

# 100% CA Zero Emission Vehicle (ZEV) Sales by 2030

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## We Can't Wait Any Longer

The Intergovernmental Panel on Climate Change (IPCC) tells us we have until 2030 to transform our economy, the way we live, where we live and how we move to avoid the worst of the climate crisis. Their analysis was stark and the goal clear: to avoid the most catastrophic effects of climate change, we need to slash emissions 45% below 2010 levels by 2030 and reach net-zero by 2050.

## The Next Target Must Be Transportation

While the state has addressed many of the major drivers of greenhouse gases, the transportation sector now constitutes the largest portion of California's greenhouse gas emissions. Making up over 40% of all GHG emissions in California, it is essential that we address this sector if we are to achieve our emissions goals.

In order to reach California's ambitious goal of economy-wide carbon neutrality by 2045, we must accelerate our efforts to deal with our transportation problem. The shortest path to that reduction is to electrify our transportation fleets and rapidly expand our energy grid's renewable energy portfolio. In September 2020, Governor Newsom signed Executive Order N-79-20, mandating that all new vehicles sold by 2035 must be zero emission vehicles. This is a bold step that other states have already emulated, but California can do even better. For the sake of our climate, we *must* do better by committing ourselves to a 2030 goal.

## Keep It Simple. 100% Zero Emission Vehicle Sales by 2030

Today, technology is outpacing our laws. Major car manufacturers are already planning to eliminate the purely internal combustion engine from their lineups before 2030. China has already adopted this goal. Our challenge is not the technology but mustering the political will to take on the entrenched forces that are impeding the adoption of an inevitable choice.

A simple and easy to grasp target of 100% zero emission vehicle sales by 2030 can be a rallying point for everyone to get behind an ambitious, but sensible goal. It is easy for people to grasp how this goal will drive innovation and investment making zero emission vehicles ubiquitous within 9 years, especially given how quickly the technology has evolved in the last few years.

## Boldness is Required Now. Here's How We Need to Get There

ZEV2030 is building 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.

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.

**Join us by signing support for the ZEV2030 goal at  
[www.ZEV2030.org/take-action](http://www.ZEV2030.org/take-action)**