

May 26, 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 Cool the Earth and the Drive Clean Bay Area campaign in 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.

Drive Clean Bay Area (DCBA) focuses on engaging local schools, nonprofits and businesses to educate their students, employees and memberships to drive electric. The DCBA campaign launched the ZEV Families Program in 2019 in collaboration with Acterra: Action for a Healthy Planet, Charge Across Town and Cool the Earth to connect low-income families in the Bay Area to the clean transportation movement through education and engagement programs.

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.

Electrify America's investment Drive Clean Bay Area provides funding in low-income communities for important EV education and engagement programs that reach this specific audience with:

- climate education in the schools to teach students and their caregivers about the benefits of driving electric
- events featuring in-depth explanations of financial assistance programs
- educational videos featuring diverse EV owners and the various incentives accessed to purchase their EV
- free web resource: EVs for Equity page on the [drivecleanbayarea.org](https://drivecleanbayarea.org) website, featuring information and events tailored to this audience

Drive Clean's approach is a system of change that reaches consumers at various stages: building awareness, supporting engagement with free EV 101 education events, and EV 102 events for new EV owners, focusing on charging and accessing all rebates. Ongoing communications with all contacts allows Drive Clean to continue to reach consumers in their transition to driving electric—especially important in the rapidly-developing EV ecosystem. Our other programs for non-LIC/DAC communities have resulted in over 400 new EV purchases, 2,500 pledges to make their next car electric and have collected over 6,000 contacts. Additionally, we have launched a new co-branding initiative in which Drive Clean partners with large membership organizations in health, civics and , leveraging our in-depth EV content in a trusted connection and partner national reach. Our first co-branded initiatives are launching with The League of Women Voters and the International Rotary.

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.<sup>1</sup>

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,

Carleen Cullen  
 Founder and Executive Director  
 Cool the Earth  
 Drive Clean Bay Area

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