Clean Vehicle Assistance Program
Data & Learnings

March 2022
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
## Background

<table>
<thead>
<tr>
<th>Pilot phase</th>
<th>Program Open</th>
<th>Applications Started</th>
<th>Clean Vehicle Grants</th>
<th>Charging Grants</th>
<th>Grant $ Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1</td>
<td>June 2018 – November 2018</td>
<td>3,000+</td>
<td>~450</td>
<td>~140</td>
<td>$2,425,000</td>
</tr>
<tr>
<td>Phase 2</td>
<td>February 2020 – April 2021</td>
<td>26,000+</td>
<td>~4,000</td>
<td>~2,350</td>
<td>$24,155,000</td>
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</tbody>
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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)
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.
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
2021-’22 Outreach Pilot

• Approach:
  o Increased technical assistance and financial coaching
  o Partnered with 2 community-based organizations (CBOs)
  o 100% of applicants completed EV and loan readiness workshops
2021-’22 Outreach Pilot

• Outcomes:
  o 30% of applicants from DAC
  o 69% conversion rate from application started to completed
  o 21 grantees
  o 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
"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."
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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