



Plug In America

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323-372-1236

May 28, 2021

California Air Resources Board
1001 "I" Street
Sacramento, CA 95814

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

Dear California Air Resources Board Members:

On behalf of the plug-in electric vehicle (EV) drivers we represent in California, Plug In America would like to thank you for this opportunity to provide a letter of support on the proposed Cycle 3 Zero Emission Vehicle (ZEV) Investment Plan from Electrify America.

Plug In America is the nation's leading independent consumer voice for accelerating the use of EVs in the United States to consumers, policymakers, auto manufacturers and others. Formed as a non-profit in 2008, Plug In America provides practical, objective information collected from our coalition of plug-in vehicle drivers through public outreach and education, policy work and a range of technical advisory services. Our expertise represents the world's deepest pool of experience of driving and living with plug-in vehicles, affording us a unique perspective on how consumers think about EVs and what actually inspires a consumer to purchase an EV.¹

The EV market is quickly growing in California, but needs continued support from policies and programs that will help to fully transition the EV market from the early adopter stage to the mass market stage, and to achieve the goal of 5 million ZEVs on the road by 2030, as well as the Executive Order directing the state to require that by 2035, all new cars and passenger trucks sold in California be zero-emission vehicles. We applaud California's strong leadership with supportive policies and programs, including the strong leadership from the California Air Resources Board (CARB) to promote EVs through all its programs. Overall, Plug In America supports the Electrify America Cycle 3 ZEV Investment Plan.

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.

¹ More information available at: www.pluginamerica.org



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Among other activities identified in the plan, Electrify America will invest \$25 million 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 terms of the education and outreach funding that Electrify America must invest, we strongly encourage them to partner with Plug In America in order to maximize and optimize this part of the investment. Specifically, we encourage Electrify America to support existing education and awareness campaigns such as National Drive Electric Week and Drive Electric Earth Day. One of the barriers to greater adoption of EVs is the lack of awareness by the consumer on the number of makes and models of EVs available, the options to charge and the cost savings that EVs provide to the driver. One of the core activities of Plug In America is to address this lack of awareness and to educate potential consumers through nationwide education and awareness campaigns such as National Drive Electric Week (NDEW) and Drive Electric Earth Day (DEED). Plug In America, with partners Sierra Club and the Electric Auto Association, is the co-organizer for NDEW and has supported thousands of events in the past ten years. Local events are run by a "City Captain," usually an EV driver. NDEW and DEED facilitate comfortable peer-to-peer conversations between non-EV drivers and EV drivers. The non-EV drivers learn about the vehicles through a non-sales setting about the ease of charging, maintenance, safety, cost, performance, and range of the vehicles. These conversations are invaluable for converting a non-EV driver into an EV driver.

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.

We are happy to answer any questions you may have. Please contact us with any questions at info@pluginamerica.org.

Best regards,

A handwritten signature in blue ink that reads "Joel Levin".

Joel Levin
Executive Director
Plug In America