



April 6, 2017

Mary D. Nichols, Chair  
California Air Resources Board  
1011 I Street, P.O. Box 2415  
Sacramento, CA 95814

**Green Cities Initiative  
Support for Volkswagen Settlement California ZEV Investment Plan**

Dear Chair Nichols,

As a social marketing firm founded and operating in Sacramento, we turn obstacles and challenges into opportunities for positive change, daily. Understanding that from bad situations, good learnings and opportunities can come, we support and commend VW's proposed EV-friendly Green City initiative. We are writing to express our endorsement of Volkswagen's Zero Emission Vehicle (ZEV) Investment Plan, including the designation of Sacramento as the first Green City and proposed efforts for community education and outreach.

Since Sacramento leaders came together following a devastating flood in 1850 to craft a network of protective levees and dams, the city has demonstrated its ability to lead in innovation and partnership building. Today, our community leaders, elected officials, and engaged citizens are applying that same determination to move Sacramento forward with green, intelligent transportation systems that will contribute to making our community one of the most livable cities in America.

Sacramento is already one of the most ethnically and economically diverse cities in the country. Almost 50% of all households in the City of Sacramento have low incomes, while nearly 16% of City households have extremely low-incomes. In 2015, a significant portion of the City of Sacramento was designated as a federal Promise Zone - a federally-designated community area challenged by poverty, unemployment, and other factors such as high mortality rates and violent crime. Promise Zones are also evaluated through a competitive selection process, with selected communities offering capable partnerships between the federal government and local leaders. These partnerships are mobilized and equipped for public-private initiatives. Sacramento is one of four Promise Zone communities in California. The Promise Zone designation demonstrates not only socioeconomic vulnerability but also the strength of existing partner commitments.

For its diversity and embrace of innovation, Sacramento has long been used as a test market by advertisers, healthcare systems, telecommunications companies, and more. This unique attribute, in combination with Sacramento's urban/suburban transit challenges, and its proven ability to support public-private partnerships, provides an ideal opportunity to test programs that are scalable across a range of communities.

Sagent is a Sacramento, woman-owned small business with a mighty mission: we help public agencies, nonprofits, and socially beneficial companies engage and educate the public in changing perceptions and behavior by encouraging them to make healthier, safer, more sustainable choices. We are also a proven expert in developing public-private partnerships that have added more than \$40 million in value and visibility to our clients' causes and campaigns.



As a citizen and business owner in the community, I have personally committed my support to this effort offering marketing and communications guidance to the Sacramento Electric Vehicle Association. As a board member of the Powerhouse Science Center, I can connect the Association and related entities to the Science Center's outreach team to investigate synergies and partnering opportunities. And as an EV owner, I am happy to participate in events that showcase EV technology and how it functions for everyday family life including the upcoming Science March on 4/22/17 and the Sacramento Earth Day event on 4/23/17.

Finally, as the owner of Sagent, I am glad to explore partnerships with our existing clients including the Sacramento Department of Environmental Utilities and the Sacramento Stormwater Quality Partnership which hold numerous events throughout the year. The city's stormwater and clean water messages are directly related to the positive attributes of zero-emission vehicles including improved air quality and reduced particulate matter – both of which impact our water resources. We also do work with Caltrans on environmental outreach campaigns and would be happy to explore opportunities for working together.

Ours is a region of collaboration and cooperation when the cause is clear. Working together, we can bring the expertise and capability to develop and implement a transformational program capable of being scaled across the region, state, and nation. We look forward to the opportunity to support the implementation of this exciting program.

Sincerely,

Anne C. Staines

President, Sagent

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cc:

Edmund G. Brown Jr., Governor

Kevin de León, Senate President Pro Tempore

Anthony Rendon, Assembly Speaker

Doris Matsui, Congresswoman

ARB Board Member

Darrell Steinberg, Mayor of the City of Sacramento

Electrify America

Councilmember Steve Hansen

Supervisor Phil Serna