

Frequently Asked Questions - About ZEV2030



What does it mean to sign on to the ZEV2030 goal?

Signing on to ZEV2030 demonstrates your support for the ambitious but realistic goal of achieving 100% new zero emission vehicle sales in California by 2030. Your support shows that you and/or your organization are committed to achieving one of the critical paths necessary to reduce carbon emissions. It shows that you support the scientific conclusions of the IPCC: to avoid the most catastrophic effects of climate change, we need to slash emissions 45% below 2010 levels by 2030.

Why is the ZEV2030 goal necessary?

There is abundant evidence that we are running out of time to make drastic changes to our economy and our way of life if there is any hope at reversing the damage caused by climate change. The IPCC released a report in 2018 that stated we must reduce our carbon emissions immediately and one of the best ways to do that is by electrifying transportation. The transportation sector is responsible for over 40% of all emissions in California. By cutting those down with electric vehicles powered by renewable energy, we are able to mitigate emissions from California's largest GHG emitting sector.

How is my signature helping achieve the ZEV2030 goal?

By signing the pledge of support for the goal of ZEV2030, you are joining the network of individuals and organizations that are together working to achieve the transition to electric vehicles in California. Growing our network will increase the influence with policy makers and members of the media. The greater and wider the support for a ZEV2030 goal, the harder it will be for decision-makers to ignore the priority that must be given to accomplishing the goal.

Is this goal possible?

ZEV2030's goal may feel ambitious and aggressive, and it is, but the technology necessary for this transition is proven. We just need to support it in a way that will bring costs down. Charging infrastructure must be built, but this is a solvable challenge within the 10 years before the goal is fully realized. Battery ranges will continue to improve over the next decade, a wider variety of models will be offered, and advancing technology with higher sales will bring a decrease in price. The only question is how fast can we make this happen? With 10 years of widely supported efforts, a 2030 goal is achievable.

Why California?

Being the 5th largest economy in the world, we have the ability to influence others and change trends. California has long been an environmental leader, in terms of both policy and technology. In addition to being the first to establish a ZEV mandate, California also has 17 electric vehicle manufacturers based in the state. Over 15 states have adopted California's stringent tailpipe emission standards as a way to reduce emissions. Because of its size and environmental and technological leadership, California is the ideal place to set the 100% ZEV sales goal.

Who is ZEV2030 and what are they doing to achieve their goal?

ZEV2030 is a nonprofit organization whose mission is to achieve 100% zero emission vehicle sales in California by 2030. We have two objectives:

- 1) To change the current paradigm from electric vehicles are only for an elite few, to one that shows EVs to be an economical and realistic climate solution that will make California a leader in clear car technology and manufacturing. We do this by disseminating news and reports to get the information out there for people to understand and support the goal.
- 2) To build a large and diverse group of individuals, companies, and organizations that support the goal of 100% zero emissions vehicle sales in California by 2030. By forming and increasing the size and power of this group, we will be able get the attention of policy makers and others who can clear roadblocks and help achieve the goal.

How is ZEV2030 different from other organizations supporting ZEVs?

While there are many organizations working towards the goal of vehicle electrification, none but ZEV2030 are working towards the goal of ensuring that 100% of new vehicle sales in California are electric by the year 2030. There are a lot of skeptics out there regarding the feasibility of this goal, but we know that this is in fact achievable and necessary if we hope to cut our emissions to 1.5 degrees Celsius below industrial levels.

How can I get more involved with ZEV2030?

Right now, ZEV2030 is focusing on communications. Signing the pledge shows that you support the goal of achieving 100% zero emission vehicle sales in California by 2030. By doing so, you become another voice getting the attention of policy makers and others who can clear the roadblocks to help achieve this goal. We are using news and information sharing on our Twitter, Facebook, and LinkedIn pages. At this stage of ZEV2030, the best way to get involved is to sign the pledge, and then follow and share our posts to help build the network of supporters.

ZEV2030: Build the support, spread the news.

www.ZEV2030.org