

Abstract #: 123

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Abstract Text: Five years into the second attempt to introduce electric cars to mass market the clean vehicle rebate program (CVRP), which has made it possible for over 100,000 all electric and plug-in hybrids to be added to California's roads, is continuing the charge to increase the number of electric vehicles on the road whilst focusing greater inclusion of underserved communities. A major emphasis is being placed on the South Coast and San Joaquin Air Districts based on their extreme non-attainment status and their representation of the majority of the top 25% census tracts in California. By focusing on these districts, the hope is to help accelerate and meet the state goals for Greenhouse Gas (GHG) reductions set forth by Assembly Bill (AB) 32 and provide underserved communities with affordable, clean mobility options to improve employment and education opportunities and mitigate health risks by reducing air pollution. This presentation will introduce various structural and programmatic changes adopted to meet the goal of increasing EV adoption, focusing on coordination with pilot programs designed to provide rebates for the acquisition of new or previously owned electric and plug-in hybrids to low income individuals and other members of disadvantaged communities. A variety of resources and tools developed to aid in this effort such as multilingual outreach, collateral and online tools will also be presented. The goals are to provide a holistic understanding of the breath and scope of activities in place to expand EV adoption to markets and demographic groups not typically associated with the electric vehicle market and attempt to distill lessons learned and identify tools or approaches that can be used by other agencies interested in exploring equity initiatives within the EV market.