



Meeting will begin at 9:00 am

La reunión comenzará a las 9:00 am



Drive Forward Individual and Community Mobility Incentives Public Workshop

March 24, 2026

Agenda

Time	Session
9:00 – 9:15 a.m.	Welcome, Introduction, and Overview
9:15 – 10:30 a.m.	Individual and Community Mobility Incentives
10:30 – 10:45 a.m.	Break
10:45 – 12:45 p.m.	New Light-Duty Zero-Emission Vehicle Incentive Program
12:45 – 1:00 p.m.	Next Steps

Times are approximate.

Meeting Agreements

- Be respectful to others
- Take space, make space
- Listen to understand
- Strive to follow an equitable approach and help to strategize solutions for our clean transportation incentive programs
 - ❖ Equity recognizes that advantages and barriers exist. As a result, we do not all start from the same place

Introduction & Overview

Today's Landscape



The Path Forward

EO N-27-25

- Develop regulations to reduce greenhouse gas, criteria, and toxic pollutants
- Update state purchasing requirements
- Assess additional actions to advance zero-emission vehicle (ZEV) adoption

ZEV Forward

- Multi-agency effort to assess additional actions to advance ZEV adoption
- Published Report to Governor on Executive Order N-27-25 Zero Emission Vehicle Deployment

Drive Forward

- CARB initiative aim to continue State's commitment to protect public health
- Encompasses CARB regulatory efforts, ZEV market outreach and support, collaboration, and incentives

Governor's Proposed Budget for Clean Transportation Incentives

Fiscal Year 2026-27 (millions)

- Total Proposed Funding: ~\$235

Incentive Project Category	Air Quality Improvement Fund	Greenhouse Gas Reduction Fund	Air Pollution Control Fund
Medium- and Heavy-Duty Zero-Emission Projects	-	-	-
Air Quality Improvement Program	~\$35	-	-
Individual Mobility Projects	-	-	-
New Light-Duty Zero-Emission Vehicle Project: \$200	-	\$115	\$85

- **No proposed funding:** Community Mobility Projects

Drive Forward: Timeline

Drive Forward: Light-Duty Vehicle Standards Workshop
October 21, 2025
Completed

Drive Forward: Heavy-Duty Vehicle Standards and Strategies Workshop
December 3, 2025
Completed

Drive Forward: Medium & Heavy-Duty Incentives Workshop
Tomorrow

Drive Forward: Incentives Workshop
November 13, 2025
Completed

Drive Forward: Light-Duty Incentives Workshop
Today

Individual and Community Mobility Incentives

Individual & Community Mobility Incentives Overview

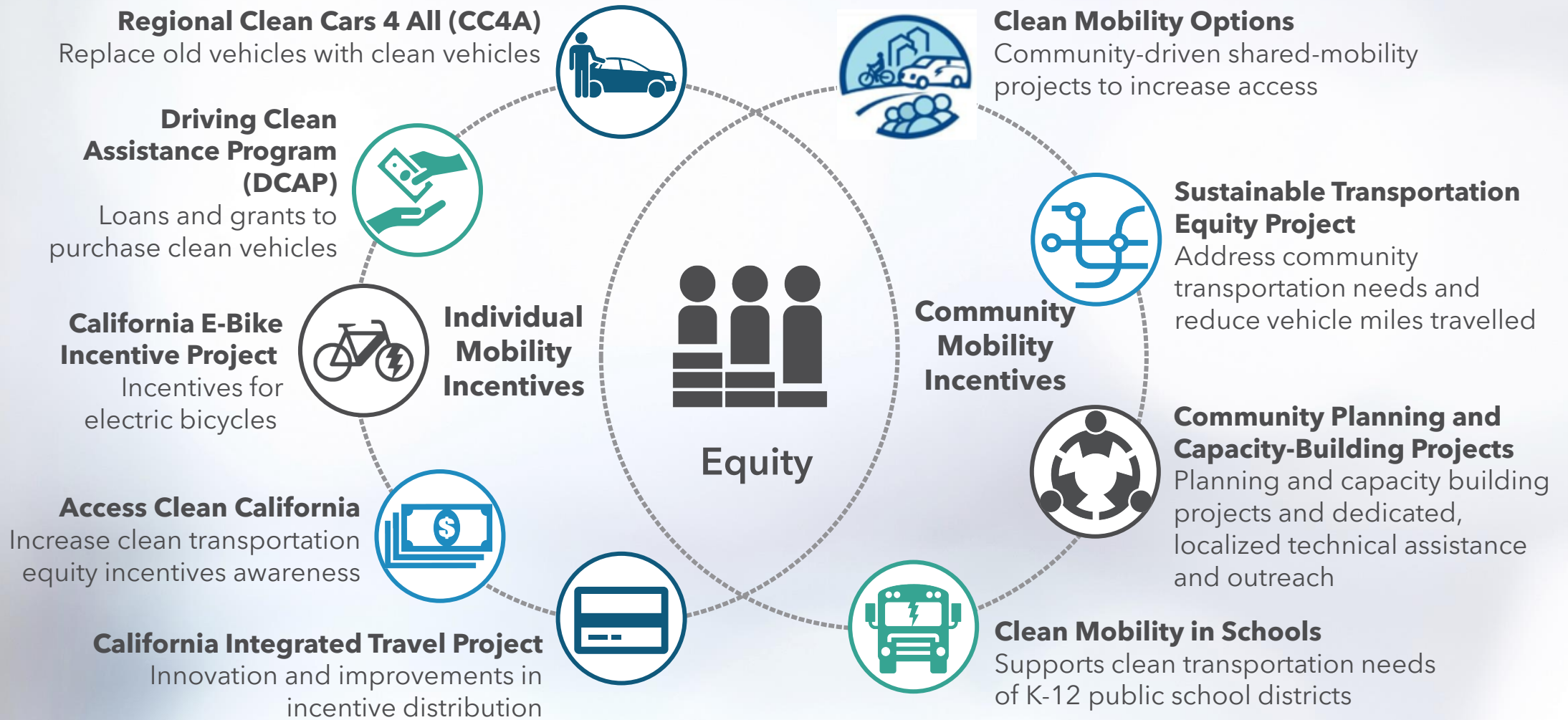
Individual and Community Mobility

- Light-duty vehicle purchase incentives for individuals
- Clean mobility investments in communities

Investment Goals

- Accelerate zero-emission vehicle deployment
- For priority population areas:
 - Improve key destination access with increased options for active and shared mobility
 - Fund community-identified solutions
 - Alleviate environmental harms

Individual & Community Mobility Incentives



Progress to Date



\$2.7 billion allocated to date



627,000 vehicles deployed



11 million metric tons greenhouse gas emissions reduced



31,000 vehicles scrapped

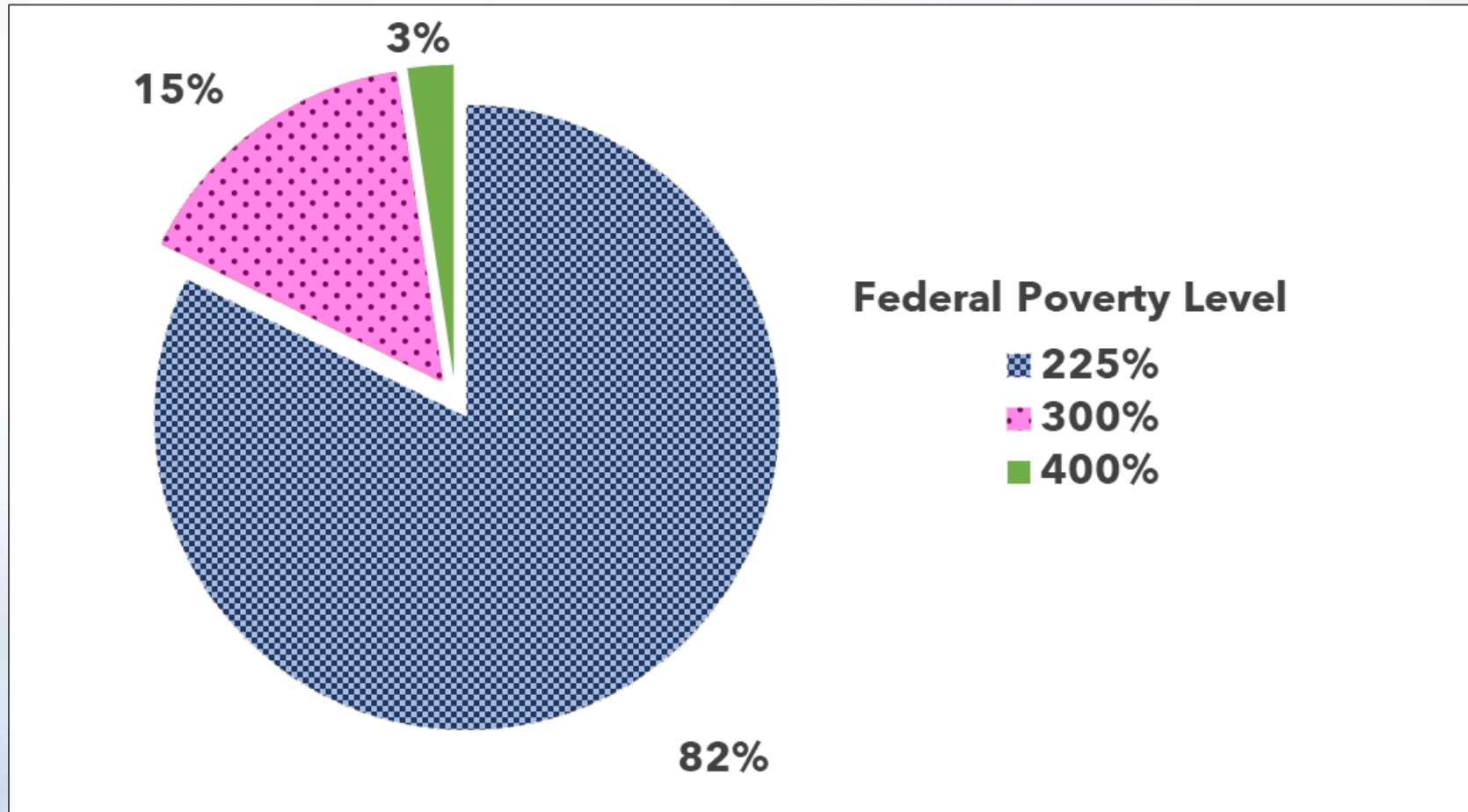


197 community mobility projects deployed



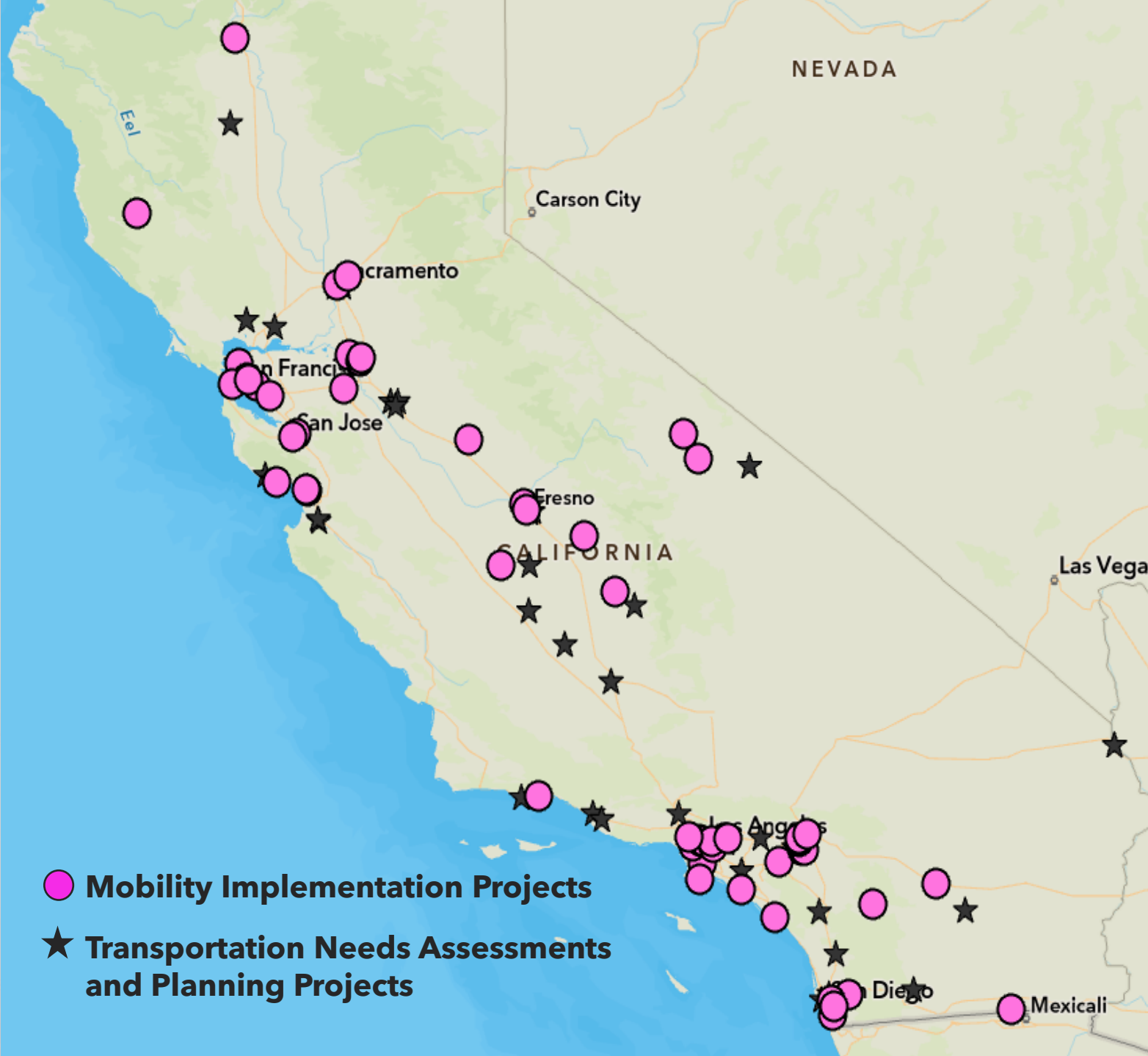
400,000+ trips by community mobility users

Individual Mobility Incentive Project Participant Distribution by Federal Poverty Level



Community Mobility Incentive Projects

- Electric car share services
- Bikeshare and e-bike libraries
- On-demand and fixed-route shuttles
- Workforce developments
- Pedestrian and bike infrastructure
- Urban greening
- Electric school buses and transit fleet
- Charging infrastructure
- Planning and capacity-building efforts



● Mobility Implementation Projects
★ Transportation Needs Assessments and Planning Projects

Community Mobility Incentives Build a Strong Network of Experienced Local Partners

- Community-based organizations
- Local, regional and tribal governments
- Housing authorities and community service providers
- Program administrators and technical assistance providers
- These partners have hands-on experience deploying and operating zero-emission shared mobility in their communities

As additional resources become available, programs can:

- Expand service areas in existing communities
- Replicate models in more priority communities
- Increase fleet size and service frequency
- Stabilize long-term operations
- And... new communities begin planning to identify local transportation needs

Community Mobility Services Improve Transportation Affordability



\$16 saving per trip on average for a commuter using a car share service



In 2024 alone, microtransit services saved users nearly \$77,000 in total



\$0-\$4 typical fare range per trip

"Families used to pay \$100 out of their pocket to get a ride. Now they pay zero."

- Rey Leon, City of Huron, LEAP Institute



What We Heard During Last Workshop

- More consistent and flexible funding
- Make it easier to buy or use clean vehicles and provide better loan options
- Expand transportation options (e.g., community shuttles, safe walking paths, biking, and shared rides)
- Remove barriers (e.g., charging station reliability, high insurance costs, and lack of education/language support)
- Interest in e-bikes, cord-free charging, and other clean fuels

Questions To Think About

- **What stage are you in implementing any clean mobility projects in your community?**
- **What are the biggest gaps that need to be addressed to scale clean mobility services in your community?**

For example:

- Long-term operational funding
- Staffing and organizational capacity
- Partnerships with local agencies
- Charging infrastructure
- Technical expertise and planning support
- Others?

Comments, Questions, Suggestions

Individual & Community Mobility Input Session



Zoom: Raise hand in Zoom or dial #2 by phone



State your name & affiliation before questions or comments



Email questions to CleanTransportationIncentives@arb.ca.gov

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Break

Return at 10:45 a.m.

Governor's Proposed New Zero Emission Vehicle Incentive Program

Program Overview

One-time appropriation of \$200 million for the 2026-27 fiscal year.

Partnership between CARB and automakers to distribute incentives at the point of sale.

First-time buyers or lessees of new or used ZEVs.

Manufacturer's Suggested Retail Price (MSRP) caps from the Federal Inflation Reduction Act of 2022.

Terms	Definition (as used in the IRA)
Clean Vehicle	A vehicle that meets technology-specific criteria (battery electric or fuel cell)
New Clean Vehicle (§30D)	A new vehicle placed in service by the resident that meets MSRP limits, vehicle technology type, weight/classification rules , and seller reporting requirements.
Previously Owned Clean Vehicle (§25E)	A used clean vehicle at least two years old, purchased from a dealer, meeting price and EV/fuel-cell technology requirements.
Qualified Manufacturer	A manufacturer that enters into a written agreement with the IRS and provides VIN-level reporting to certify which vehicles meet §30D requirements.

Terms	Definition (as used in the IRA)
Point of Sale	Allows buyers to transfer the credit to a registered dealer at the point of sale, enabling an immediate price reduction.
MSRP Limit	The retail price of the automobile suggested by the manufacturer, including manufacturer installed options, accessories and trim but excluding destination fees. It isn't necessarily the price you pay.
MSRP	The MSRP of a pickup truck, van or SUV must be \$80,000 or less; for all other passenger vehicles, \$55,000 or less. \$25,000 or less for used vehicles. *Eligible new clean vehicles must weigh less than 14,000 pounds.

Implementation



Partner with participating automakers to “buy-down” the sticker price.



State and automaker funds combine to double the incentive.



Rapid program launch via direct collaboration with OEMs.



Grant distribution process and incentive amount.

How is this new program different than existing EV incentive programs?

- On-the-hood incentive (faster distribution)
- Open to all first time EV buyers or lessees
- Less restrictive eligibility requirements
- Existing programs focus on low-income consumers living in priority communities and require income verification

Considerations for Setting the Incentive Amount

Base Vehicle Eligibility

- New ZEVs at or below:
 - MSRP of \$55,000 for passenger vehicles
 - MSRP of \$80,000 for a pickup truck, van, or SUV.
- Used vehicles with a sale price at or below \$25,000
- Model year cut off for used vehicles

Incentive Amounts

- Studies show that direct purchase rebates lead to 6% more EVs per every \$1k.
- New versus used vehicles
- Higher incentives for new vehicles and lower for used ones.

Proposed Incentive Scenarios

New Program Incentive	OEM Match Incentive	Proposed Total Incentive	Incentives Distributed
\$750	\$750	\$1,500	266,666
\$1,500	\$1,500	\$3,000	133,330
\$2,000	\$2,000	\$4,000	100,000
\$3,750	\$3,750	\$7,500	53,333

Policy Considerations for Discussion

What should the incentive be for new/used vehicles?

How should the \$ be split among OEMs?

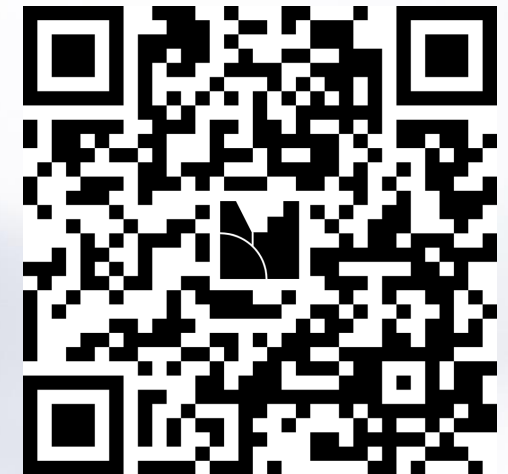
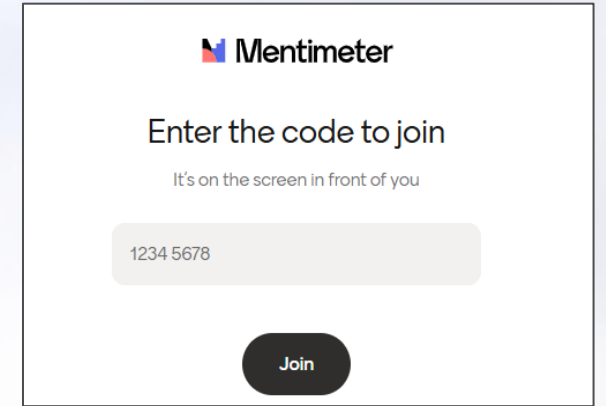
Should we allow grant stacking?

How might the program encourage vehicles to stay in state?

Mentimeter How-To

- **Three ways to participate:**

- In a browser, enter this code into the text box on Menti.com: **9277 8755**
- Use the participant link (dropped in the chat)
- Scan the QR code with your smartphone



Questions?

Mentimeter Question 1

- \$200M is proposed for the new ZEV incentive program. What should the total incentive amount for *NEW* vehicles be (CARB Incentive + OEM Match)?
 - \$1,500
 - \$3,000
 - \$4,000
 - \$7,500
 - Other

Mentimeter Question 1b

- If you responded "Other" to the last question, what do you think the total incentive amount should be for *NEW* vehicles?
 - Open ended

Mentimeter Question 2

- With the \$200M allocation and your prior answer, what should the total *USED* vehicle incentive be (CARB Incentive + OEM Match)?
 - Open ended

Mentimeter Question 3a

- Should the funding be divided equally between the participating automakers?
 - Yes
 - No

Mentimeter Question 3b

- If you responded "No" to the last question, what is your suggestion on how to divide funding (if not equally)?
 - Open ended

Mentimeter Question 4

- Should this incentive stack with other CARB incentives (i.e., Driving Clean Assistance Program or Clean Cars 4 All)?
 - Yes
 - No

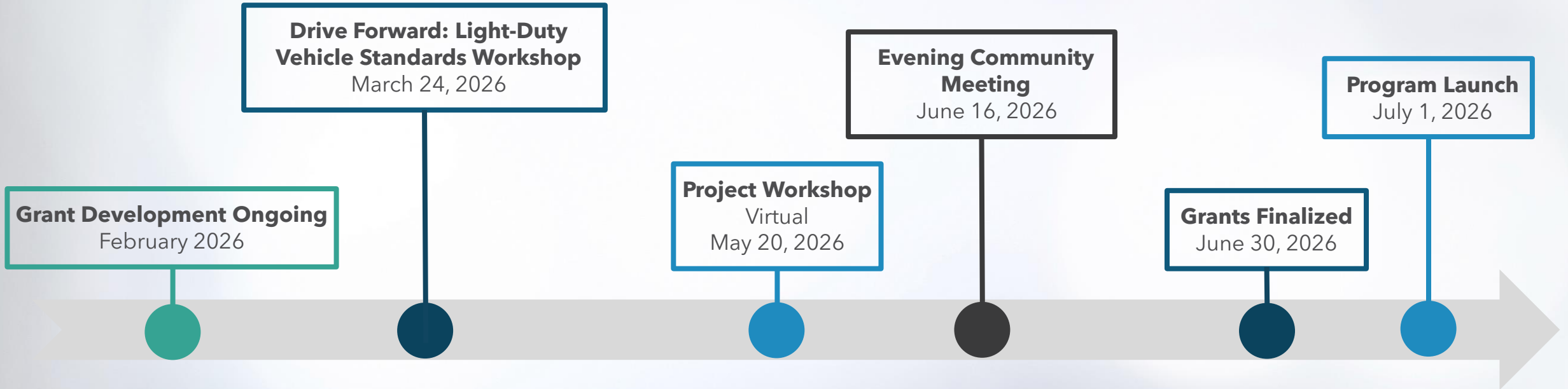
Mentimeter Question 5a

- Some CARB incentives require vehicles to stay in CA for a set period, often 30 months. What should the ownership requirement be for this program?
 - 0 months
 - 12 months
 - 24 months
 - 30 months
 - Other

Mentimeter Question 5b

- If you responded "Other" to the last question, how long do you think the ownership requirement should be?
 - Open ended

Program Timeline*



Comments, Questions, Suggestions

Governor's Proposed New ZEV Incentive Program

Input Session



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Drive Forward Incentives Timeline

Public Engagement	Date
Public Workgroups	January 2026 - March 2026
Drive Forward Heavy-Duty Incentives and Fiscal Year 2025-26 and 2026-27 AQIP Funding Plan	March 25, 2026
Evening Community Meeting	April 21, 2026

Contact Us

Share Your Feedback: March 24th
Drive Forward Incentives
Workshop



Team Email:

cleantransportationincentives@arb.ca.gov

Survey Link:

<https://forms.office.com/g/7EpvGHD9Tb>