

Access Clean California

CARB Public Workshop
June 22nd, 2022



Overview

Access Clean CA Website - accesscleanca.org

1. Review of Pilot
2. Section I - Outreach
3. Section II - Case Management



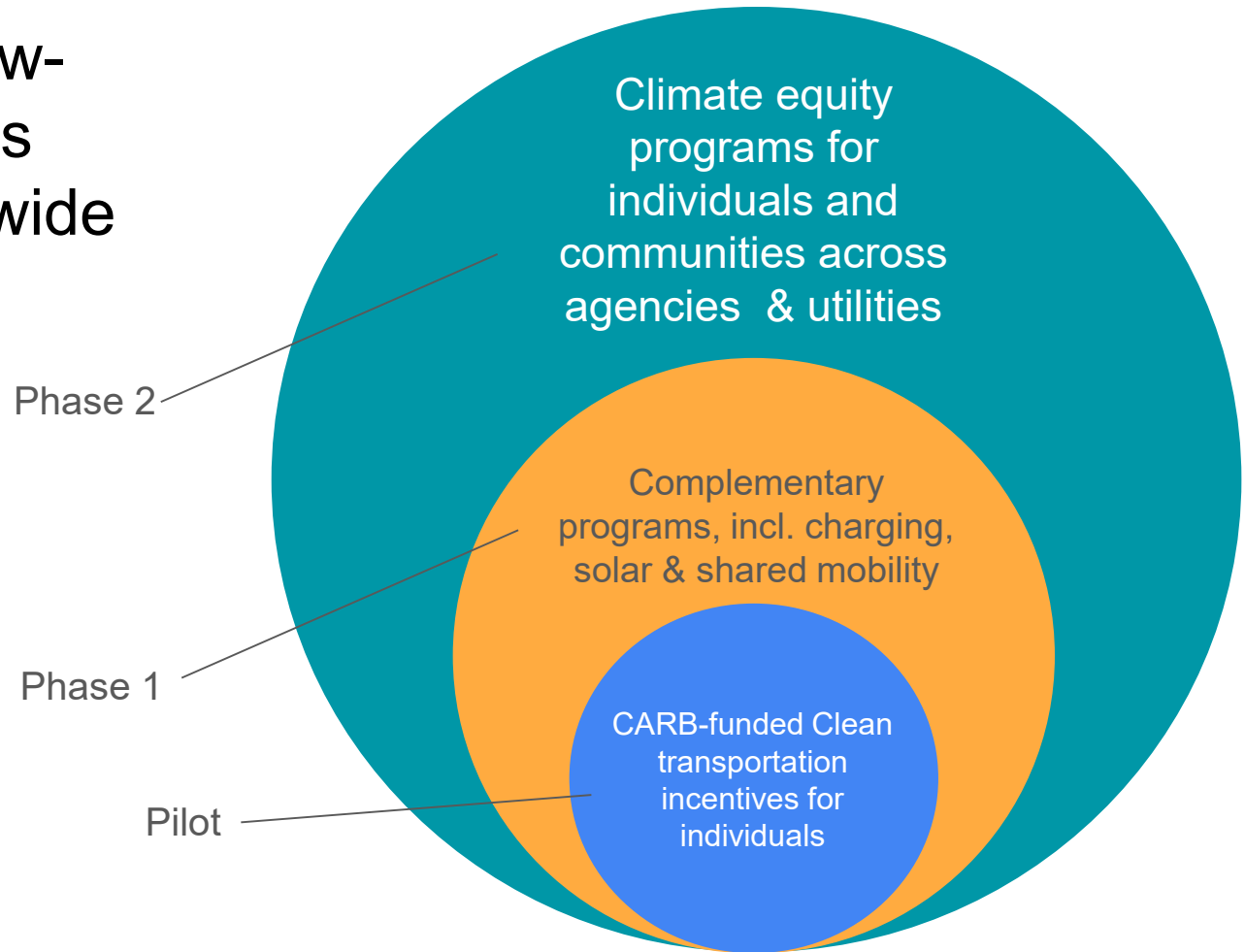
Pilot to Program

Retrospective 2018 - 2022

SB350 Barriers Studies

Part A - Led by CEC Clean energy access		Part B - Led by CARB Clean transportation access
Common Barriers	<ul style="list-style-type: none">• Structural (e.g. housing type & ownership status, access to capital)• Insufficient outreach• Insecure/inadequate program funding• Siloed programs	<ul style="list-style-type: none">• Community/physical (e.g. infrastructure, safety, etc.)• Lack of awareness• Affordability• Limited program funding & lack of long-term investment
Common Rec'ds	<ul style="list-style-type: none">-One-stop-shops for programs-Collaboration with trusted community-based organizations for outreach	<ul style="list-style-type: none">-One-stop-shops for programs-Comprehensive outreach plan

Addressing low-income access barriers statewide



Pilot Highlights

2018	2018	2019	2019
Landscape Analysis Completed a statewide tour visiting every program administrator to learn key opportunities and barriers Convened program administrators & outreach partners to present findings	Universal, Human Centered Design Drafted a minimum viable product scope to identify the best technical vendor Began working with outreach partners to identify critical barriers to participation in benefits programs	Outreach Resource Hub Through feedback from outreach partners, able to leverage funding from Electrify America to begin building a database of resources, collateral, and presentations for partners to leverage in their community	Statewide Quarterly Convenings Held four stakeholder convenings to ensure alignment of goals and facilitate collaboration and trust building between administrators, CARB, and outreach partners

Phase I

2020

Global Pandemic

Right before our last kickoff meeting the world shutdown and we moved all project operations to be done virtually

We pivoted quickly, ensuring that outreach partners had the resources needed continue work safely

2020

Renaming & Branding

Continuing a user-centered design process, the outcome of this process was informed by outreach partners, community stakeholders, CARB, and program administrators

2021

Scaling Statewide Coordinated Outreach

Through new partnerships with organizations like CCAC, we were able to expand and deepen out work in key parts of the state

Launched the Technical Assistance & Capacity Building pilot with 6 CBOs and 6 fellows

2021

Centralized Income Verification

Launched an MVP of a centralized income verification process that led to manual integrations with all program administrators

Built in ability for continuous improvement in the process through constant communication with outreach partners

Phase II - Interagency Collaboration

- Low Carbon Fuel Standard Programs
 - *Integration of stackable utility incentives for EVs, charging & electrical upgrades funded by CARB's LCFS holdback credits*
 - *Collaboration with California Clean Fuel Rewards to expand equity impacts*
- CPUC Universal Application System
 - *Platform for integration of ESA (energy efficiency) and CARE (discounted utility rates)*
 - *Opportunity to collaborate with CPUC and CDSS on centralized income verification hub being built for CalFresh/CalWorks*
- CEC / Charging Infrastructure Programs
 - *EnergIZE - Medium/heavy duty charging infrastructure*
 - *Communities in Charge - Light duty charging infrastructure*
 - *CALeVIP 2.0 - Light duty charging infrastructure*
 - *IDEAL Communities - Outreach & stakeholder engagement*
 - *Proposed opportunities to develop new equitable at-home charging programs*



Section 1: Coordinated Outreach

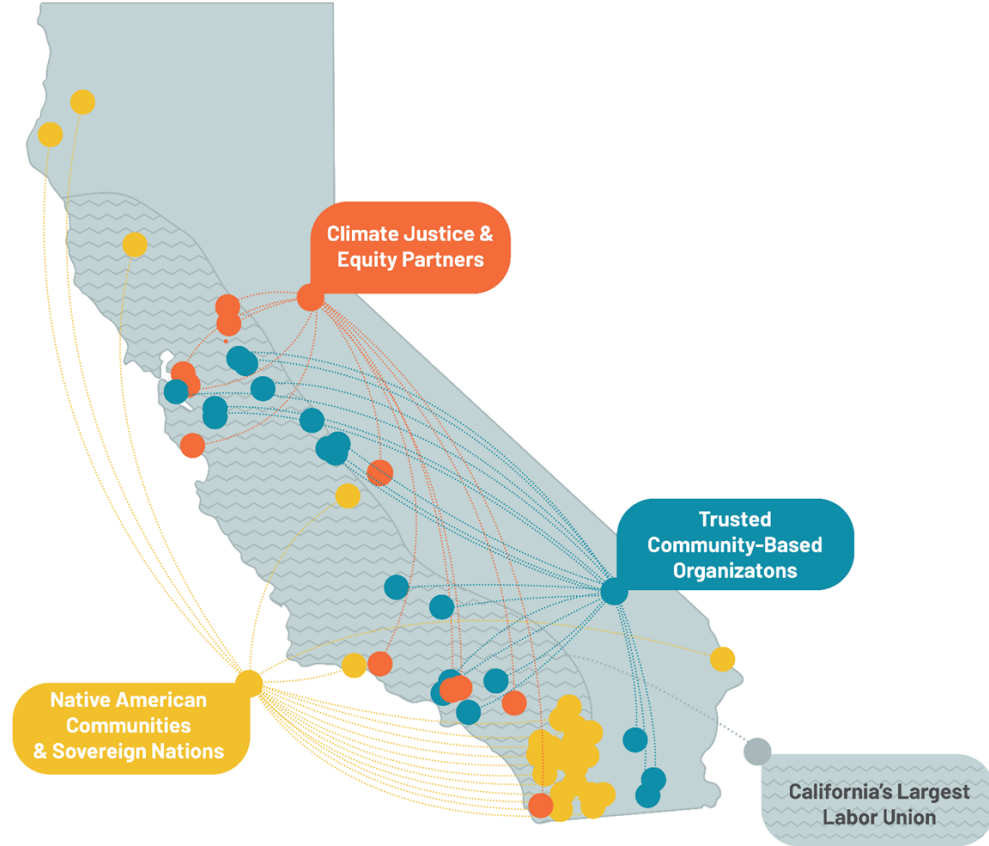
Outreach Strategies

- Modeled needs based approach by working with trusted community organizations and institutions
 - Diverse outreach partnerships
 - Communications network for sharing information, challenges and best practices
- Consolidated education and outreach materials that are culturally and linguistically reflective of diverse communities
- Technical assistance and capacity-building for community organizations
- Developed equity-centric evaluation standards to measure efficacy

Communications network

- Consolidated program updates
- Community input/program feedback loop
- Resource hub
 - Training & program information
 - Marketing resources
 - Grant opportunities
 - Community outreach calendar

Statewide Outreach Network



Statewide Outreach Network

Climate Justice & Equity Partners

- Community Environmental Council
- Community Housing Development Corporation
- Ecology Action
- EV Noire
- Foundation for California Community Colleges
- GRID Alternatives' seven California affiliates

Trusted CBOs

- Central California Asthma Coalition's network of 7 Central Valley-based CBOs
- Comité Civico del Valle's network of 3 Imperial Valley groups
- Fresno Metro Black Chamber of Commerce
- Healthy Active Streets
- ICAN
- Latina/o Roundtable
- META Coop
- Peninsula Family Services
- People for Mobility Justice
- South Kern Sol
- Social Justice Learning Institute

Native American Communities and Sovereign Nations

- Blue Lake Rancheria
- NAEPC
- Northern Circle Indian Housing Authority

California's Largest Labor Union

- SEIU, with over 700,000 members across the state

Outreach Equity Centered Strategies

- **Tailored** and **curated** approach to outreach **equity-centered strategies** specific to partners' communities and priority audiences.

For example:

- Student ambassador outreach program through Foundation for California Community Colleges in various community colleges
- EV purchase guidance program through Ecology Action serving the Central Coast
- Engagement and advocacy providing community centered input and feedback on design and implementation of clean energy and clean transportation programs through People for Mobility Justice and Latino/a Roundtable

Target Communities

- Identified outreach gaps aligning with program funding and geographic reach within the hardest to reach communities, including **tribal and rural communities**, **low income communities**, and **disadvantaged communities**.
- Access Clean CA equity metrics helped identify gaps in overall outreach strategy and reinforced the need for expansion of the outreach partner network.
- Led to outreach partnership expansion with community organizations such as:
 - Central CA Asthma Collaborative - Central Valley
 - Comite Civico del Valle - Imperial Valley and Coachella Valley
 - South Kern Sol - San Joaquin Valley
 - Latino/a Roundtable - Inland Empire
 - Social Justice Learning Institute - South Los Angeles

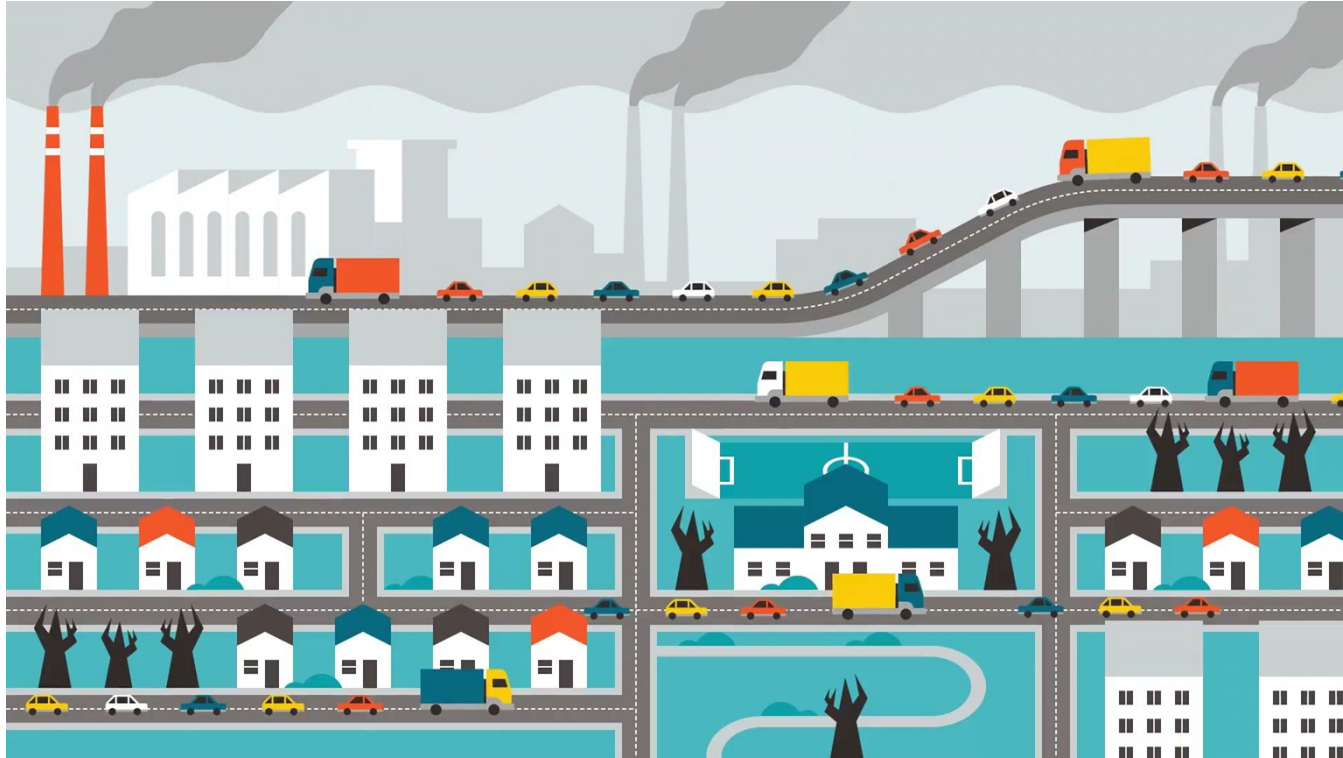


Section 2: **Streamline Application Process**

Strategy 2: Streamline Application Process

- Simple, intuitive, and easy to use Benefits Finder to find eligible programs and start applications
- Seamless application experience across programs
 - Close collaboration with Program Administrators
 - Centralized income verification
 - Facilitate stacking of incentives
 - Back-end case management and tracking

Access Clean CA Demo (updated April 2022)



Centralized Income Verification Pilot

- **Make income verification easier** for our communities by minimizing the burden of proof on applicants.
- **Make the application process faster** for our communities by automating as much of the process as possible.
- **Ensure a seamless applicant experience** by building effective handoff processes from Access Clean CA to Program Administrators.

Key Lessons Learned

- Put the applicant first in process design - **it's all about the people**
- Be actively responsive to feedback
- Create technologically simple integrations with Program Administrators (PA) to:
 - Send applications
 - Receive status updates
- Direct communication channel between Access and PA case management staff

Programs are for The People

Access Clean CA Helps Applicants Choose and Stack Programs

Jorgeio

“Okay, I didn’t know that, thank you so much and yes please. I would like to sign up for it.”

Outreach Partners, Access Clean CA, and Program Administrators Work Together to Support Applicants

Sheila

Thank you so much for your help today. It felt like you really pushed us over the top of a very big hill!!”

Be Responsive to Applicants

Roger

“Thank you so much for the quick follow up, time and patience in answering my questions.”

Get Involved

GRID Alternatives

Zach Franklin, Chief Strategy Officer

Terea Macomber, Director, Clean Mobility Programs

CARB

Tabetha Willmon, Clean Transportation Outreach Manager

Nick Nairn-Birch, One-Stop-Shop Project Lead

AccessCleanCA.org

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