



# Charge Ahead

**RECAP OF 2016 +  
A LOOK AHEAD TO 2017  
AND BEYOND**

Coalition for Clean Air | Communities for a  
Better Environment | Environment  
California Research & Policy  
Center | Greenlining | NRDC



# **CLEAN VEHICLES TODAY. CLEAN VEHICLES TOMORROW. CLEAN VEHICLES FOR ALL. CLEAN VEHICLES FOREVER.**

- **Electrification of transportation sector by 2050 and placing one million** light, medium, and heavy-duty EVs on California's roads by 2023.
- **Ensuring all Californians**, especially lower-income households most impacted by air pollution, **benefit** early from zero tailpipe emissions.
- **Leading by Example**: California has the capacity and the sense of urgency to show how we can reach our low carbon transportation goals in an inclusive way.

# CLEAN VEHICLES TODAY. CLEAN VEHICLES TOMORROW. CLEAN VEHICLES FOR ALL. CLEAN VEHICLES FOREVER.

- **Charge Ahead California campaign is led by a unique coalition**, representing a wide range of effective skill-sets and networks, to lead the environmental movement in California in creating equitable clean transportation policies/projects that can be replicated in other regions.
- The new administration in DC and other political dynamics threaten climate equity progress in CA; however **Charge Ahead shows great promise** in providing tangible immediate benefits to our most impacted communities.
- **Stars are aligning for creating maximum benefits in 2017 and beyond** and Charge Ahead must be engaged in all fronts taking advantage of a wide range of coalition strategies.



# EQUITY

Lead with Low-Income Communities of Color



## WHY EQUITY?

- Justice - low-income comms & comms of color hit first & worst
- Politics - equity is in
- Practical - people of color must benefit to reach climate & EV goals



## STARS ALIGNING

- Relationships
- \$ boost for equity & HD
- More equity pilots
- Utility charging pilots
- VW \$ coming
- SB 350 TE proposals
- Energy Commission EV charging block grant



## PILOT TO PERMANENT

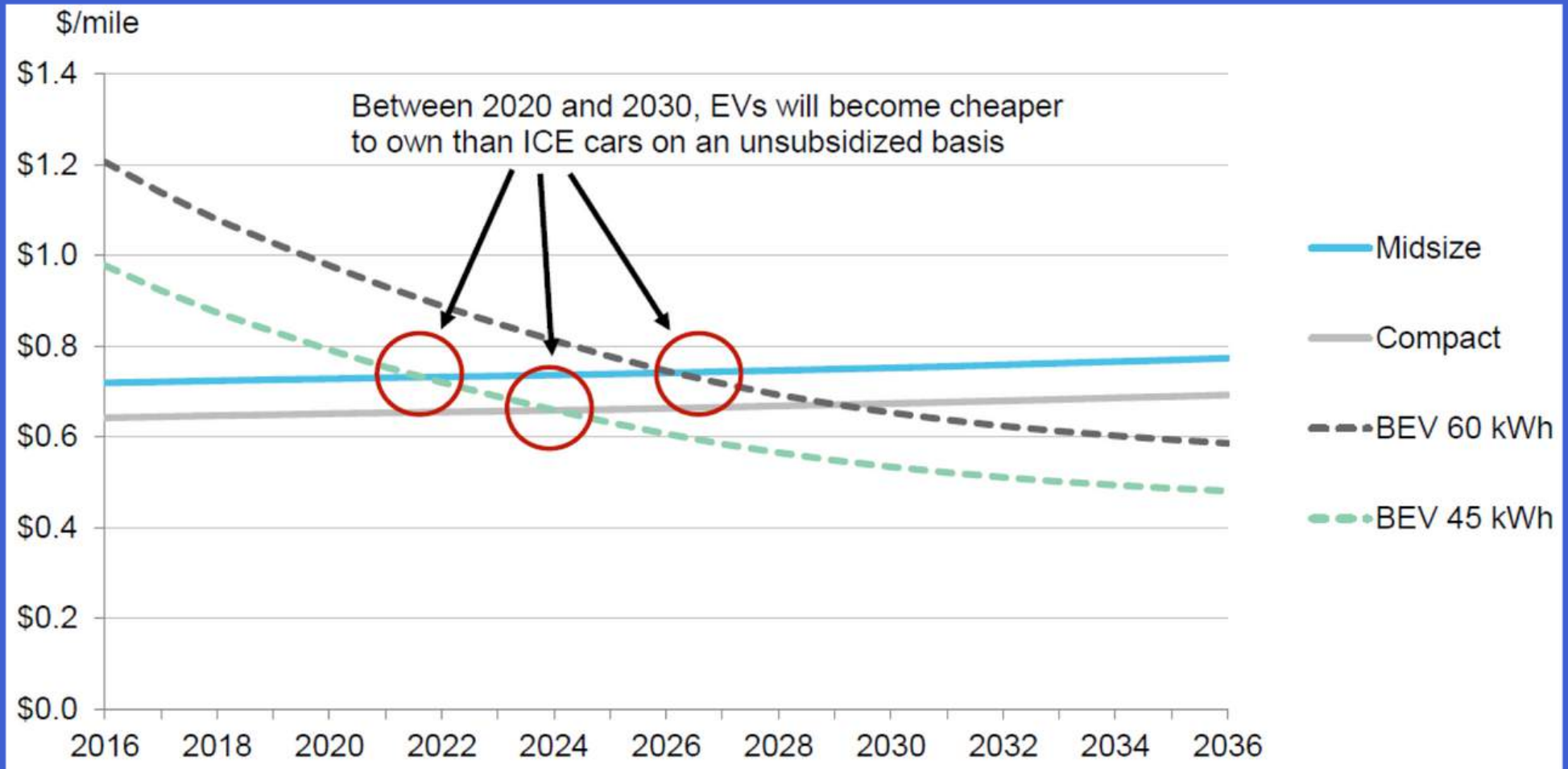
- Successful implementation
- Evaluate & highlight best practices
- Expand & complement
- Remove barriers
- Build support

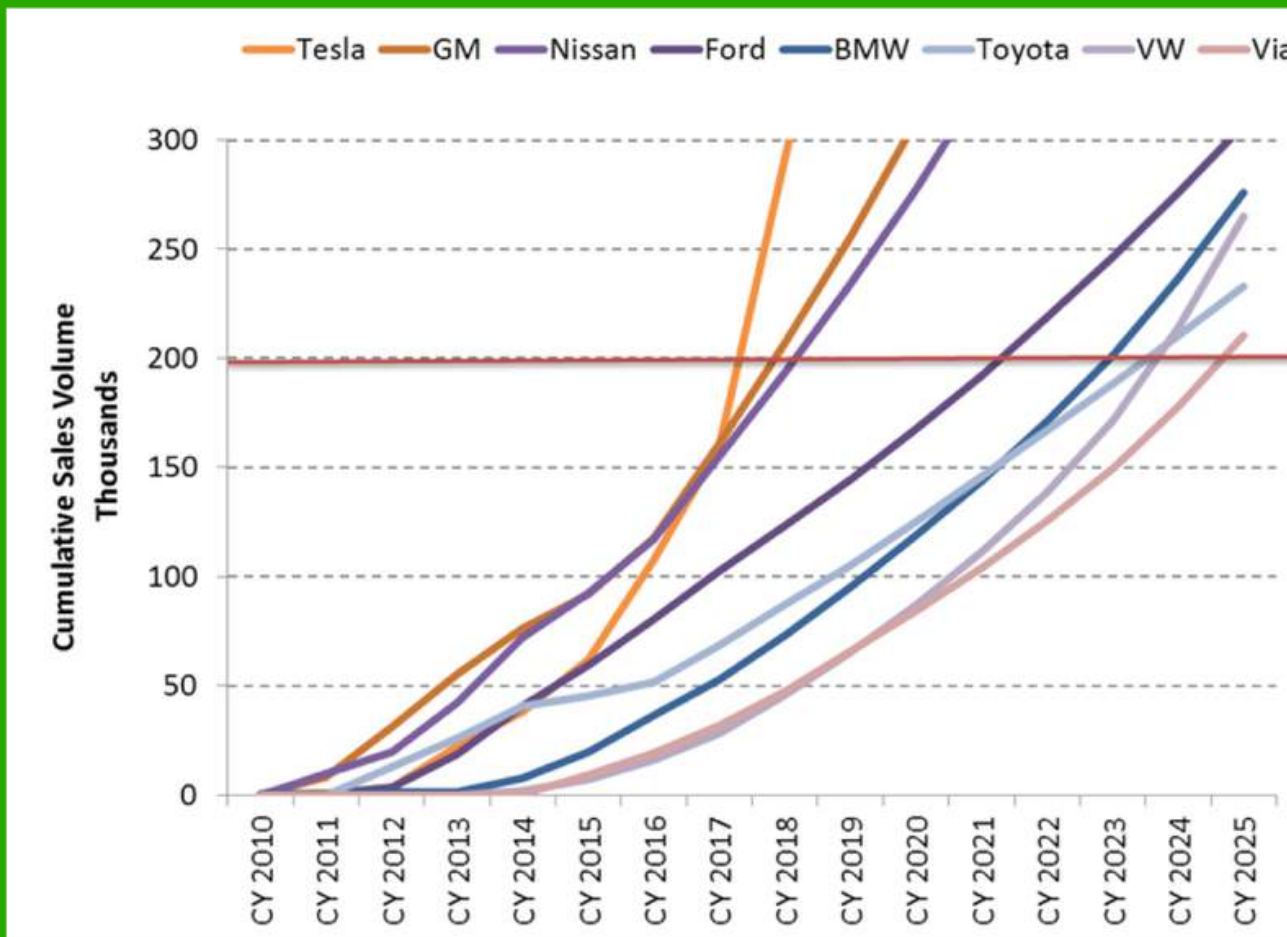
# 2016 Successes

- Built a **diverse** grassroots movement.
- **Educated** policy-makers
- **Shaped** key air and climate plans.
- **Defended** the Zero Emission Vehicle **mandate**.
- Secured utility **EV infrastructure deployment**.



# TRANSFORMING THE MARKET





**FEDERAL TAX CREDITS ANTICIPATED TO EXPIRE FOR LEADING MANUFACTURERS**

# STRATEGIES

- Public education
- Educate legislators in Sacramento
- Educate and reach out to other policy-makers: CPUC, CEC, air districts
- Expand base of support: Labor, (e.g. IBEW, SEIU) Mfrs
- Reach out to CBOs located in or doing work in key districts
- Media outreach
- Influence other key regulatory measures: Funding Plan (ARB)

