



November 6, 2023

California Air Resources Board
1001 I St.
Sacramento, CA 95814

RE: Support for Electrify America's Cycle 4 Investment Plan

Dear California Air Resources Board Members:

I am writing on behalf of Ecology Action in support of Electrify America's Cycle 4 California ZEV Investment Plan. This significant, \$200 million investment in California over 30 months will bring the state closer to achieving its zero emission vehicle (ZEV) deployment and emissions reduction goals to combat climate change and improve air quality by transitioning to zero emission transportation.

Ecology Action, with headquarters in Santa Cruz, has led regional environmental initiatives since 1970. We are dedicated to achieving carbon neutrality and thriving social and economic health. Ecology Action's expertise lies in designing, demonstrating, and scaling resource-conserving solutions for individuals, communities, businesses, and government entities, with over \$17.5M in program delivery in DACs. Our decades-old Sustainable Transportation program works with individuals, employers, and government partners to normalize zero- or low-emission transportation choices. Recognizing that purchasing an EV is one of the most effective choices an individual can make for reducing their carbon footprint, we have an active EV outreach and encouragement program as well as expertise in charging infrastructure deployment. Ecology Action has over 13 years of experience conducting EV education, outreach, and assistance with a focus on serving historically under sourced communities and low-income consumers.

This is the fourth and final investment cycle by Electrify America as part of its initial \$800 million commitment over 10 years to accelerate transportation electrification in California. The Cycle 4 ZEV Investment Plan will continue to advance ZEV adoption in California by further building out public ultra-fast charging infrastructure in metropolitan areas and along highway corridors, and continuing to invest in brand neutral education and awareness efforts, including supporting and sponsoring ZEV education, STEM programming and workforce development training. To date, Electrify America has invested \$9 million in community-based organizations and nearly \$3 million in STEM and workforce development programs over Cycles 1-3.

Importantly, the plan continues Electrify America's commitment to providing benefit through its investments to rural, disadvantaged, and low income communities, to ensure that all communities can access charging and participate in the transition to electric vehicles. Currently, over 50% of Electrify America's public ultra-fast charging stations at various stages of

development are in disadvantaged or low-income communities, exceeding the company's 35% target.

Electrify America's EV Equity consumer education and awareness funding from their Cycle 2 and 3 has provided foundational support for an Ecology Action led Central Coast EV Equity Consumer campaign since late 2019. Ecology Action was able to develop a regional CBO partnership spanning six counties from Santa Cruz to Ventura Counties that has engaged thousands of low income and disadvantaged consumers. Cycle 2 support allowed us to build marketing, engagement and tracking systems to educate and support residents in the long, complex and unfamiliar process of considering and buying an EV. Our EVs Para Todos/EVs for Everyone is offered in Spanish and English with bilingual/bicultural outreach staff working with consumers in their largely Hispanic, farm worker and service industry LIC/DAC neighborhoods.

In 2023, our partnership has conducted over 80 community-based EV Ride n Drive, EV static car displays, information/webinar sessions reaching over 6,000 consumers. Some 500 residents are enrolled in our one-on-one EV Purchase Guidance Assistance service that guides consumers through the process of determining which EV they can afford that will meet their driving needs and how to apply for financial incentives for EVs and EV charging.

Electrify America's Cycle 4 Investment Plan provides critical financial support for CBOs like ours, our Central Coast partners and others throughout California reach the most vulnerable populations to include them in the electrification of transportation.

Electrify America's investments are also creating economic opportunity for many stakeholders. For example, responding vendors to Electrify America's 2022 year-end survey identified nearly 4,000 workers employed by themselves and subcontractors that worked on Electrify America projects from July to December 2022, including 914 workers in California. Of these workers, vendors reported that 32% lived in low-income and disadvantaged communities, while vendors reported that approximately 1% of workers self-identified as veterans. Survey respondents also indicated that nearly 600 jobs were created or sustained because of work with Electrify America, roughly 50% of which were employees and contractors living and working in California.¹

We respectfully urge you to find that Electrify America's Cycle 4 California ZEV Investment Plan is consistent with requirements at your December Board meeting, in order to keep California on the forefront as a leader in the fight against climate change.

Respectfully,



Piet Canin
Strategic Development Director

¹ "2022 Annual Report to CARB." April 30, 2023.
<https://media.electrifyamerica.com/assets/documents/original/1016-2022CaliforniaAnnualReport.pdf>