



ZERO EMISSION VEHICLE (ZEV) CHARGING IN RURAL CALIFORNIA

CALIFORNIA RURAL ZEV CHARGING
INFRASTRUCTURE ASSESSMENT AND STRATEGY

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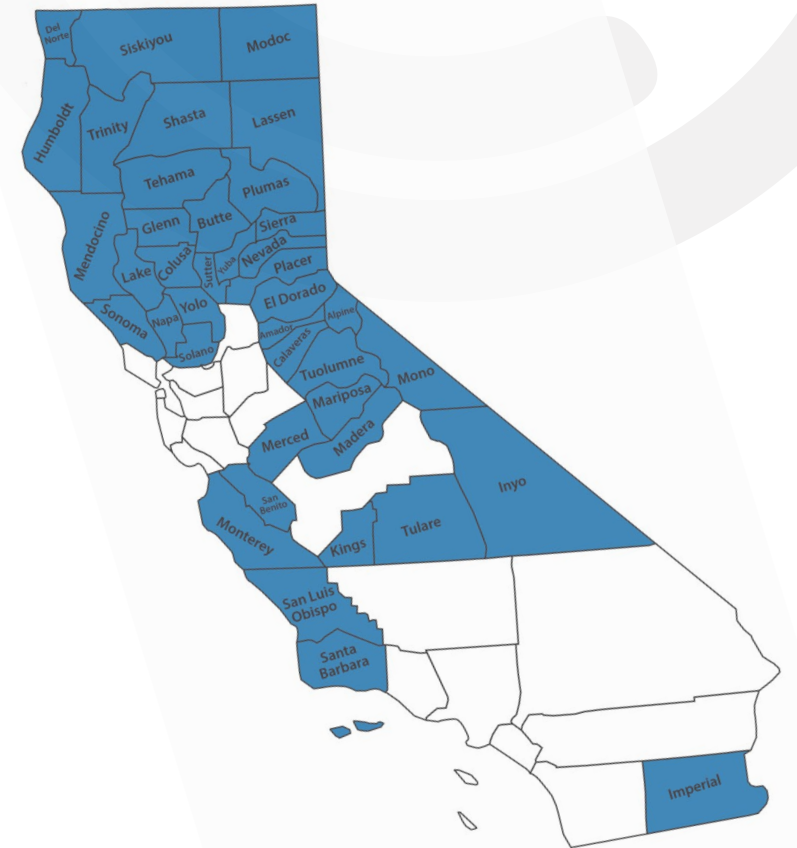
RURAL COUNTY REPRESENTATIVES OF CALIFORNIA

VISION:

RCRC is the premier advocate and innovative service provider for rural counties in California.

MISSION:

RCRC is a 40-county member services organization that represents the collective unique interests of its membership, provides legislative and regulatory representation at the state and federal levels, and provides responsible services to its members which will enhance and protect the quality of life in rural California counties.



ZEV ROLLOUT

Nationally



In total, nearly **6.1 Million** plug-in electric vehicles have been sold in the United States as of the 1st Qtr. of 2025.

The numbers are increasing exponentially, nearly doubling every year.

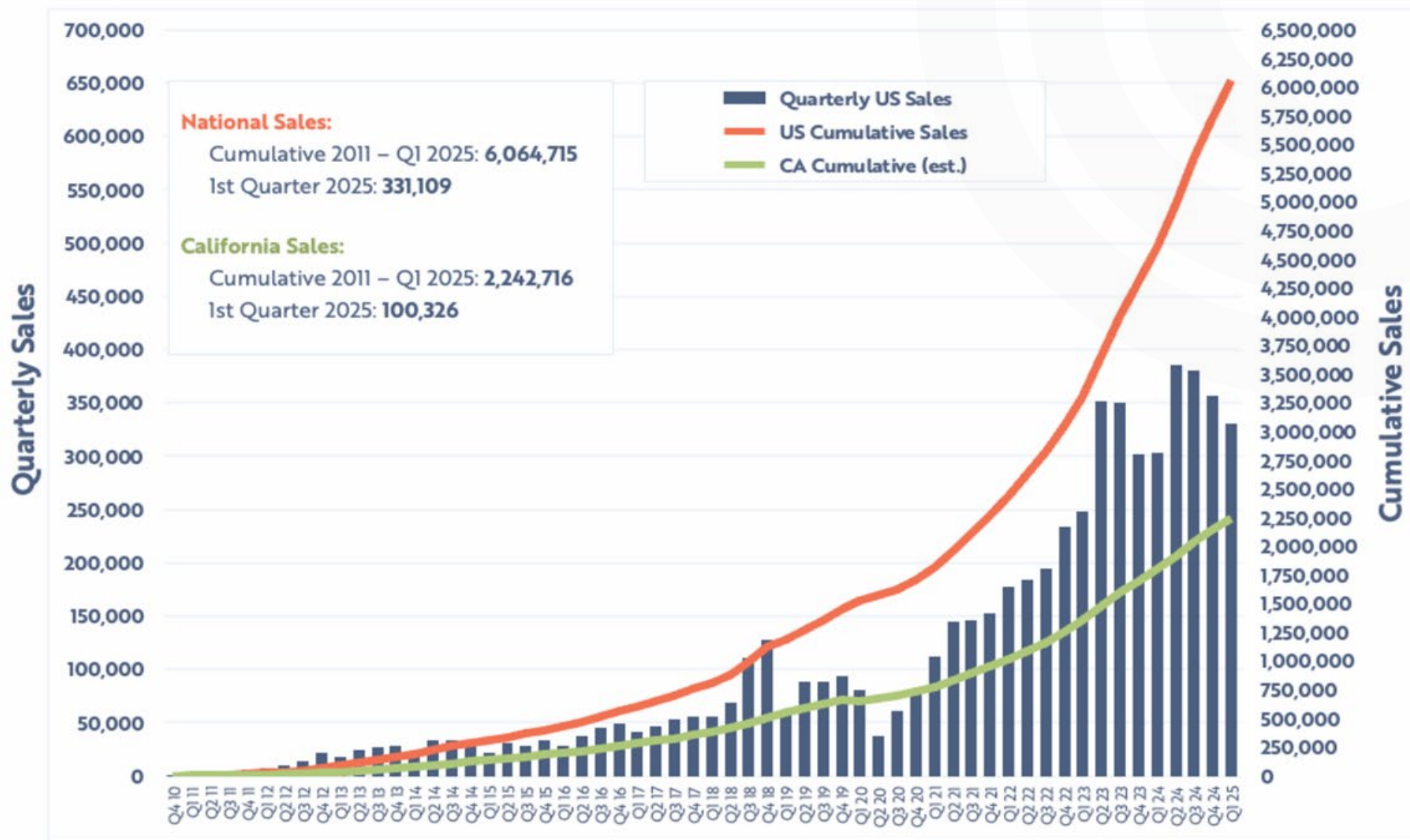
California



100,326 ZEVs were sold in the 1st Quarter of 2025 in California, totaling over 2.3 million so far.

Nearly 37% of the nation's ZEVs are sold in California.

Electric Vehicle Sales in California and the U.S.



Note: According to the California Air Resources Board, California sales are 30.3% of national sales.
 Data source: California Energy Commission (2025). Retrieved April 2025 from energy.ca.gov/zevstats.
 Quarterly data is subject to updates.

Q1 2025 data update.

ZEV INFRASTRUCTURE IS KEY



Source: California Energy Commission, Aug. 2025.

- Abundant and reliable ZEV infrastructure is key to increasing ZEV ownership to meet both state and national goals.
- There are too few public charging stations for convenience of ZEV vehicle owners in rural counties.
- Range-anxiety is a primary factor for not owning a ZEV. A recent survey suggests that 44% of drivers avoid buying an EV vehicle because of range anxiety, and 36% specifically because of a lack of charging infrastructure. *Autolist, May 2022.*

RURAL COUNTY ZEV INFRASTRUCTURE

RCRC RURAL COUNTIES REPRESENT:



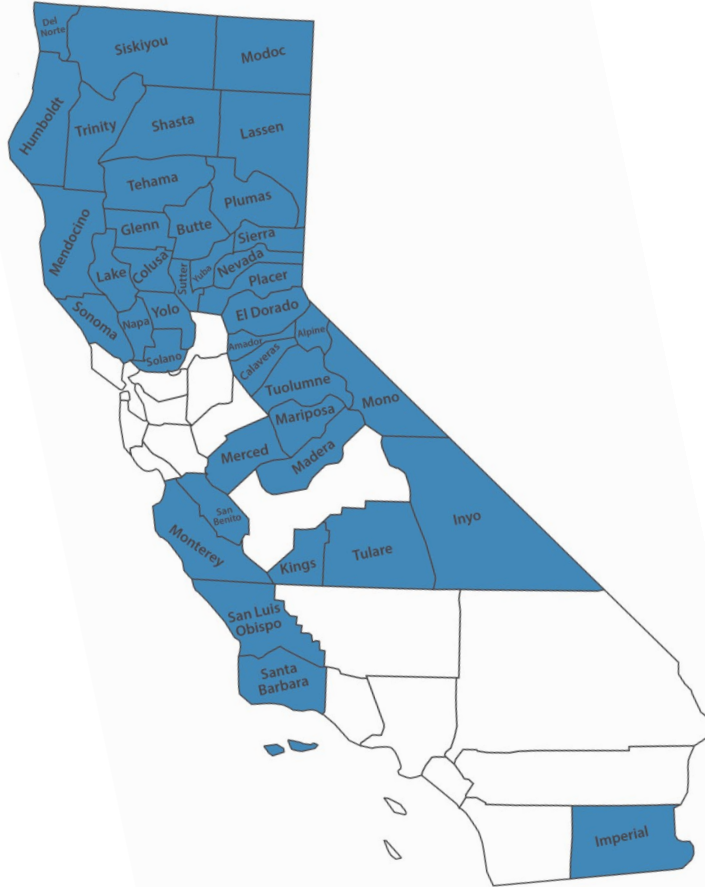
15% of the CA population



61% of CA's land mass



Over 80% of U.S. Forest Service Land in CA



RURAL COUNTIES LACK ZEV DEVELOPMENT



- **Only 7.3%** of California's 179,000 EV chargers exist in rural counties. Four counties still have under 15 chargers.
- Lack of available infrastructure incl. power and data for EV chargers
- **Only 17.2%** of new car sales in rural counties were ZEVs in 2025, a decline in rate from **18.8%** in 2024. This is compared to **27.4%** in the "non-rural" counties. These rural county sales made up **only 7%** of California's total ZEV sales. This gap has been widening in the last three years.

RURAL COUNTY ZEV INFRASTRUCTURE

Why Do Rural Counties Lack ZEV Infrastructure?

- **Cost of development** because of a lack of “build-ready” infrastructure
- **Less revenue opportunity** because of fewer users in the short-term
- **Lack of staffing and technical expertise** for planning and grant funding efforts
- Most importantly, a **lack of county and regional readiness strategies** including targeted sites

Roughly half of RCRC's 40-member rural counties don't have, or are not a part of, regional ZEV readiness strategies.



RURAL COUNTY ZEV INFRASTRUCTURE

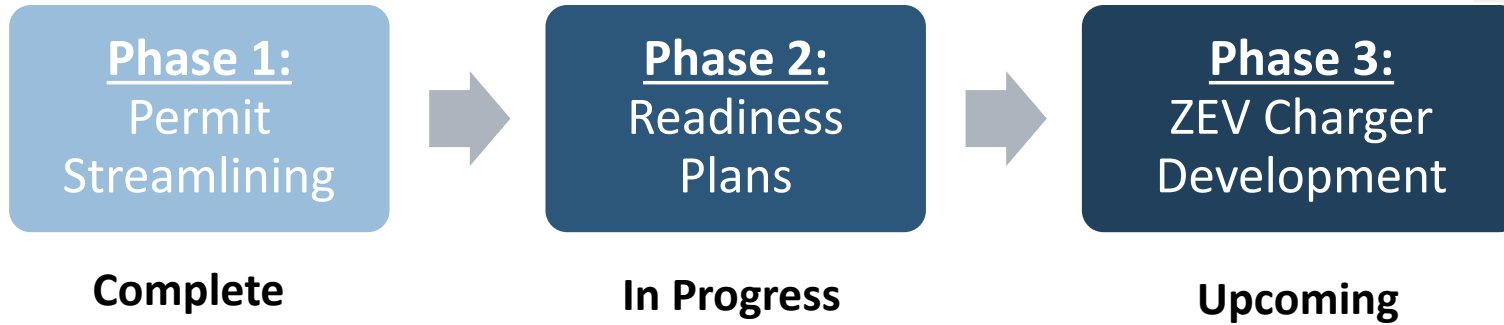
Why Do Rural Counties Need ZEV Infrastructure?



- **Rural residents drive longer distances to work, shop, and other daily tasks.** Without reliable charging stations, ZEV range-anxiety will persist and sales will remain stagnant
- **Travelers and tourists driving ZEVs will avoid rural areas,** harming rural economies
- **Companies will soon require public charging stations** for their EV fleet to continue to support operations and local jobs
- Individuals and families without access to EV charging, such as multifamily housing units, will be **particularly disadvantaged by increasingly limited car purchase options**

RCRC'S PLAN

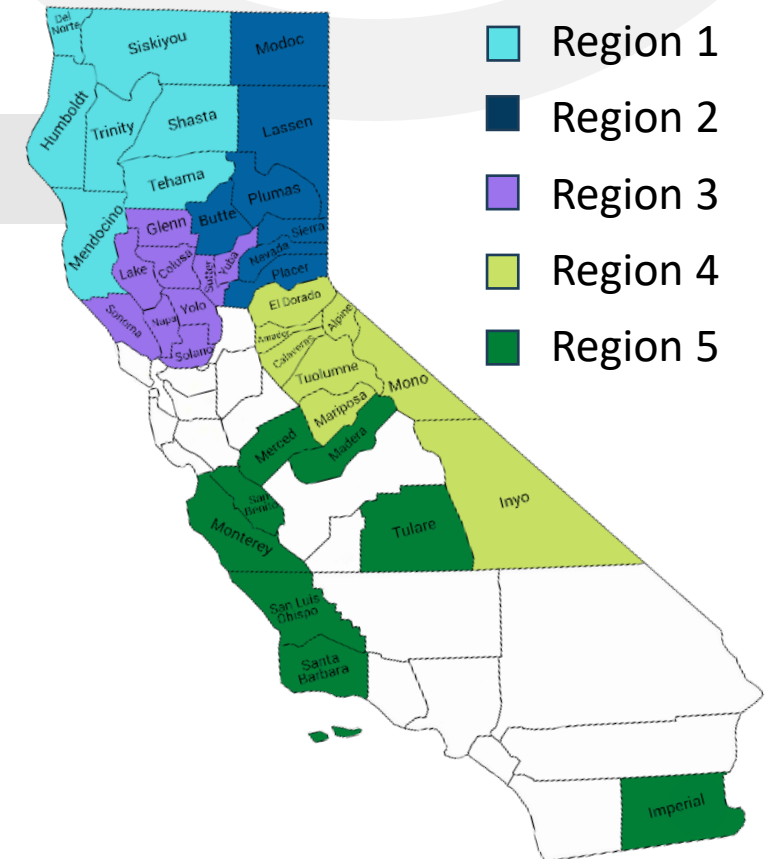
Assist our rural counties with:



Next Steps

Pursuing funding for Phase 2, which will augment efforts and initial support funding acquired by RCRC for Phase 1.

- Have developed a plan and network of technical experts to support our counties in developing readiness plans.
- **Estimated Total Cost:** \$1.75 million, to be deployed across RCRC's 5 regional areas, assisting approximately 5-7 rural counties in each.





QUESTIONS?



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