

# Clean Vehicle Assistance Program Data & Learnings

March 2022



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# Program Overview



## Affordability

Clean Vehicles Grants:  
**Up to \$5,000**



## Fair Financing Affordable

loans:  
**8% or below**



## Charging Access

Charging station Grants:  
**Up to \$2,000**



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# Background

Pilot phase	Program Open	Applications Started	Clean Vehicle Grants	Charging Grants	Grant \$ Awarded
Phase 1	June 2018 – November 2018	3,000+	~450	~140	\$2,425,000
Phase 2	February 2020 – April 2021	26,000+	~4,000	~2,350	\$24,155,000

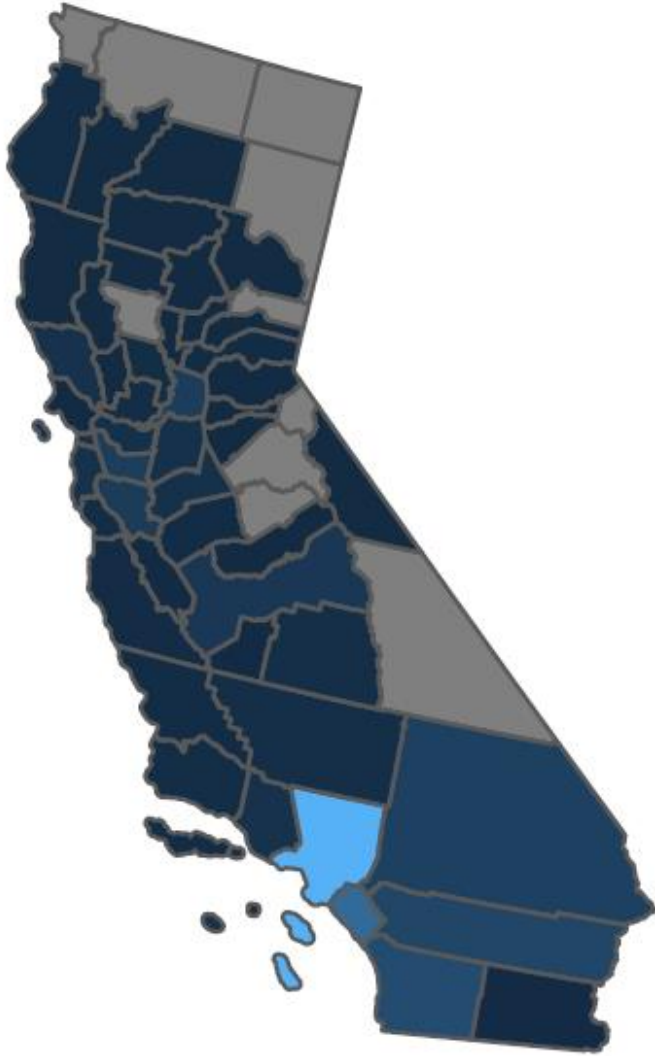


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## Goal: Statewide Reach



- Top five counties served:
  - Los Angeles (29%, 1,280 grantees)
  - Orange (14%, 633 grantees)
  - San Diego (8%, 351 grantees)
  - Riverside (6.5%, 290 grantees)
  - San Bernardino (5%, 237 grantees)



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# Goal: Target Disadvantaged Communities (DAC)

- 600 unique DAC census tracts served, about 30% of all California DACs.
- DAC grantees make up 19% of all CVA Program grantees.
- On average, DAC grantees spend less on their vehicle and have lower income than non-DAC grantees.



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# Supporting Data

## 856 DAC Grantees

- Average vehicle cost = \$35,437.24
- Average income = \$38,637.96
- Average FPL\* = 192.6%
- Average age = 38

## 3,570 non-DAC Grantees

- Average vehicle cost = \$39,629.87
- Average income = \$41,091.17
- Average FPL\* = 206.6%
- Average age = 40

\*FPL: Federal Poverty Level



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# 2021-'22 Outreach Pilot

- Approach:
  - Increased technical assistance and financial coaching
  - Partnered with 2 community-based organizations (CBOs)
  - 100% of applicants completed EV and loan readiness workshops



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# 2021-'22 Outreach Pilot

- Outcomes:
  - 30% of applicants from DAC
  - 69% conversion rate from application started to completed
  - 21 grantees
  - 134 approved applicants currently car shopping





# Outreach Pilot Survey Results

- 59% of applicants stated a need for a vehicle within a month
- “Reducing environmental impacts” (90%) and “saving money” (86%) cited as top reasons for wanting a clean vehicle
- 89% of applicants’ primary form of transportation at the time of completing the survey were traditional internal combustion engine vehicles



# Life changing impacts

"I never thought I'd be able to afford such a new car with so few miles on the odometer while working a minimum wage job, but here I am."



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# Summary of Learnings

- High interest and demand for the CVA Program grants.
- Targeted approach with case management supports higher participant engagement & more DAC applicants. Longer & more flexible timelines key.
- On average, DAC grantees spend less on their vehicles and have lower incomes.
- On average, grantees with incomes at 300-400% federal poverty level purchase more expensive vehicles and reside less in DACs.



# THANK YOU!

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