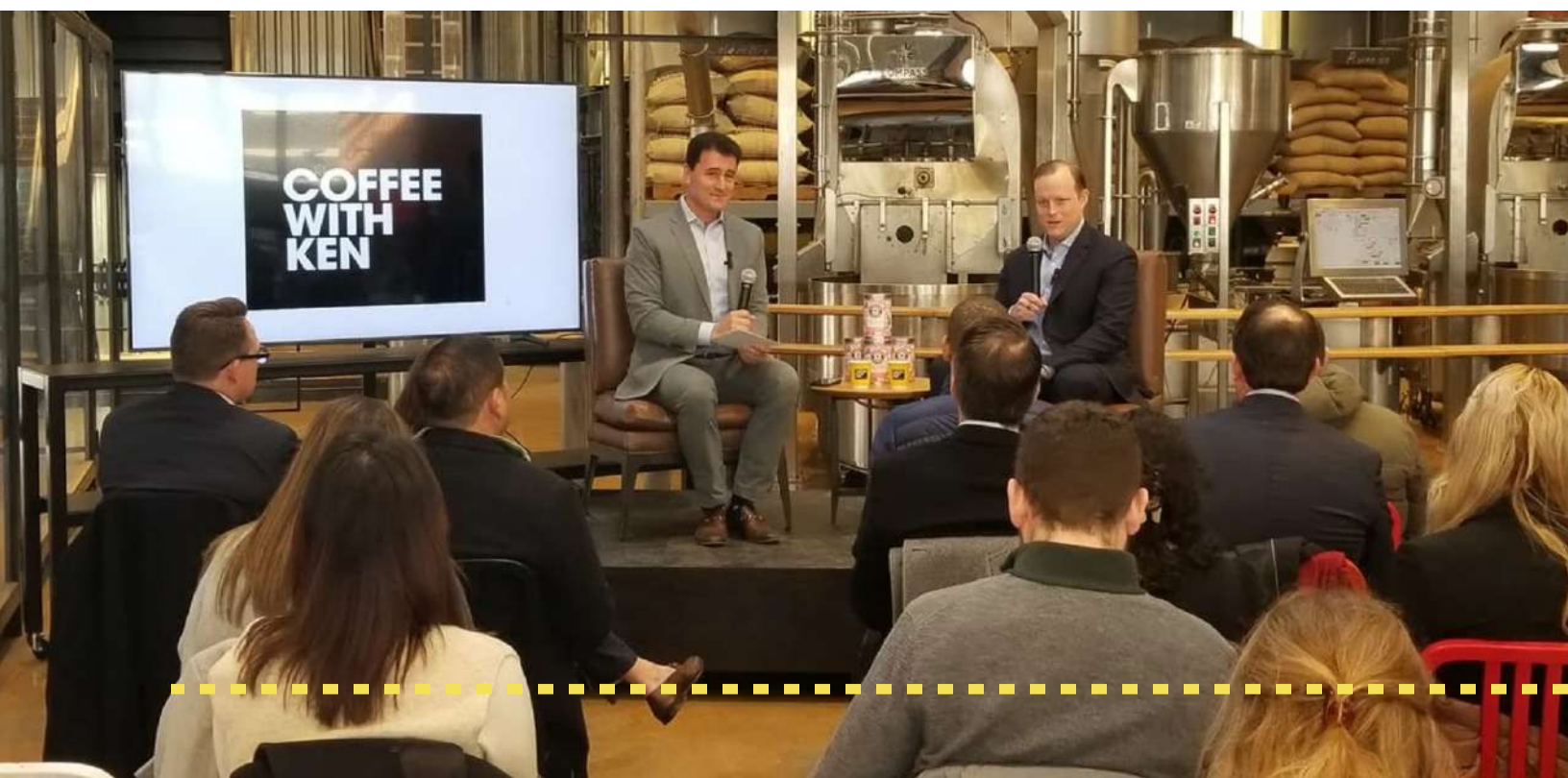
Podcasts

Energy Innovation's Electrify This! | May 31, 2023

ZETA's Regulatory Director joined Energy Innovation for an episode titled "On The Move: Policy Accelerates The U.S. Electric Vehicle Market." The episode focused on how federal and state policies are reshaping the ways people and goods travel while cutting harmful greenhouse gas emissions and pollutants from cars and trucks, the U.S. electric vehicle market, exciting supply chain developments, and how to ensure a smooth transition to an all-electric transportation sector. [Listen here.](#)

Ken Biberaj's Coffee with Ken | March 15, 2023

ZETA's Executive Director discussed the world of zero-emission transportation, including the benefits and challenges of transitioning to an all-electric vehicle society. [Watch here.](#)



Policy Analyses & Summaries

Cash on the Hood: How the IRA Makes EV Tax Credits More Accessible | Thomas Boylan & Ronnie LeHane

In this *Insight*, ZETA provides a summary of the EV tax credits under the IRA, and how new IRS guidance from October 2023 around these tax credits will increase consumer access to EVs. [Read more.](#)

Overview and Analysis: March Treasury Guidance for Clean Car Tax Credit (30D) | Leilani Gonzalez & Thomas Boylan

This article explains the New Clean Vehicle Credit of the Inflation Reduction Act. [Read more.](#)

Summary of IRS Guidance on Prevailing Wage and Apprenticeship Requirements to Access Inflation Reduction Act Incentives | ZETA Staff

The proposed regulations summarized in this *Insight* amend and provide clarity to taxpayers wishing to claim increased credit or deduction amounts by meeting the requirements for clean and alternative energy-related projects established by the IRA. [Read more.](#)

The Final Rules: National Electric Vehicle Infrastructure Formula Program Summary | Thomas Boylan

This article explains final standards and requirements of the Biden administration's NEVI program. [Read more.](#)

Treasury Interim Guidance—What it Is and What it Means for EV Adoption | Policy Team

This article explains the subsections of IRA's Clean Vehicle Credits. [Read more.](#)



Case Study: Utility Brief & Webinar

The Problem

ZETA advocates for EVs by amplifying the work of our coalition members. In early 2023, our team observed mounting press coverage that questioned whether America's electricity grid will be able to handle widespread EV deployment. We were seeing the same question: how much more energy will we need, and how do we meet that demand? Left unanswered, this question hinders EV adoption and slows our progress.

Transitioning to zero-emission transportation offers a unique challenge to electricity providers, who will need to ensure they have ample electricity to match EV-driven demand. This will require investments in the distribution system to enable the deployment of electric vehicle supply equipment (EVSE). In some instances, this may also require investing in new energy generation sources and associated distribution systems to accommodate major EV centers like medium- and heavy-duty vehicle depots.

ZETA's Response

The energy providers in ZETA's membership are well-prepared to meet this challenge. After collecting case studies highlighting several members' transportation electrification strategies, ZETA published "Powering the EV Market: How Electricity Providers are Planning for the Future." The policy brief evaluated the growing energy demands that come with increased EV adoption and explained how additional energy can be generated and managed by electricity providers.



ZETA then hosted an industry webinar related to the policy brief. This live webinar attracted over 150 stakeholders from industry, government, and media. ZETA members Duke Energy, Xcel Energy, Vistra Corporation, Southern California Edison, Pacific Gas and Electric (PG&E), ConEdision, and Salt River Project participated in the panel. Moderated by ZETA's Executive Director, the panelists addressed key questions about EVSE and the work being done to prepare the grid for future transportation electrification efforts—all while maintaining reliability, resiliency, and affordability for customers. Aside from the robust discussion around generating sufficient energy for a new era of transportation, the panelists presented the unique solutions they have implemented to accelerate EV adoption in their respective regions of the country.

Example Case Study:

PG&E uses geospatial forecasting to anticipate demand for EV infrastructure. Before, the company relied on customer requests for service to inform where EV load would materialize, leading to a less-than-optimal, slow, and reactive approach. The new forecasting approach was easily integrated with the existing distribution planning process and company software, leading to a much smoother implementation. PG&E also leverages the insights from the new forecasting method to produce directional assessments of the resources needed to support capacity investments that are accounted for in their capital expenditure planning. PG&E continues to upgrade and refine its forecasting and planning capabilities to support its customers' transition to electrification.

Energy providers remain at the nexus of the clean energy and transportation electrification transition. Energy providers are continually looking for new ways to shave peak load and operationalize off-peak charging through increased customer education and utilization of existing or emerging technologies. Additionally, electricity providers are decarbonizing future clean energy generation plans, electrifying their respective fleets, and educating private operators on how to transition to BEVs.

Initial Results of the Webinar & Brief

As a result of the substantive and timely policy brief and webinar, Michael Berube, DOE Deputy Assistant Secretary for Sustainable Transportation and Fuels, reached out to ZETA to discuss the topics presented in more detail and learn how electricity providers are preparing for this shift.

During the meeting, DOE asked ZETA's members to share what the agency can do to make electricity providers confident enough to ask their senior executive for a \$150 million dollar investment. One of the answers was research and development for second-life EV batteries that translate to utility-scale storage and vehicle-to-everything (V2X) capabilities. While V2X is several years away, many electricity providers see its potential and need clarity about who will incur associated costs.

Participants also discussed the need for a shift that allows electricity providers to deploy infrastructure and better anticipate load demands in advance—as well as the need for improved telematics, information sharing, and breaking down of certain proprietary walls. Accordingly, Secretary Berube urged meeting attendees to organize and communicate utility requests through the Joint Office’s Working Group.

This discussion shows ZETA’s work is valued by the government agencies and our insight is influential amongst policymakers. Further, this meeting allowed the private sector to connect directly with the agencies that regulate them.



Delivering water and power®

“SRP is committed to accelerating EV adoption for the benefit of our customers and the communities we serve. In addition to having one of the largest workplace charging programs in Arizona, our strategic roadmap initiatives extend further than electrifying personal vehicles—they include transforming and electrifying entire commercial and municipal fleets, including everything from work trucks and industrial equipment to public transit, such as school and city buses. SRP is dedicated to working with our community partners, governmental agencies, and our residential and business customers to identify ways to support and reward EV adoption. ZETA is an important ally in championing policies that will boost the adoption of EVs as well as charging infrastructure across all sectors. At SRP we believe the road ahead is not only exciting, it’s electric!”

Communications & Press Engagement

43



ZETA's communications team remains committed to ensuring that our coalition is driving the media narrative surrounding EVs. Our diligent focus on combating misinformation and amplifying electrification success stories has earned ZETA significant press coverage from an array of renowned publications and media outlets. Highlights included:

News Coverage

[EV tax credit has been 'significant' incentive for adoption: Expert | Yahoo! Finance | October 12, 2023](#)

Yahoo! Finance interviewed ZETA Executive Director Albert Gore about the way that the Bipartisan Infrastructure Law, National Electric Vehicle Infrastructure (NEVI) Program, and IRA transformed the transportation electrification landscape over the course of the past two years. Albert highlighted that the benefits created in these programs lowered costs for consumers, created substantial investments in charging infrastructure, and led to a rise in EV ownership. [View the full video here.](#)



[An EV drive-thru chat with Al Gore III | Axios Pro | July 18, 2023](#)

In this article, ZETA's Executive Director discussed how he hopes the Inflation Reduction Act will spur EV investment through its pro-market approach, ZETA's vision for critical mineral permitting reform and how it can impact transportation decarbonization, and his background prior to joining ZETA.

[U.S. Seeks to Accelerate Transition to EVs With Tough Tailpipe Emission Rules | Wall Street Journal | April 12, 2023](#)

In light of the publication of EPA's model year 2027-2032 vehicle emission standards, the Wall Street Journal reached out to ZETA's Regulatory Director Thomas Boylan for comment. Thomas noted that the new EPA regulations would provide certainty for automakers thinking about how to expend their resources in the coming years and signal that the market is ready for them to invest in their EV sector.

[Considering an EV? Here's what to know about the new tax credits | CNN | March 31, 2023](#)

ZETA's Regulatory Director commented on the timeline for the U.S. electric vehicle supply chain to become competitive with foreign investments. Thomas explained the IRA tax credits will be most effective if consumers can access the credits quickly and reduce the cost of an EV at the time of purchase.



[The political scion working on EV deployment | Politico | January 18, 2023](#)

This article for Politico's Long Game newsletter profiled ZETA's Albert Gore during the first weeks of his tenure as the organization's new Executive Director. The article discusses Albert's vision for ZETA's future, major challenges and opportunities for accelerating EV adoption in the U.S., and ways to make EVs accessible to more Americans.

Press Releases

During the past year, ZETA published 18 press releases to inform the news media, ZETA members, and the general public about our advocacy efforts. Highlights included:

- > [ZETA: IRS Transferability Guidance is Key to Simplifying Consumer Experience and Accelerating EV Adoption](#) (October 6)
- > [EV Industry Backs Light- And Medium-Duty Vehicle Emission Standards In Comments To EPA](#) (July 5)
- > [Automakers And Tech Industry Oppose AM Radio Mandate In Letter To Members Of Congress](#) (May 22)
- > [Clean Vehicle Tax Credit Guidance to Provide Policy Certainty Needed to Deploy Hundreds of Billions of Dollars in EV Investments](#) (March 31)
- > [Zero Emission Transportation Association Welcomes Finalization Of The National Electric Vehicle Infrastructure Formula Program](#) (February 15)

Member Dashboard

Launched this year, the [Member Dashboard](#) grants members access to all of ZETA's public comments, letters, and issue briefs, as well as social media and branding resources. Access to the dashboard is exclusive to ZETA members and its content is updated regularly.

Social Media & Public Awareness Efforts

ZETA has enjoyed significant social media growth during the past year. Our organic following across X (formerly Twitter), LinkedIn, Facebook, and Instagram grew to 10,373 followers from a total audience of 8,400 at this time last year—representing a 23.4% increase year-over-year. LinkedIn growth has been particularly notable: our audience increased by nearly 35% in the past twelve months.



#BattFacts (October 2023)

ZETA used the week leading up to Halloween as an opportunity to highlight EV batteries through its #BattFacts social media campaign. Throughout the week, the ZETA team shared information on the history of batteries and their potential in the clean energy economy with the goal of educating the public and building engagement on Instagram and X.



#EVsInTheWild (September 2023)

To recognize National Drive Electric Week, ZETA launched a social media campaign designed to show how EVs meet the daily travel needs of American drivers. Using the hashtag #EVsInTheWild, ZETA reached out to members, Congressional offices, and the public to encourage EV spotters to share pictures of vehicles they see throughout their day.

Engagement from ZETA members and ally organizations was crucial to this campaign. With their support, ZETA's organic social media posts averaged a 6.75% engagement rate (above the initial goal of 5%), and we were able to reshare approximately 80 posts from other organizations. ZETA has continued to monitor #EVsInTheWild and plans to use the hashtag in the future.



National Drive Electric Week

National Drive Electric Week, Sep 22-Oct 1, 2023, is a nationwide celebration to raise awareness of the many benefits of all-electric and plug-in hybrid cars, trucks, motorcycles, and more. Historically, National Drive Electric Week has had more than 200 events including caravans, ride-and-drives, electric vehicle parties, and information booths across the country each year—giving national local residents, as well as advocates, a place to gather to experience and promote electric vehicles (EVs).



ABOUT ZETA

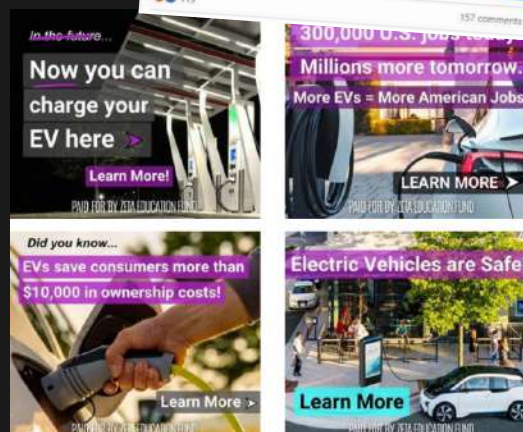
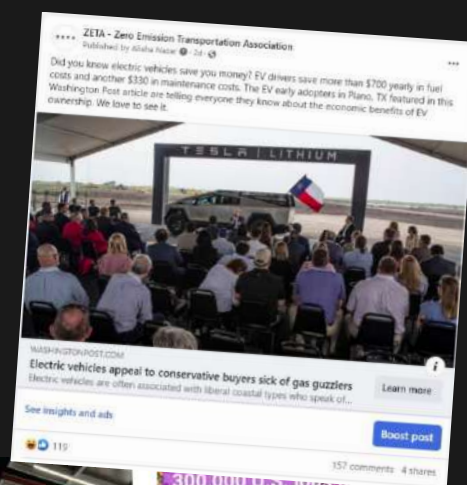
National policies to support 100% electric vehicle sales.

The Zero Emission Transportation Association (ZETA) is a federal coalition focused on advocating for 100% EV sales by 2035. Granting policies that drive EV adoption will create hundreds of thousands of jobs, secure American global EV manufacturing dominance, drastically improve public health, and significantly reduce carbon pollution.

Fighting EV Disinformation (Summer 2023)

ZETA worked with the digital agency Pitch & Run on a short-term digital engagement campaign from May to August. The campaign was designed to educate consumers in four states on the economic, national security, environmental, and public health benefits of vehicle electrification and infrastructure funded by the IRA. The campaign also worked to correct disinformation by responding to social media antagonists with well-researched information, and aimed to build out ZETA's subscriber base.

Targeting users in Georgia, Michigan, Tennessee, and Texas on Facebook and Instagram, the campaign reached more than 700,000 consumers, delivered more than 1.5 million ad impressions, and generated more than 25,000 engagements on a \$30,500 advertising budget. The campaign also added 1,090 people to ZETA's email list.



Richmond County, Georgia

ZETA - Zero Emission Transportation Association
Sponsored · Paid for by ZERO EMISSION TRANSPORT...

Some people are concerned about the impacts of electric vehicle battery lifespan and recycling. But at a new facility in Richmond County - the first multimetals recycling plant in all of America - Aurubis is showing its possible to extract and re-use the valuable nickel, lithium, and cobalt from shredded batteries.



recyclingtoday.com
Richmond County is leading the US electric...

[Learn more](#)

1 comment

Like Comment Share

Wilson County, Tennessee

ZETA - Zero Emission Transportation Association
Sponsored · Paid for by ZERO EMISSION TRANSPORT...

In an effort to localize production and expand electric vehicle charging infrastructure across the United States, Tritium is making a major investment in Tennessee. Its new manufacturing facility in Lebanon houses up to six production lines for Tritium's DC fast chargers, bringing 500 jobs to the region over the next five years. Electric means Made in the USA.



tritiumcharging.com
Wilson County is a national electrification leader

[Learn more](#)

Like Comment Share

Tarrant County, Texas

ZETA - Zero Emission Transportation Association
Sponsored · Paid for by ZERO EMISSION TRANSPORT...

The future of electric vehicles is here, and Arlington is playing a game-changing role. The city is a perfect match for companies like Wallbox, which is building 250,000 EV chargers in 2023 alone - then a million next year. Compatible with all EVs, this charger is able to add 100 miles to your range in just five minutes.



insideevs.com
Hundreds of new jobs in Arlington

[Learn more](#)

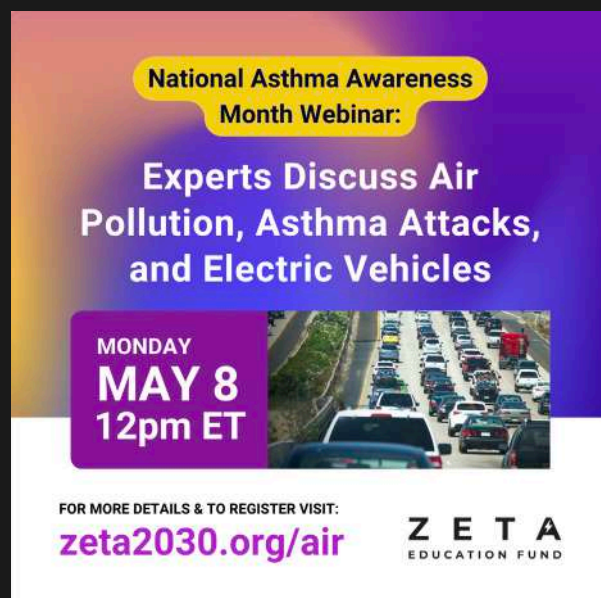
Like Comment Share

Asthma Awareness Month (May 2023)

Building off of the work done in 2022 to highlight the public health benefits of driving EVs, ZETA recognized Asthma Awareness Month for the second time this May.

This year, ZETA organized a webinar discussing the impact of tailpipe emissions and the role EVs can play to improve air quality. The webinar included experts from EPA, EV Hybrid Noire, Green Latinos, and Moms Clean Air Force, and was moderated by ZETA's Executive Director.


In addition to the webinar, Albert Gore penned a call to action essay that was placed in the DC Journal, we published a video on the impacts of tailpipe emissions, and engaged on social media.



**National Asthma Awareness
Month Webinar:**

**Experts Discuss Air
Pollution, Asthma Attacks,
and Electric Vehicles**

**MONDAY
MAY 8
12pm ET**



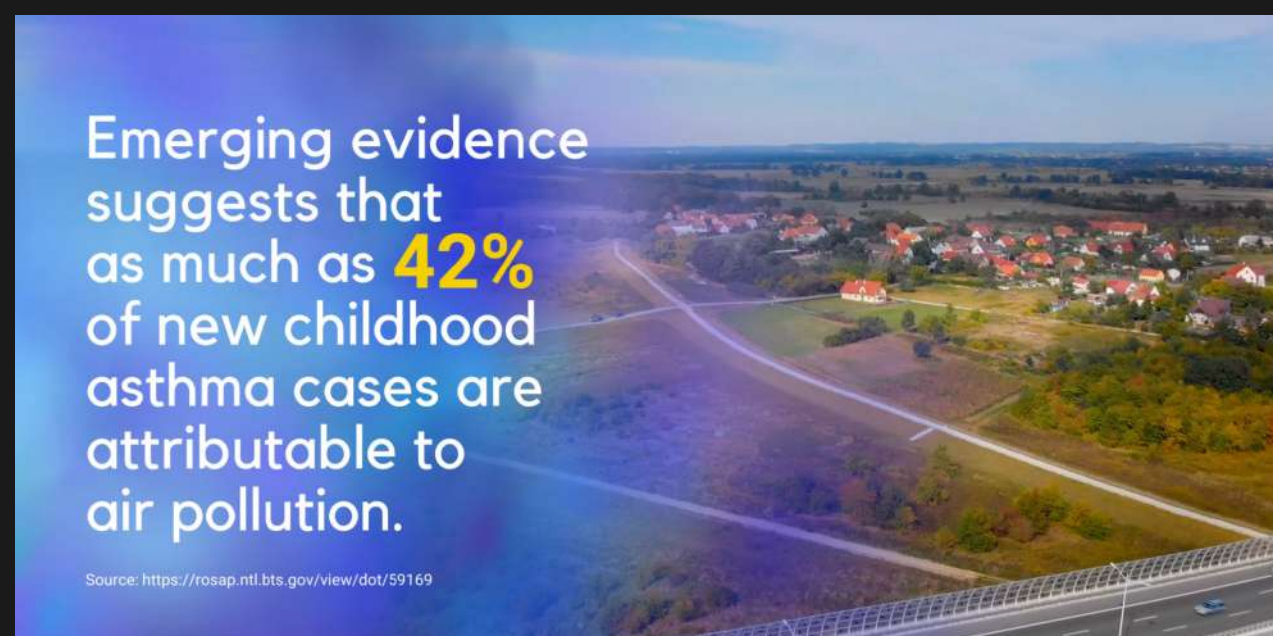
FOR MORE DETAILS & TO REGISTER VISIT:
zeta2030.org/air

ZETA
EDUCATION FUND



**Today is World
Asthma Day**

ZETA
EDUCATION FUND



**Emerging evidence
suggests that
as much as **42%**
of new childhood
asthma cases are
attributable to
air pollution.**

Source: <https://rosap.ntl.bts.gov/view/dot/59169>

ZETA
EDUCATION FUND

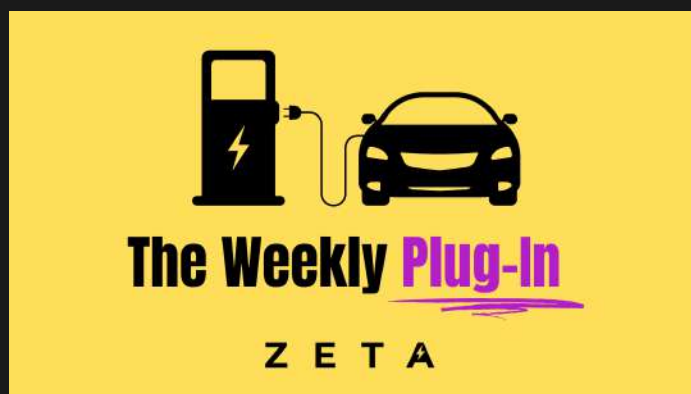
Cold Weather Driving (Winter 2023)

From January through March of this year, ZETA ran a social media campaign to share best practices for driving an EV during colder weather months. Much like similar efforts focused on winter weather driving for gas-powered vehicles, this effort focused on educating current and future EV drivers on how to optimize their battery, efficiently heat their vehicle, and drive safely in inclement weather. The effort also highlighted the many benefits that come with driving an EV in the winter.



The Weekly Plug-In Newsletter

ZETA launched The Weekly Plug-In in September 2023 as a “go-to” source of EV policy content and to build credibility among stakeholders. The newsletter provides subscribers with a regular source of EV industry and policy news, and will provide ZETA with the opportunity to promote events, support policy efforts, and attract advertisers in the future.



To date, The Weekly Plug-in is exceeding expectations with regards to opens and clicks, suggesting that subscribers find the content valuable.

In addition to The Weekly Plug-In, ZETA continues to provide updates to recap the association's policy and educational efforts to the quarterly newsletter subscribers.

Final Thoughts





Looking Ahead: The Future of ZETA

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.



Just as we have done in the past, we will continue to use the next year to shed light on the public health, environmental, and economic benefits of this transition.

On the legislative side, ZETA's mission continues to be focused on defending and strengthening the EV programs and initiatives that we strongly fought for inclusion in the Inflation Reduction Act and Infrastructure Investment and Jobs Act. As anti-EV rhetoric ramps up and certain members of Congress narrow in on electric vehicles as the scapegoat for questions of national security, grid reliability, affordability, and carbon impacts. ZETA's responsibility is to ensure that destructive and bad-faith legislation does not make it past the finish line by educating members of Congress, maintaining a pulse on hearings and votes, building coalitions of allied industry members, and championing our members' investments in transportation electrification. We are eager to remain a resource for our Congressional allies and provide unbiased, truthful information to the legislators who rely on expert testimony to inform their policymaking.

On the regulatory front, our work will seek to further support efforts to regulate vehicle emissions and fuel consumption, while defending against attacks on agencies' authorities. Our regulatory work will also continue to inform policymakers in Executive Branch agencies on the benefits of electrification while elevating ongoing issues of concern amongst the EV supply chain. These activities will be particularly critical in the wake of increasing attention from EV antagonists as part of the 2024 presidential campaign. At the state level, ACC II, ACT, and ACF adoption provides us with a chance to expand our work further and to ensure that the regulatory landscape continues to become more and more favorable toward widespread EV adoption. The states working to adopt these programs are setting an example for the rest of the nation and our work can bolster their efforts and instill the confidence in others to do the same.

Our communications team is ZETA's front line for maintaining a line of dialogue with the public, the press, and our peers. The communications team's work will be especially important in 2024 as we enter another Presidential election year, the outcome of which can transform the EV policy landscape and open avenues for additional investments and goals. Simultaneously, communications work will give us the chance to continue to strengthen our partnerships with established voices like the American Lung Association, Moms Clean Air Force, and Climate Power to uplift their message, particularly as it comes to environmental justice. Finally, we intend to expand the ways in which the public can participate in ZETA's work and create avenues for two-way conversations, participation across digital and in-person spaces, and collaboration.

The year ahead promises to bring new opportunities for ZETA to champion our cause and maintain our momentum when it comes to ambitious policy development. 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.



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.

OUR MEMBERS

6K**ABB**

ALBEMARLE

ARRIVAL

BEAM

BOLLINGER MOTORS

CANOD

-chargepoint+



conEdison

Copper Development
Association Inc.
Copper AllianceDUKE
ENERGY

evconnect

EV/BOXEV
PASS
PORT**EVgo**EDISON
INTERNATIONAL

enel way

engie
Impact

EverCharge

flo
EV ChargingGreenPower
MOTOR COMPANY

INDUCTEV

Inspiration

ioneer

Jervois

LG

Li-Cycle

LION ELECTRIC

Lithium
Americas

Livent

LUCID

lyft

NEWRANGE
COPPER NICKELNEXTera
ENERGYNickel
INSTITUTE

NOVONIX

one

PG&E Corporation

PanasonicPIEDMONT
LITHIUMPRINCETON
ENERGY

PROTERRA

Qmerit

REDWOOD
MATERIALS

RIVIAN

SEA
ELECTRIC

SRP

SWTCH

SIEMENS

Southern Company

stem

sunrun

TerraVolta

TESLA

Uber

VISTRA

wallbox

WAYMO

Xcel Energy

100% electric vehicle sales.

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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