

- Relationship with GO Biz, CEC, ARB, et al
  - Awareness we have a problem
- Growing enviro support (Lung Assoc, CCA)
  - Great technology
- Thoughtful veh & infra planning

### STRENGTHS

- Lack post-Brown champion, apathy of PT Atkins & hostility from Spkr Rendon
- Fuel shortages, fuel prices, slow station growth
- Very small group of advocates (OEMs fighting on many fronts)
- Lack of leadership within the industry
- Mobilized customer base, public enthusiasm
- Keith's golden handcuffs

### WEAKNESSES

### OPPORTUNITIES

- Clean H2 commitment by H2 Council (100% by 2030)
  - Connection with reps of bedroom communities
    - LCFS win
      - Build a better relationship with CIOMA
    - FCEVs could reach DACs sooner than BEVs
- Need differentiation from BEV—why necessary/better
  - Better coordination with CHBC

### THREATS

- Legislators don't see need or urgency to invest in H2
- Competition for resources against utilities+labor+environmentalists+ American OEMs, sharp & growing divide in resources and political capital
- Statutorily limited to \$20M annually and 100 stations
- ZEV and infra "hang over" in capitol
- Seen as a HD/MD technology, not passenger vehicle

#### Gov. Gavin Newsom

- seek technology-neutral commitment
- meeting with top executives to make an "ask"
- Highlight spending inequity (attachment #1)?
- political contributions
- how can we be a solution to his problems?

#### Senate pro Tem Toni Atkins (San Diego)

- win her any elections?
- facilities/investments in targeted D seats?
- secure a large enough block of democrats
- meeting with top executives to make an "ask"
- how can we be a solution to her problems?

#### Speaker Anthony Rendon (LA)

- win him any elections?
- facilities/investments in targeted D seats?
- secure a large enough block of democrats
- meeting with top executives to make an "ask"
- how can we be a solution to his problems?