



May 24, 2021

California Air Resources Board
1001 I St.
Sacramento, CA 95814

RE: Support for Electrify America's Cycle 3 Investment Plan

Dear California Air Resources Board Members:

I am writing on behalf of Ecology Action to offer strong support of Electrify America's Cycle 3 California ZEV Investment Plan. This significant, \$200 million investment in California over 30 months will bring the state closer to achieving its emissions goals to combat climate change and improve air quality by transitioning to zero emission transportation, including in transit and heavy-duty applications.

Ecology Action, a non-profit organization headquartered in Santa Cruz, has led environmental initiatives focused on individual and community action since 1970. We are dedicated to helping communities and businesses achieve carbon neutrality while ensuring a sustainable social and economic future. Ecology Action's staff of 97 located in six states use their expertise to design, implement, and scale energy efficiency, water conservation, and transportation solutions for individuals, communities, businesses, and governments, resulting in \$13.5M in program service in disadvantaged communities over the last five years.

Through the Monterey Bay Electric Vehicle Association (MBEVA), a project of Ecology Action, we have led community groups, public agencies, individuals, and businesses to adopt EVs and EV technology over the past 10 years. Ecology Action has used regional marketing, outreach, engagement events (Ride and Drive, EV car shows, tabling), and quarterly workshops to mainstream electric vehicles. Ecology Action and MBEVA staffed California Energy Commission funded EVSE installations and EV readiness plan development for the Monterey Bay region. Ecology Action has developed a cost-effective level 1 and 2 charging solution that overcomes barriers to MUD EV charging. This innovative charging solution is currently being piloted at three multi-unit dwellings in the SF Bay area and will install 17 chargers at those locations.

This is the third of four investment cycles by Electrify America, which is investing \$800 million over 10 years to accelerate transportation electrification in California. The Cycle 3 ZEV Investment Plan will continue to expand access to zero emission vehicles (ZEV) in California, by further building out ultra-fast charging infrastructure in metropolitan areas and along highway corridors, supporting transit and medium- and heavy-duty fleet charging, and continuing to invest in brand neutral education and awareness efforts, including supporting and sponsoring the ZEV education and training of other organizations.

Importantly, the plan continues to prioritize rural, disadvantaged, and low-income communities for investment, to ensure that all communities can access charging and benefit from the transition to electric vehicles. Among other activities identified in the plan, Electrify America will invest \$25 million investment in a Green City program in the Long Beach-Wilmington community, home to the nation's busiest port complex and served by a fleet of more than 18,000 drayage trucks. This targeted investment to support electrification of transit and medium and heavy-duty vehicles in this predominantly disadvantaged and low-income community will advance CARB's priorities to quickly transition buses and drayage trucks to ZEVs, and quickly reduce pollution in a community that is classified as extreme non-attainment under the Clean Air Act.

In 2020, Ecology Action was awarded an Electrify America EV Equity Grant to conduct Marketing, Outreach, and Education in low-income and disadvantaged communities (LIC/DAC) on the Central Coast (Santa Cruz County to Ventura County) called *EVs Para Todos/EVs for Everyone*. Highlights of our *EVs Para Todos/EVs for Everyone* successes to date include:

- Enrolled 320 Central Coast residents in the EV Purchase Guidance program, of which 192 are low and moderate income.
- Educated 731 participants, of which 50% are low and moderate income, by conducting six EV webinars, with another 661
- registered who received the webinar recording.
- Recruited and trained 24 volunteer, community-based EV Ambassadors.
- Reached 146,257 people with paid marketing reach for webinars and regular engagement of our 6,643-recipient e-newsletter.

This EV Equity effort is coordinated with other regional CBO's and state groups allowing us to reach more LIC/DAC through online management, education/engagement and tracking systems made possible by Electrify America funding. We have also been able to hire several Bilingual/Bicultural Outreach Coordinators for this program.

Ecology Action was also awarded ZEV STEM Cycle 2 funding from Electrify America to teach 4th thru 8th graders about EVs. This funding has allowed us with our STEM partner – Fused Learning – to enroll over 1,200 teachers/instructors who are teaching our EV STEM multi-media curriculum to some 12,000 students. We are reaching future drivers and children of drivers with impactful lessons on how they can help shape a better and more sustainable world.


For the future Cycle 3 investment plan, we urge CARB to support the plan. It is our hope that these powerful, effective programs can continue to educate, inspire, and ultimately spur the adoption of electric vehicles in disadvantaged communities across California. We, as an organization, have been investing our own and funds from local public agency and business sponsorships for over a decade in electric vehicle outreach and education. There is no other opportunity at this scale to fund our electric vehicle education work. Our partnership with Electrify America is absolutely accelerating our regions transition to electric vehicles for all people.

Electrify America's investments are creating economic opportunity for many stakeholders. For example, responding vendors to Electrify America's 2020 survey identified more than 8,000 workers employed by themselves and subcontractors that worked on Electrify America projects

from July to December 2020, including 1,022 workers in California. Of these workers, vendors reported that 62% lived in low-income and disadvantaged communities.¹

We respectfully urge you to find that Electrify America's Cycle 3 California ZEV Investment Plan is consistent with requirements at your June 24th meeting, in order not just to keep California on the forefront of, but a leader in, the fight against climate change.

Respectfully,

A handwritten signature in black ink, appearing to read "J. Murphy". The signature is fluid and cursive, with a large loop at the end.

Jim Murphy
CEO and Executive Director
Ecology Action

¹ "2020 Annual Report to CARB." April 30, 2021.
<https://media.electrifyamerica.com/assets/documents/original/681-2020ElectrifyAmericaCaliforniaAnnualReportPublic.pdf>