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A Note From ZETA's Executive Director

This month marks the one-year anniversary since the Zero Emission Transportation Association, or ZETA, was launched. We are now nearly 60 member companies strong, and we are all dedicated to achieving 100% electric vehicle (EV) sales by 2030.

ZETA was formed at a critical moment. With an economy in turmoil and the climate at a "code red" status, ZETA coalesced to advocate for long-term solutions to both crises. Achieving 100% EV sales by 2030 will generate unprecedented consumer savings, create goodpaying jobs across the country, boost public health, and combat climate change by slashing carbon emissions. Over the course of the past year, we have proved the value of having so many unique voices advocating in unison on the value of transportation electrification.

ZETA has built a unique and durable coalition across the supply chain to advocate for our legislative agenda. Our members and staff have strategically deployed our advocacy message with the news media, conducted effective public awareness campaigns, and engaged in hundreds of meetings with Members of Congress and their staff.

We have also sent timely and compelling letters, voting recommendations, and talking points to our key EV champions on Capitol Hill and in the Biden Administration. Additionally, we have published white papers, ZETA Insights blogs, and op-eds that dig into how our policy platform will help drive public benefits and meet our ultimate goal of reaching 100% EV sales by 2030.

As a result, ZETA has established itself as a leading voice on EV policy issues, and Members of Congress and federal officials alike rely on our counsel and support.



ZETA has successfully worked with Congress to include EV-related provisions in the bipartisan infrastructure bill and the Build Back Better agenda. These included investments in bus electrification, creating grant programs to build out a national EV charger network, and expanding the tax credits that accelerate EV consumer adoption and charging deployment, among others. We were also the leading voice in creating public opposition to the United States Postal Service's misguided move to procure a new, 90% gas-powered delivery fleet. We effectively fought back against efforts to impose misplaced and unfair federal EV taxes on light-duty consumer vehicles, which would deter consumers from driving the most fuel-efficient vehicles available, too. These important inflection points would not have been possible without our coalition's dedicated work and industry expertise.

The coming months will be crucial. Congress just passed the Infrastructure Investment and Jobs Act, and it is gearing up to advance the next major plank of President Biden's legislative agenda, the Build Back Better Act. In tandem, these bills stand to deliver tens of billions of dollars to incentivize EV consumer adoption, deploy EV charging infrastructure, electrify our federal vehicle and school bus fleets, and secure the EV battery supply chain.

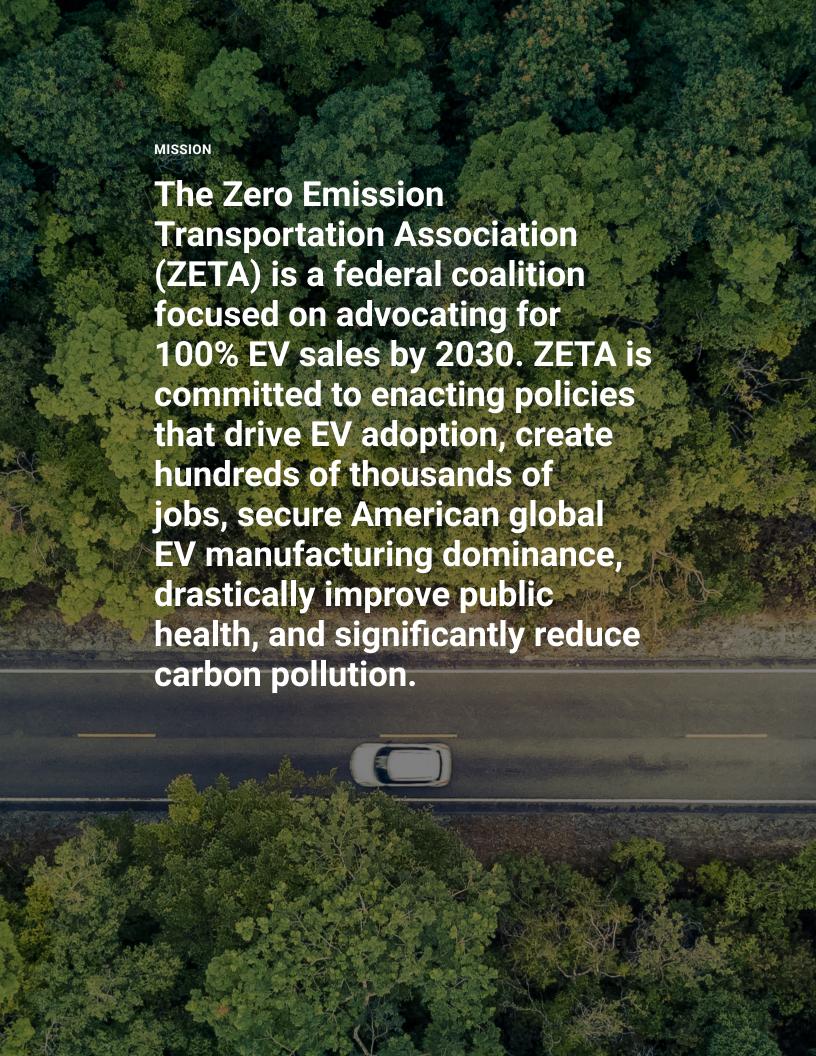
Following the passage of these bills, ZETA will work to ensure that the general public knows how to take advantage of these federal dollars, and we will advise the Biden Administration on how to effectively implement these programs.

We are grateful to the member companies—and their dedicated staff—that invested in ZETA's mission, and we are appreciative of the congressional staff and Biden Administration officials who have taken our counsel. We are proud to have delivered on our mission over this past year, and we are eager to continue building ZETA's influence and capacity in our second year and in the years to come.

Joe Britton

Executive Director





History

ZETA is an industry coalition committed to accelerating the transition to EVs, which will create hundreds of thousands of new jobs, secure American global EV manufacturing leadership, dramatically improve public health, and significantly reduce carbon pollution.

At ZETA's launch, Executive Director Joe Britton summarized why an organization like ZETA was required 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 in 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."



At our launch, ZETA called for five key policy pillars that can, in aggregate, put America on the pathway to full EV adoption by 2030:

Outcome-Driven Consumer EV Incentives

Point-of-sale consumer incentives drive adoption, provide cost reductions and achieve real results in pushing transportation electrification. In addition, incentivizing early retirements while encouraging EV adoption will speed the transition and meet the urgency of the moment.

Emissions and Performance Standards Enabling Full Electrification by 2030

Emission targets are a key piece of protecting public health and sending the correct market signals to support and accelerate the transition to zero emission transportation.

Infrastructure Investments

Strong federal charging infrastructure investments will drive the electric transportation transition and ensure that the United States is leading the way in a clean recovery where everyone is better off.

Domestic Manufacturing

We should not only accelerate U.S. transportation electrification, but also work to ensure that we secure domestic economic growth and leadership in EV manufacturing. Federal policies must encourage job creation and economic activity across the entire EV supply chain and lifecycle, from critical materials to vehicles

Federal Leadership and Cooperation with Sub-National Entities

Federal support should invest in research and development, provide an aligned vision for electrification, and ensure local leaders are empowered with the expertise and resources to support full vehicle electrification.

These five pillars created the scaffolding for ZETA's advocacy mission, and they were later codified in ZETA's policy platform.

Membership

ZETA brings together industry, advocates, and nongovernmental organizations whose values and strategic interests are fulfilled by achieving 100% EV sales by 2030. This diverse group of EV supporters coordinates on public education, stakeholder engagement, and federal advocacy to promote EV adoption.

ZETA was formed with 35 original member companies, and we have since expanded to include 60 member companies. ZETA's membership spans the EV supply chain, from original equipment manufacturers, to battery producers and recyclers, to utility companies, to charging infrastructure installers.



FLO

"At FLO, we greatly value the critical political and policy insights that ZETA provides to its membership, as well as its effectiveness at educating public officials on the benefits of EVs, while simultaneously dispelling myths and misperceptions."

RIVIAN

"ZETA is the voice of industry members committed to the full and rapid electrification of the transportation system—bringing innovative companies together to address the largest barriers to EV deployment is essential to the success of the entire industry."

AMPLY

"ZETA has a remarkable team of experts in federal legislation and public policy, which provides insightful analysis on navigating the national policy landscape. Our ZETA membership has helped advance our policy priorities and inform our future pathways."

IONEER

"Like ZETA, ioneer believes that electrification of the U.S. transportation fleet is essential for creating American jobs, securing manufacturing leadership, improving public health and significantly reducing carbon pollution. ZETA helps bring us all together to reach these goals."

ZETA and the **ZETA Education Fund**

ZETA was formed as a 501(c)(4) nonprofit dedicated to accelerating the transition to EVs. The affiliated ZETA Education Fund is a 501(c)(3) organization whose mission is to educate the general public about the benefits of zero-emission transportation.

From publishing academic white papers to sponsoring digital advertising campaigns, the ZETA Education Fund seeks to advance the national conversation about EVs and federal zero-emission transportation policy.

Through the ZETA Education Fund's work, the public and policymakers alike can learn more about various topics related to EVs, such as advanced manufacturing, fleet electrification, sustainable critical mineral extraction, light-duty consumer incentives, and electric vehicle charging infrastructure.



Staff

Since its inception, the ZETA staff has dramatically expanded. Divided among legislative affairs, policy, and communications teams, the staff works in unison to achieve both ZETA and ZETA-EF's priorities.

The ZETA legislative affairs team advocates for ZETA's policy priorities on Capitol Hill and throughout the Biden Administration, and it coordinates ZETA's coalition partners to move the needle toward achieving legislative victories.

The ZETA policy team coordinates ZETA's policy agenda. Working closely with the legislative affairs team, the policy team analyzes legislative and administrative proposals and directs ZETA's bill endorsement process. The policy team also spearheads ZETA's thought leadership, publishing analytical white papers about the EV sector and conducting research to support ZETA's advocacy efforts.

The ZETA communications team oversees all of ZETA's messaging. The communications team works closely with the legislative affairs and policy teams to ensure that ZETA's advocacy is compelling, and the communications team engages closely with the news media to share ZETA's views on germane current events. The ZETA communications team also manages ZETA's public communications, which ranges from publishing op-eds, to producing social media content, to releasing ZETA Insights blogs from ZETA staff and member company guest authors.

ZETA's staff members are primed to accomplish ZETA's goals. With decades of combined experience working on Capitol Hill, in federal agencies, on campaigns, and in academia, the ZETA team is positioned to achieve ZETA's diverse and hybrid goals, from publishing high-quality research reports to strategically responding to urgent legislative developments.



Policy Platform

In January 2020, ZETA released its "2030 Roadmap For Transportation Electrification" policy platform. The policy platform is a series of recommendations to policymakers about how to effectively electrify the transportation sector.

These recommendations were formulated through extensive research and outreach to EV industry and 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.



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.



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.



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.

Congressional Advocacy

The Infrastructure Investment and Jobs Act

The Infrastructure Investment and Jobs Act (IIJA) was signed into law by President Biden on November 15, 2021, and it takes a considerable step toward electrifying our transportation sector. ZETA vigorously advocated for its EV-sector provisions.

The IIJA offers \$7.5 billion for electric vehicle charging infrastructure. Of that total, \$5 billion will be appropriated to the states through a formula program, and \$2.5 billion in competitive grants from the Highway Trust Fund will be awarded to the states to develop alternative fuel corridors, including electric, hydrogen, and natural gas fueling infrastructure. These funds will be prioritized for rural, disadvantaged, and frontline communities. The IIJA will also invest \$5 billion for procuring low- and zero-emission school buses; at least half of this funding will be allocated strictly for zero-emission buses. The legislation also authorizes additional funding for advanced energy-related manufacturing, critical material supply chain resilience projects, and studies related to EV deployment and scaling.

ZETA is optimistic that the Build Back Better Act reconciliation package will further invest in the EV sector in order to fully achieve President Biden's goal to "win the EV market."



Letters

ZETA has sent impactful letters to both congressional leaders and executive branch officials advocating for our policy interests. These letters firmly established ZETA's positions, and they persuasively detailed why the letters' recipients should follow ZETA's recommendations.

- ZETA sent a <u>letter</u> to the White House, Cabinet members, and congressional leaders outlining key policy proposals to accelerate the deployment of zero-emission vehicles nationwide. March 22, 2021.
- ZETA and Electric Mobility Canada (EMC) sent a joint <u>letter</u> to President Joe Biden and Prime Minister Justin Trudeau praising both governments' commitments to transportation electrification and stressing the importance of collaborating on this critical issue ahead of the Leaders Summit on Climate hosted by the White House. April 21, 2021.







- > ZETA and EV100 sent a joint <u>letter</u> to the Biden Administration calling for strong US emissions standards and for 100% netzero emission vehicle sales by 2030. June 22, 2021.
- ZETA signed a <u>letter</u> in partnership with the CHARGE Coalition that urged congressional leadership to redouble their efforts to develop an infrastructure plan that would more rapidly electrify the US vehicle fleet. June 24, 2021.
- ZETA sent a <u>letter</u> to Congress to share our EV policy guidance as they negotiated the IIJA and began to prepare a budget reconciliation package. July 27, 2021.
- ZETA collaborated with three major auto manufacturing associations, including the Alliance for Automotive Innovation, Autos Drive America, and the Electric Drive Transportation Association, to publish a <u>letter</u> calling on Congress to reform and expand the 30D tax credit, among other initiatives to spur EV adoption. September 2, 2021.
- ZETA partnered with eight trade organizations to publish a letter urging Congress to expand the 30C tax credit, which will incentivize the deployment of EV charging infrastructure. September 3, 2021.
- ZETA joined a coalition of environmental organizations to send a <u>letter</u> to the House Committee on Ways & Means advocating for clean energy and transportation tax credits, including 30D reform and expansion. September 7, 2021.
- ZETA joined CALSTART and other EV advocates to send a <u>letter</u> to Congress expressing strong support for the inclusion of robust investments in the EV battery supply chain in the Build Back Better Act. September 13, 2021.
- ZETA sent a <u>letter</u> to the House Committee on Oversight and Reform to applaud them for approving funding to electrify the USPS and General Service Administration (GSA) fleets in their markup of the Build Back Better Act. September 29, 2021.
- ZETA sent a <u>letter</u> to Congress to urge negotiators to include the Sec. 30C tax credit reform and other EV charging initiatives in the Build Back Better Act. October 27, 2021.





Congressional Engagement

ZETA's legislative affairs team has completed hundreds of meetings with members of Congress and their staff over the past year. ZETA knows that accelerating the electrification of the transportation sector will aid us in our fight against climate change, boost public health, generate consumer benefits, and create jobs. For those reasons, ZETA took a broad approach to our advocacy efforts, engaging with congressional offices from across the country and on both sides of the aisle.

ZETA completed more than 235 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 Committees on Ways and Means, Oversight and Reform, Transportation and Infrastructure, Natural Resources, and Energy and Commerce.

ZETA completed more than 125 official meetings with U.S. Senators and their staff. ZETA also met with staff on the Senate Committees on Appropriations; Budget; Finance; Energy and Natural Resources; Health, Education, Labor, and Pensions; Homeland Security and Governmental Affairs; and Environment and Public Works.

Through our significant number of engagements in the past year, ZETA has become a trusted resource for congressional staff on issues related to transportation electrification. During bill markups and votes, ZETA has provided congressional staff with vote recommendations, endorsements, and letters of support. Our dedication to informed and data-driven advocacy has helped to expand the network of EV legislative champions in Congress, which has facilitated the introduction of more EV-related legislation.





Congressional Testimony

ZETA's Executive Director Joe Britton testified before the House Committee on Energy and Commerce Subcommittee on Energy legislative hearing regarding the CLEAN Future Act. This bill created incentives and requirements to lower greenhouse gas emissions, including tax credits for EVs and EV charging infrastructure. In his closing statement, Joe remarked:

"ZETA's membership has come together to ensure the United States can lead the global EV market – while creating good-paying domestic jobs and cutting our emissions to improve public health and reduce our carbon footprint. We can make this an American success story and outcompete anyone, but we have to do it now. Together, we can establish the best products, careers, and public health outcomes possible. ZETA encourages the Committee to adopt these policies."

After the conclusion of the hearing, ZETA submitted responses to the Committee members' <u>questions for the record</u> to further inform lawmakers about the opportunities in the EV sector.

ZETA also submitted an <u>Outside Witness Testimony</u> for the Senate Financial Services and General Government Appropriations Subcommittee on the General Services Administration in support of appropriating funding to achieve the Biden Administration's fleet electrification goals.

Advocacy with the Biden Administration

Public Comments

The Biden Administration has initiated several administrative rulemaking processes to achieve its ambitious climate goals. ZETA submitted several public comments to aid these agencies in their final decision-making process. Throughout our comments, ZETA noted that the proposed rulemakings, along with ZETA's recommendations, could help achieve President Biden's goal to improve vehicle efficiency and achieve widespread EV deployment for federal fleets and individual consumers.

Environmental Protection Agency

ZETA and EVHybridNoire filed a joint comment on the Environmental Protection Agency's proposed rulemaking to revise the 2023 and later model year light-duty vehicle greenhouse gas emissions standards. ZETA and EV HybridNoire urge the EPA and the Biden administration to accelerate the transition away from fossil fuel-burning vehicles and to expedite the delivery of the economic, environmental, and public health benefits that light-duty vehicle electrification will bring.

National Highway Transportation Safety Administration

ZETA filed a <u>comment</u> on the National Highway Transportation Safety Administration's proposed rulemaking to revise the Corporate Average Fuel Economy standards for model years 2024–2026 passenger cars and light trucks. ZETA wrote that in order to reach the Biden Administration's clear goals for electrification and emissions reduction, NHTSA should choose to implement the most stringent option as a baseline moving forward. Its "Alternative 3" rule would ensure that automakers will build more fuel efficient vehicles, and EV adoption will continue to accelerate. Following ZETA's recommendations for the proposed CAFE standards will serve as a tool that will push automakers to innovate to improve fuel economy standards and pursue EV deployment.



Federal Acquisition Regulation to the Buy American Act

ZETA submitted a <u>comment</u> urging the federal government to implement a waiver or exemption for EV and EV supply equipment manufacturers for the FAR Act's Buy American requirements—at least until the upstream supply chain is more robust. ZETA asserted that creating a waiver or exemption will ensure that the federal government can reduce its emissions and support domestic manufacturing without implementing a mandate that would foreclose the possibility of any competitive contracts with the nation's best EV manufacturers.

An increased market share or production volume will help create a reliable EV and EVSE supply chain, but EV and EVSE manufacturers have not met that market share or volume threshold. ZETA also noted that a swift localization of the supply chain may not be able to take place soon enough to meet this regulation's requirements. Once the upstream supply chain is stable, a gradual ramp up of domestic content requirements may be appropriate.



United States Postal Service

ZETA submitted a <u>comment</u> outlining the flaws in the United States Postal Service's draft environmental impact statement that recommends that the USPS procure a new, 90% gas-powered delivery fleet. ZETA asserts that the USPS's clear preference for a majority gas-powered delivery fleet is based on incorrect cost estimates, an insufficient dedication to emissions reduction, and imprecise projections about future infrastructure developments.

Department of Energy's Office of Energy Efficiency and Renewable Energy

ZETA sent a <u>response</u> to the Department of Energy's Office of Energy Efficiency and Renewable Energy and the Vehicle Technologies Office Request for Information on risks in high-

capacity batteries, including the EV batteries supply chain. ZETA informed the Department of Energy that if North American critical materials are not properly secured and prioritized, the United States will continue to be at the mercy of foreign supply chains for our battery, energy, and security demands. In proposing several policy recommendations, ZETA argued that American companies are primed for progress, and the United States must harness our potential advantages over other global competitors. By working together, the United States can build a robust domestic supply chain by enacting strong policies that support manufacturers and help realize our full domestic potential.

ZETA's Public Engagement with the Department of Energy

ZETA Executive Director Joe Britton joined Secretary of Energy Jennifer Granholm, Senator Debbie Stabenow, and Representative Paul Tonko at a press conference to announce \$60 million in new investments into advanced vehicle technologies. This funding, which comes from the U.S. Department of Energy's Vehicle Technology Office, will finance projects aimed at decarbonizing the transportation sector.

While introducing Joe, Secretary Granholm said:

"Fossil-fuel powered cars and trucks are a leading cause of air pollution and carbon emissions, and that is why we are focusing on decarbonizing the transportation sector to achieve President Biden's climate goals. Partnering with industry and leading research universities, DOE's investment in these 24 projects will create technologies and techniques that will cut vehicle greenhouse emissions and boost America's competitiveness in the global clean energy market."

In his remarks, Joe said:

"Today's announcement is so important. We're not just resting on the technology available today, but investing to secure our electric transportation manufacturing leadership to make electric vehicles a true American success story. We know how to compete and we have won these fights before, but we can't do it without leadership from Congress and the Administration, which is why I want to thank them once again for being all in on transportation electrification."





A Case Study of ZETA's Advocacy: USPS Electrification

ZETA has been a long-term advocate of electrifying the federal fleet—and especially the USPS' fleet of more than 200,000 delivery vehicles, many of which are thirty years old. After all of our engagement on this issue, ZETA was pleased that the House Committee on Oversight and Government Reform advanced a reconciliation-bill provision to provide \$12 billion to electrify the USPS fleet and the federal fleet. Here is more about ZETA's track record of engagement on USPS electrification:

- ZETA celebrated President Biden's executive order calling for the electrification of the federal fleet, including the USPS – Press release, January 28, 2021.
- ZETA called for the electrification of the USPS <u>Press release</u>, February 15, 2021.
- ZETA criticized Postmaster Louis DeJoy's move to procure new gas-powered delivery vehicles – <u>Press release</u>, February 23, 2021.
- ZETA applauded FedEx's decision to electrify its fleet in stark contrast to the USPS – Press release, March 3, 2021.
- ZETA published an article that made the case for USPS electrification – ZETA Insights blog, March 30, 2021.
- ZETA endorsed a letter signed by more than fifty House lawmakers calling for an \$8 billion investment in USPS and federal fleet electrification – Press release, May 12, 2021.
- Following the release of the USPS's draft environmental impact statement, ZETA criticized the USPS for cherry-picking and misconstruing data to validate its gas-powered vehicle bias – <u>Statement</u>, September 1, 2021.
- ZETA applauded the House Committee on Oversight and Reform for approving funding to electrify the USPS and General Service Administration (GSA) fleets in their markup of the Build Back Better Act – <u>Letter</u>, September 29, 2021.
- ZETA submitted a public comment outlining the flaws in the USPS's draft environmental impact statement that recommends that the USPS procure a new, 90% gas-powered delivery fleet – <u>Press release</u>, October 13, 2021.



Advocacy with Coalition Partners

ZETA has cultivated robust, mutually beneficial relationships with several coalition partners.

These fellow organizations have overlapping interests and policy preferences, and we have been proud to partner with them to host events, strategize on congressional outreach, draft letters, and launch advertising campaigns.

Events

COP26 Panel

ZETA Executive Director Joe Britton participated in a virtual roundtable with business and government leaders to highlight the EV innovation and manufacturing landscape in the US and the UK, what policies and regulations are needed to foster more innovation, and whether the technology needed to enable the transition to EVs is available and affordable at a global scale. The event was hosted by the British Consulates-General of Atlanta and San Francisco as part of "Transport Day" at COP26. Other panelists included Gov. Gavin Newsom (D-CA), Arrival CEO Mike Abelson, Faraday Institute Chief Economist Stephen Gifford, and Wood Group PLC Growth Lead Adriana Perez.

In his remarks, Joe said:

"ZETA's members span the EV sector, from original equipment manufacturers, to battery recyclers, to utility providers. Our members have proved to policymakers and the public that this EV transition is possible. They illustrate the cost savings, economic boons, public health improved outcomes, and climate advantages of electrifying the transportation sector. They are all dedicated to achieving 100% EV sales by 2030, and they are moving in that direction. Federal investments through the Build Back Better Agenda will move the needle to help the EV industry compete with established oil and gas interests and achieve economies of scale, which will create a positive feedback loop to accelerate the EV transition."

Georgia

ZETA Vice President Andres Hoyos joined Fulton County Commissioner Khadijah Abdur-Rahman, EVHybridNoire's Dr. Shelley Francis, and Georgia State University's Dr. Deirdre Oakley for a <u>virtual</u> <u>press conference</u> to call for significant federal investments in EVs and clean transportation infrastructure in the Build Back Better Act.

In his remarks, Andres said:

"Though the Senate's passage of the Infrastructure Investment and Jobs Act was an important first step, further funding through the Build Back Better Act is needed to win the EV market. With the right federal support, Georgia's workers and consumers will greatly benefit as the EV market expands."

Virginia

ZETA Vice President Andres Hoyos joined Virginia State Senator Jennifer Boysko, Delegate Mark Keam, Virginia League of Conservation Voters Deputy Director Lee Francis, and other business leaders for a <u>virtual press conference</u> to call for significant national investments in electric vehicles (EVs) and clean transportation infrastructure.

In his remarks, Andres explained:

"Congress has the opportunity to play an outsized role in expanding the domestic EV market. To maximize public benefits as the EV market grows, the federal government must expand EV consumer incentives. The existing 30D tax credit's permanufacturer cap should be removed, and these credits should apply at the point-of-sale, rather than on the following year's tax return. Both new and used EVs should be eligible, and these consumer incentives should not be burdened by price or income caps, which will deter EV adoption, limit the growth of the used EV market, and slow down our fight against climate change. Consumer incentives have been proven to accelerate the adoption rate of EVs, and they will make EVs more accessible to Americans of all incomes."





Climate Week Panel

Ahead of Earth Day, ZETA hosted a detailed <u>discussion</u> with EV industry and policy leaders to discuss the pathway to full EV adoption by 2030. The discussion, titled "Electric by 2030: The Urgency and Opportunity in Electrifying the U.S. Transportation Sector," included Deputy Secretary of Energy David Turk, Proterra's Chief Legal Officer & Head of Government Relations JoAnn Covington, EVGo's Chief Executive Officer Cathy Zoi, Pacific Gas and Electric Company's Senior Vice President Laurie Giammona, American Battery Technology Company's Chief Operating Officer Menka Sethi, and ZETA's Executive Director Joe Britton.

Joe commented during the panel:

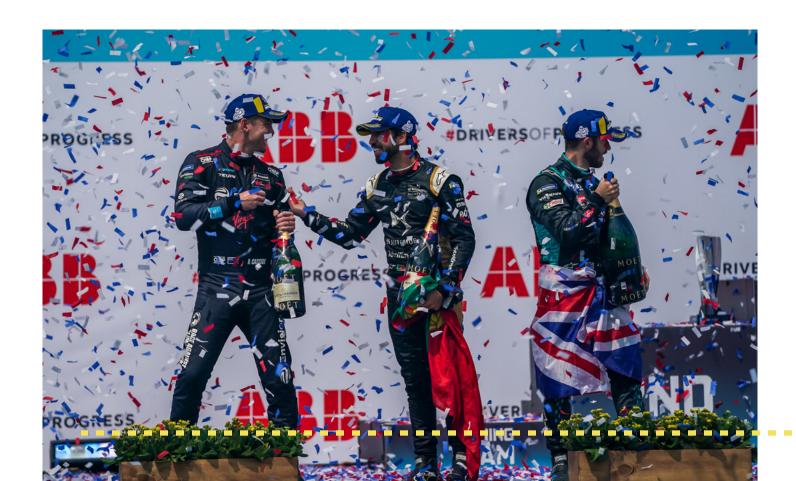
"ZETA's north star goal is for every vehicle sold in the United States to be an EV by 2030. As Earth Day approaches, it is important that we recognize the opportunity to decarbonize the transportation sector, which is the number one carbon-emitting sector in the United States."

ABB Formula E Panel

ZETA Executive Director Joe Britton moderated an industry panel that discussed how federal policy can catalyze the electric transportation economy. The industry panel was featured in ABB Formula E's event, "Driving the Electric Transportation Economy: Conversations on government policies and investment in e-mobility in the U.S.," which preceded last weekend's ABB Formula E race in Brooklyn. The panel included senior officials from ZETA Member and event sponsor ABB and other electric vehicle (EV) stakeholders, including Volkswagen, the New York Power Authority, and PACCAR. This virtual event also featured Secretary of Energy Jennifer Granholm, Representative Paul Tonko (D-NY-20), and Formula E driver Sebastien Buemi.

While introducing the panel, Joe said:

"EVs are undoubtedly the defining product of the new automotive economy, and the United States has a once-in-a-generation opportunity to reclaim our global automotive leadership to the benefit of both American workers and consumers. The choice we face is clear – we can either cultivate an advanced vehicle sector, which will be on display this weekend with Formula E, or we can cede this economic opportunity to others."



Letters

ZETA engaged with dozens of coalition partners to send letters to the Biden Administration and to Congress. These letters advocated for our partners' and ZETA's policy agenda.

- ZETA and Electric Mobility Canada (EMC) sent a joint <u>letter</u> to President Joe Biden and Prime Minister Justin Trudeau praising both governments' commitments to transportation electrification and stressing the importance of collaborating on this critical issue ahead of the Leaders Summit on Climate hosted by the White House.
- > ZETA and EV100 sent a joint <u>letter</u> to the Biden Administration calling for strong US emissions standards and for 100% net-zero emission vehicle sales by 2030.
- ZETA signed a <u>letter</u> in partnership with the CHARGE Coalition that urged congressional leadership to redouble their efforts to develop an infrastructure plan that would more rapidly electrify the US vehicle fleet. ZETA engages closely with the CHARGE Coalition to synchronize our congressional outreach, too.
- ZETA collaborated with three major auto manufacturing associations, including the Alliance for Automotive Innovation, Autos Drive America, and the Electric Drive Transportation Association, to publish a <u>letter</u> calling on Congress to reform and expand the 30D tax credit, among other initiatives to spur EV adoption.
- ZETA partnered with eight trade organizations to publish a <u>letter</u> urging Congress to expand the 30C tax credit, which will incentivize the deployment of EV charging infrastructure.
- ZETA joined a coalition of environmental organizations to send a <u>letter</u> to the House Committee on Ways & Means advocating for clean energy and transportation tax credits, including 30D reform and expansion.
- ZETA joined CALSTART and other EV advocates to send a <u>letter</u> to Congress expressing strong support for the inclusion of robust investments in the EV battery supply chain in the Build Back Better Act.

Thought Leadership

White Papers

ZETA published a <u>white paper</u> focused on the importance of EV consumer incentives for light-duty vehicles, titled "Driving Consumer Adoption of Light-Duty Electric Vehicles through Purchase Incentives."

Here are the key takeaways:

- Despite growth in global EV sales, the U.S. lags significantly behind China and Europe.
- Approximately 60% of Americans support EV state incentives and would purchase an EV when the technology reaches price parity with internal combustion engine vehicles.
- The most persuasive incentive for consumers is a point-of-sale credit, which lowers the upfront cost of an EV purchase. Point-of-sale incentive delivery can be twice as effective at motivating consumers to buy EV compared to consumers receiving the credit after they file their taxes.
- Point-of-sale rebates reduce tax credit inequity by expanding access to consumers whose incomes exclude them from a \$7,500 tax liability.
- Reducing consumer incentives slows secondary market growth and creates a significant barrier to low- and middle-income consumer EV adoption.
- Removing the manufacturer cap and phasing out the incentive in the long run will ensure that successful, early market EV producers are not punished for innovating.
- Increased new EVs sales yield more used EV sales. Because used vehicles account for 70% of U.S. vehicle sales, policymakers should encourage used EV availability—by expanding § 30D to include used vehicles and creating a program to encourage consumers to trade in their gas-powered vehicles for EVs.

ZETA Insights

Solutions, Not Scapegoats, Should Pay For Roads

Joe Britton, Executive Director of ZETA, breaks down why policymakers should not penalize the adoption of EVs—the most innovative, fuel efficient, and decarbonizing vehicles on the road.

Navigating A New Landscape For Energy And Transportation

Kevin Self, Senior Vice President for Strategy, Business Development, and Government Affairs of Schneider Electric, explains how ZETA and member company Schneider Electric are working together to advocate for policies that will electrify the transportation sector.

Developing a Sustainable Advanced-Battery Supply Chain Through Innovative Critical Mineral Recycling

Harry Kumar, Director of Government Relations at Li-Cycle, details why developing our capacity to recover and recycle critical minerals from lithium-ion batteries is a necessary step toward ensuring the global superiority of our advanced-battery supply chain—and how ZETA member company Li-Cycle is contributing to that effort.

We Can't Tackle the Climate Crisis Without Robust Electric Vehicle Incentives for All Americans

Leilani Gonzalez, Policy Associate at ZETA, examined how EV consumer incentives accelerate EV adoption and benefit all Americans, not just the vehicle's initial purchaser.

Lessons from an Electric Vehicle Road Trip

Joe Britton, Executive Director of ZETA, wrote about his experience putting common EV myths to the test when he drove his EV from Lincoln, Nebraska to Washington, D.C.



EV Manufacturers Are Ready to Meet the Moment in the United States, The American Jobs Plan Is a Crucial Next Step

Suzanne Merkelson, Public Policy and Government Affairs Manager at Arrival, explained how President Biden's American Jobs Plan would make historic investments in EVs, charging infrastructure, and consumer incentives, and she argues that ZETA and ZETA member company Arrival are ready to smooth the transition.

A Roadmap for U.S. Postal Service Electrification

ZETA makes the case for why the United States Postal Service should electrify its delivery fleet, which would create cost-savings and generate environmental and public health benefits.

<u>Leading the World in Transportation Electrification: The U.S.</u> Can Do It, With Strong Action from The Federal Government

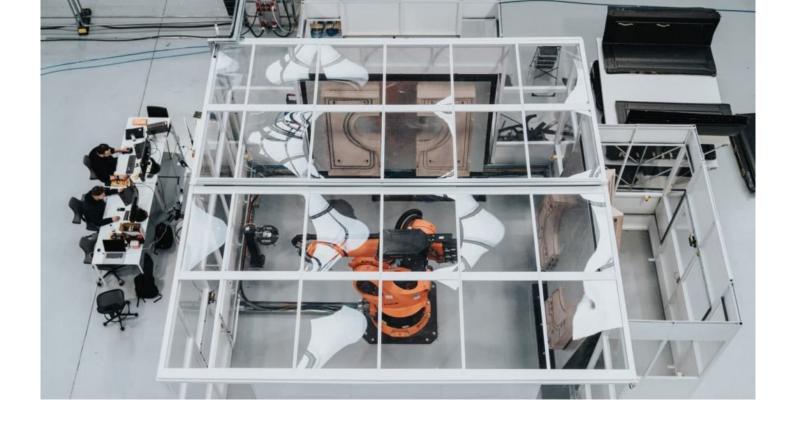
Abby Campbell Singer, Senior Director and Head of Climate and Infrastructure Policy at Siemens, explains how the United States needs to match other countries' investments in transportation electrification. She writes that ZETA and ZETA member company Siemens stand ready to work with Congress and the Federal government to ensure that the U.S leads the world in electrification and promotes an equitable approach to policies so we can all benefit from this new economy.

<u>Electric Vehicles Are Here to Stay. Now is the Time to Adopt</u> this Technology

Megha Lakhchaura, Director of Policy and Utility Programs of North America at EVBox Group, advocates for ZETA's policy platform and expresses ZETA member company EVBox Group's support. She writes that expanding federal EV tax credits will incentivize consumers and unleash adoption, creating avenues for individuals across all income levels to access the financial, public health, and user benefits of EV ownership.







Legislative Analysis

Electric Vehicle Provisions in the Infrastructure Investment and Jobs Act and the Build Back Better Act

ZETA summarized all of the EV-related provisions included in the Infrastructure Investment and Jobs Act and the Build Back Better Act. The IIJA was signed into law by President Biden on November 15, and the BBBA is still being negotiated in Congress.

Electric Vehicle Incentives Factsheet: Comparing the Senate Finance and House Ways & Means Proposals

ZETA analyzed the EV consumer incentives provisions included in the House Ways & Means Committee's proposal and the Senate Finance Committee's proposal. The two proposals will be reconciled, and the final draft is expected to be included in the reconciliation package.

<u>Domestic Supply Chain for Critical Minerals Used in Electric</u> <u>Vehicle Batteries Fact Sheet</u>

ZETA explored the opportunities for domestic critical mineral production in the United States. By securing our supply chain for critical minerals, the U.S. will create good-paying jobs and reduce our dependence on foreign economies.

Communications and Press Engagements

A Selection of ZETA's Coverage in the News

- What Donald Trump Taught the Electric-Car Industry. The Atlantic.
- Tesla, Uber part of new zero-emission vehicle coalition. ABC News.
- Corporate heavyweights ramp up electric vehicle lobbying push.
 Axios.
- Tesla, Utility Giants Form Trade Group Calling for 100% EV Sales. Bloomberg.
- > It's electric. Politico.
- Utilities, Tesla, Uber create U.S. lobbying group for electric vehicle industry. Reuters.
- The electric car industry now has its own lobbying group. The Verge.
- ZETA Publishes 100% Electric Vehicle Roadmap for 2030 for USA. CleanTechnica.
- GOP takes potshots at electric-vehicle users over infrastructure funding. National Journal.
- Bipartisan \$973B infrastructure proposal alarms EV advocates with annual surcharge on vehicles. UtilityDive.
- White House summons labor and business groups to talk infrastructure. Axios.
- Biden Sets U.S. Goal for Clean Cars to Be Half of 2030 Sales. Bloomberg Green.
- Mail delivery meets its match. Politico.
- Automakers, EV stakeholders urge Congress to back broadest EV tax credits. Automotive News.
- Automotive, environmental trade groups join newly launched EV charging coalition. Automotive News.

ABC NEWS

"One of our goals is to make sure that folks from all walks of life and all regions see EVs as serving their interests, whether that's a consumer interest, whether it's domestic manufacturing or job creation interest, or if it's about innovation and competition."

Joe Britton, ZETA Executive Director

UTILITYDIVE

"Let's be clear—EV taxes are not about boosting revenue or creating fairness, and they should be rejected as a payfor in any infrastructure bill. These consumer penalties are being pushed by oil refiners to deter EV adoption and to further lock us into a fossil fuel-based transportation system."

Joe Britton, ZETA Executive Director

BLOOMBERG

"[Transportation electrification] is a net job creator for whoever captures the race for global clean transportation. We have a huge opportunity to invest wisely, and that's what our foreign competitors are doing."

Joe Britton, ZETA Executive Director

POLITICO

"The Postal Service says at least 12,500 mail routes are too long, too cold, or too far from charging stations to rely on electric power. The Zero Emission Transportation Association...accused the Postal Service of cherry-picking data to defend its bias for internal combustion engines."

Lorraine Woellert, Politico.

GREEN CAR REPORTS

"It is a mistake to think that electric vehicle consumer incentives are 'goodies' for the first driver. Rather, these consumer incentives will deliver substantive environmental, public health, and economic benefits to all Americans. We should not unnecessarily narrow these EV consumer credits to block out certain consumers or manufacturers at the price of limiting these benefits."

Dan Zotos, ZETA Communications Director



- > The Federal Money for EV Charging Isn't Nearly Enough for the Fleet. Autoweek.
- DOE planning public-private partnerships to develop new battery chemistries, supply chains for EVs. UtilityDive.
- > EV boosters push back against means testing. Politico.
- > EV Tax Credit Boost: At Up To \$12,500, Here's How The Two Versions Compare. Green Car Reports.
- **Clean air vs. good jobs.** Politico.
- Democrats' electric vehicle push sparks intense lobbying fight. The Hill.
- Tough Choices Loom to Pare Democrats' Wish List. Bloomberg Government.
- The Coming Electric Car Disruption That Nobody's Talking About. Bloomberg.

Op-Eds

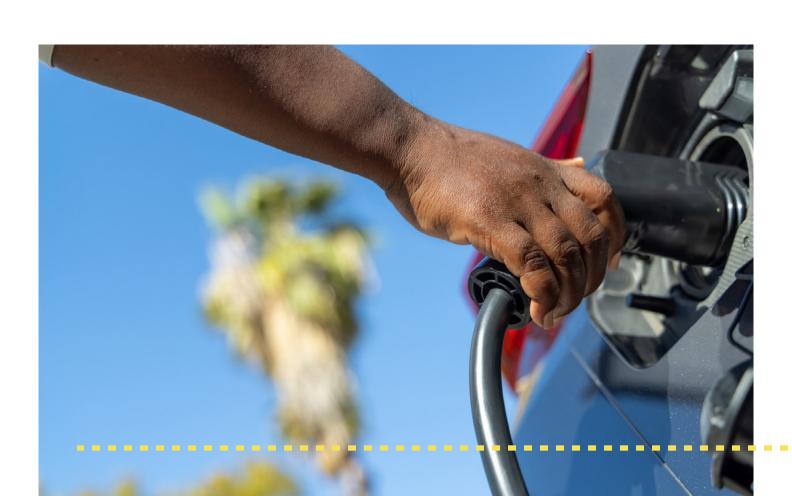
- Rivian leading way for the state by Sen. Dick Durbin (D-IL) with assistance from ZETA, published in The Pantagraph.
- Investing in electric vehicle charging infrastructure is a win for our climate, US workers by ZETA Communications Director Dan Zotos, published in The Hill.
- The electric vehicle revolution critics can't dispute by ZETA Executive Director Joe Britton, published in The Hill.

Press Releases

Since our launch, ZETA has published 50 press releases that informed the news media, ZETA member companies, ZETA newsletter subscribers, and the general public about ZETA's advocacy. Listed below are a few of ZETA's most significant and impactful press releases.

- Clean Transportation Leaders Launch Zero Emission Transportation Association
- > ZETA Releases 2030 Roadmap for Transportation Electrification
- > The Right Time To Electrify The U.S. Postal Service
- **>** Biden Infrastructure Package Embraces Electric Vehicle Future
- Senate Finance Committee Markup on the Clean Energy for America Act a Positive Sign for EV Incentives
- EVs are Neither the Source of nor the Solution to the Highway Trust Fund's Problems
- The Infrastructure Investment and Jobs Act Makes Historic Investments in Electric Vehicles – But Further Investment Is Needed
- ZETA Executive Director Joe Britton Joins Secretary Granholm, Senator Stabenow, and Representative Tonko for Press Conference to Announce New Investments in Transportation Electrification

- ZETA Sends Electric Vehicle Policy Guidance to Congressional Leadership As Infrastructure Negotiations Continue
- Zero Emission Transportation Association Executive Director Joe Britton Moderates Industry Panel on Federal Electric Vehicle Policy
- United States Postal Service's Environmental Impact Statement Cooks the Books and Demonstrates A Clear Bias Against Electric Vehicles
- Zero Emission Transportation Association Publishes Robust Analysis on EV Consumer Incentives As Build Back Better Act Negotiations Continue
- ZETA Analyzes the House and Senate Proposals for EV Incentives
- Zero Emission Transportation Association Publishes Robust Analysis on EV Consumer Incentives As Build Back Better Act Negotiations Continue
- > Zero Emission Transportation Association Applauds Build Back Better Act Framework



Social Media

ZETA has enjoyed significant social media growth during its first year, and it now boasts an organic social following of more than 6.3K users across its primary social channels.

The sharing of timely, interesting, and informative industry-specific content has been central to this growth, as has been engaging thematic weekly content including:

- "Member Monday" ZETA member company spotlights
- "Transportation Tuesday" EV sector and policy facts
- > "Good News Friday" uplifting stories from the EV sector
- Member-distributed social sharing guides for major industry events like the Climate Week Virtual Round Table, our "EVs Are Now" Public Awareness Campaign launch, and the COP26 Climate Summit have also been vital to this growth.







DYK?

An EV has <u>67% less</u> lifetime greenhouse gas emissions than an ICE vehicle.

ZETA



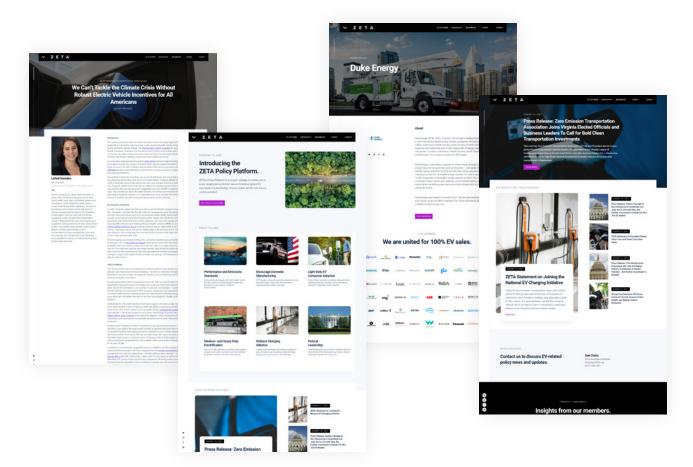


Website

In July of this year, ZETA launched a refreshed website. In addition to an improved design and user interface, the updated site has a number of new features including:

- Individual Member Pages that highlight the range and diversity of our 60-member coalition.
- An Advocacy Page that features endorsed legislation and legislation of interest.
- A segmented section for ZETA Statements & Releases that serves as a go-to resource for members and EV advocates alike.
- A platform for ZETA member-written ZETA Insights articles to share their expertise with the public.
- Pages devoted to the affiliated 501(c)(3) Education Fund for public education and awareness campaigns.

The refreshed website has received significant traction since its launch, and it served as a robust educational resource during our public awareness campaign. Newsletter subscriptions from website traffic have also increased significantly since the refresh.



Public Awareness Campaign

At the beginning of September, ZETA's sister organization, the ZETA Education Fund, launched its inaugural public awareness campaign, "EVs Are Now," which educated the public, government officials, and policy influencers about the benefits that the ascendent EV industry will bring to all Americans. This campaign includes social media promotions on Twitter, LinkedIn, Facebook, and Instagram in the Washington, D.C. area; radio ads on WAMU, the NPR station in Washington, D.C.; and digital advertisements with Politico.

The public awareness campaign achieved its goals. Across all platforms, the ad campaign generated 4,631,140 impressions, and nearly 27,000 users visited the ZETA Education Fund website to learn more about the ZETA Policy Platform. This first public awareness campaign informed ZETA's future campaigns by providing critical information related to ad targeting, message saliency, and channel efficacy. The campaign also played a key role in helping the ZETA Education Fund secure additional funding for future ad campaigns.













The Future of ZETA

As ZETA celebrates our one-year anniversary, our team is focused on securing the passage of the Build Back Better Act (BBBA). The BBBA builds on the victories ZETA secured in the Infrastructure Investment and Jobs Act by expanding access to EV consumer incentives, facilitating the development of a robust national charging network, and increasing access to zero-emission transit. The investments that the BBBA could make in the EV sector will be necessary for accelerating the rate of EV adoption in the United States and delivering environmental, public health, and economic benefits to all Americans.

ZETA also looks forward to expanding our legislative, administrative, and grassroots advocacy efforts as we move into the coming year. A few of our ambitions include:

- Advocating for EV-sector funding in the annual appropriations process.
- Partnering with congressional offices to draft and introduce legislation to bolster the domestic critical minerals supply chain, further electrify the federal fleet, and expand EV consumer incentives, among other initiatives.
- Aiding federal agencies as they craft rules to implement the Infrastructure Investment and Jobs Act and the eventual Build Back Better Act.
- Assisting international and state-level EV advocates pass policies designed to accelerate EV adoption.
- Educating the general public about how to take advantage of the IIJA and BBBA's programs and tax credits available to consumers.
- Publish white papers, blogs, and other research documents to further inform policymakers and EV advocates about best practices and areas for improvement.
- Support EV legislative champions and endeavor to expand the number of EV advocates in government.

THANK YOU

ZETA is grateful for all the support we have received over the course of our first year. We would like to express our gratitude to our member companies who rely on us to drive transportation electrification, 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, our consultant teams who provide expert advice to help maximize our efforts, and the EV advocates in the general public who work alongside us to push electrification efforts in their communities.

OUR MEMBERS





OUR MISSION

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.

ZETA