

Equity Engagement & Implementation Plan

Zero Emission Vehicle Market Development Strategy

First Principle: Equity¹ in every decision

The people suffering the impacts of social, economic, and environmental burdens are also those closest to the solutions. Continual, meaningful engagement and capacity building within priority communities is key to ensuring that the ZEV market provides direct and assured benefits to those most impacted by poor air quality and lack of access to clean transportation and mobility and high-road jobs. We actively look for opportunities to implement community-led ideas and share decision-making power; each decision or action should incorporate priority communities' ideas and direct feedback.

Context

The intention behind "equity in every decision"- the first principle in California's ZEV Market Development Strategy (ZEV Strategy)- is to deliberately focus market development efforts from the onset on providing direct benefits and creating opportunities - cleaner air and public health benefits, opportunities for high-road jobs² and workforce development, cost saving benefits of ZEVs - for people in and near communities that disproportionately suffer from historic and persistent environmental, health, and other social burdens. Priority communities may include but are not limited to: people of no- and low-income, disadvantaged communities (DACs), California Native American Tribes, and communities of color.³ We have intentionally used a broad definition for priority communities to be as inclusive as possible and recognize that each community experiences disparate environmental, health, and social barriers; our goal is to ensure that all Californians benefit from the transition to



¹ Equity: Actively empowering priority communities to thrive and reach their full environmental, economic, and social potential by transforming the behaviors, institutions and systems that are causing disproportionate harm. Decisions and processes that intentionally prioritize equity are inclusive across marginalized groups, increase access to a broad suite of clean transportation and mobility options and other critical resources, and maximize opportunities in priority communities.

² High-road jobs are jobs created within a high-road economy, which not only centers on job quality, but also sustainability and equity. See Resources section for expanded definition.

³ For a more detailed definition and references to relevant statutes see Resources section at the end of the document.

zero emission vehicles. The Equity Engagement & Implementation Plan is focused on addressing inequities through both process and outcomes and will be updated annually as we continue to learn and improve.

The purpose of this summary document is threefold (listed in sequential order):

- I. **ZEV Equity Lay of the Land:** Highlight ZEV programs that have an equity focus.
- II. **Inventory of Existing Engagement:** Establish a widely shared understanding of existing opportunities for community outreach and engagement.
- III. **Priorities for Improvement:** Identify and/or create opportunities to both streamline and expand collaboration with priority communities.

California has several ZEV equity programs and projects, with strong interagency and stakeholder collaboration already in place. We have made significant progress through lessons learned in incorporating equity and inclusive processes into decision-making; however, it is also clear to policymakers, staff, and stakeholders that much more needs to be done in order to fully realize our climate and equity goals. The ZEV Strategy strives to build on and amplify existing efforts, including relationships and partnership building. However, the ZEV Strategy also seeks to establish frameworks for expanding opportunities to address clear gaps and barriers in access to zero-emission clean transportation and mobility options and creating high-road jobs in advanced vehicle and infrastructure manufacturing within priority communities.

This amplification and expansion starts with deliberately centering equity in each state agency action plan.⁴ This means drafting every action with an intentional equity lens. Core to success, and the focus of this document, is ensuring that our action plans provide the critical directions necessary for change and meaningful, measurable impact within priority communities, as well as establishing processes that are inclusive and account for historic and institutional contexts. Building on existing program tracking, state agencies will develop clear qualitative and quantitative metrics to ensure direct environmental and economic benefits of state ZEV programs over time.

Creating positive impact in priority communities hinges on a variety of factors: understanding community needs and opportunities, including through conducting community transportation needs assessments; building trusting relationships and partnerships; establishing or leveraging partnerships with community leaders to determine course of action; ensuring that communities have access to and support for funding and economic development opportunities, including capacity building; co-developing strategies and benefits agreements with community leaders; and a commitment to listening, learning and adjusting as we go.

⁴ Stakeholders are encouraged to read [Agency Action Plans](#) and identify opportunities we may have missed. Suggestions can be sent to the relevant agency and/or zev@gobiz.ca.gov.

I. ZEV Equity Lay of the Land

The following section focuses on key drivers for ZEV-related community equity programs, including state agency, air district, and utility programs and resources.

ZEV Market Development Strategy – Key ZEV Equity Initiatives

ZEV Pillar Priorities – Lead Agencies

Vehicles	Infrastructure	Workforce	End User
CARB	CEC CPUC	CWDB OPR	CARB

California Air Resources Board (CARB)

Pillar Lead: Vehicles and End User

Equity Objectives: Improve air quality, particularly in communities disproportionately impacted by pollution; increase clean vehicle and mobility awareness, affordability, and access for priority communities; collect quantitative and qualitative data and develop metrics to measure progress and impact over time.

Programs & Resources:

- [Community Air Protection Program \(AB 617\)](#): (provides incentives to priority communities)
 - Implemented by the Air Districts
- [Community Air Grants](#) (Grants for technical assistance to priority communities)
 - Implemented by CARB
- Low Carbon Transportation Program
 - [Clean Cars 4 All](#) and [Enhanced Fleet Modernization Program \(EFMP\)](#)
 - Implemented by the Air Districts
 - [Sustainable Transportation Equity Project \(STEP\)](#)
 - [Clean Mobility Options](#)
 - [Clean Vehicle Rebate Program \(CVRP\)](#): (larger rebate for low-income Californians)
 - [Clean Vehicle Assistance Program \(CVAP\)](#): (grants and affordable financing focused on low-income Californians)
 - [Driving Clean Assistance Program](#) (Regional – Bay Area & Sacramento)
 - [Access Clean California](#) (streamlines the application process for priority communities to utilize ZEV programs in California)
- [IDEAL ZEV Workforce Pilot](#) (ZEV-focused funding initiative for community-centric workforce training and development in partnership with CEC)

California Energy Commission (CEC)

Pillar Lead: Infrastructure

Equity Objectives: Increase access and investments in priority communities; support ZEV adoption and access in multi-family housing; support ZEV-focused career pathways and high-road jobs; and conduct ZEV-related, community-centric strategies and pilot projects.

Programs & Resources:

- [Clean Transportation Program](#) (*focus on gaps in access for California's most impacted communities*)
 - [CALeVIP](#) (*provides greater incentive for ZEV infrastructure located in priority communities*)
- [Energy Equity Tracking Progress Report](#)
- [School Bus Replacement Program](#)⁵
- IDEAL Communities Partnership (*Inclusive, Diverse, Equitable, Accessible, and Local, IDEAL, provides a forum for frontline communities to provide feedback on the Clean Transportation Program, in partnership with the Foundation for CA Community Colleges*)
- [IDEAL ZEV Workforce Pilot](#) (*ZEV-focused funding initiative for community-centric workforce training and development in partnership with CARB*)
- IDEAL ZEV Manufacturing Initiative

California Public Utilities Commission (CPUC)

Pillar Lead: Infrastructure

Equity Objectives: Investment in and incentives for priority communities; encourage broad employment opportunities; pursue affordable rates for fueling; minimize and equitably distribute costs for ZEV infrastructure.

Programs & Resources:

- [Transportation Electrification Framework](#) (*directs Investor-Owned Utilities (IOUs) to provide greater ZEV incentives in priority communities and to galvanize ZEV infrastructure installations in priority communities*).
 - [Environmental and Social Justice \(ESJ\) Action Plan](#)
 - [Tribal Consultation Policy](#)

⁵ Note: in the future CARB and CEC will co-fund zero-emission school buses and infrastructure per the [California Comeback Plan Budget](#).

Office of Planning and Research (OPR) & California Workforce Development Board (CWDB)

Pillar Leads: Workforce

Equity Objectives: Improve priority community access to the clean energy economy.

Programs & Resources:

- [Just Transition Roadmap](#)
- [Putting California on the High Road, A Jobs and Climate Action Plan for 2030](#)

Department of General Services (DGS)

Equity Objective: Develop and implement vehicle and infrastructure procurement policies with a focus on deploying ZEVs and infrastructure in or near priority communities.

Programs & Resources:

- ZEV Fleet Stakeholder Group (*collaborate on ways to accelerate adoption on ZEVs within respective fleets, with a focus on deploying ZEVs in or near priority communities*)
- ZEV Procurement and Distribution (*developing policies to encourage ZEVs retired from the state fleet directly benefit communities most in need*)
- Vanpool Program (*offering affordable and reliable multi-passenger commute options with a focus on priority communities*)

Governor's Office of Business and Economic Development (GO-Biz)

Equity Objective: Facilitate economic expansion in underserved communities and integrate minority-owned and small businesses/suppliers into the growing ZEV market. Ensure program wide robust outreach and engagement with priority communities.

Programs & Resources:

- ZEV Consumer Awareness Grant (*focus on raising awareness and improving access to ZEVs for drivers and riders in hard-to-reach or underrepresented communities through direct engagement efforts that fill information gaps, address barriers, and present opportunities to accelerate ZEV adoption within these communities and across California*)

Interagency Reports & Groups

- [Low-Income Barriers Study](#) (SB 350) (CARB, CPUC, CEC)
- [Outreach Strategic Roadmap](#) (SB 350) (CARB)
- [Increasing Access to Electric Vehicle Infrastructure for All](#) (SB 1000 Report)(CARB, CPUC, CEC)
- [Disadvantaged Communities Advisory Group](#) (CEC, CPUC)

- Interagency Equity and Clean Mobility Coordination Group (CARB, CEC, CPUC, GO-Biz, CTC, CalSTA)⁶
- [Just Transition Roadmap](#) (OPR, CWDB)
- [Putting California on the High Road: A Jobs and Climate Action Plan for 2030](#) (CWDB, OPR)

Air District ZEV Equity Programs

The Clean Cars 4 All program (formerly known as the Enhanced Fleet Modernization Plus-Up Program) helps get lower-income consumers into cleaner technology vehicles by retiring their older, higher-polluting vehicle and upgrading to a cleaner vehicle. Participants also have the option to replace their older vehicle for alternative mobility options such as public transit passes or an electric bicycle. The Clean Cars 4 All program and scrap and replace programs are implemented through participating air districts. Air districts also have a variety of incentives for EV charging.

Note: all of the programs below, and more, are included in the electricforall.org website. End users just need to put in their zip code, and the system will layer all potential incentives together. Availability of Clean Cars 4 All funds is on a first-come, first-served basis and subject to budget appropriation.

Regional Programs⁷

- Bay Area Air Quality Management District
[Clean Cars for All Charge! Program](#)
- Sacramento Metropolitan Air Quality Management District
[Clean Cars 4 All](#)
- South Coast Air Quality Management District
[Replace Your Ride](#)
- San Joaquin Valley Air Pollution Control District
[Valley Air District Replace Program](#)

Other Scrap and Replace Programs

- Antelope Valley Air Quality Management District
[Old Car Buyback and Scrap Program](#)
- Bay Area Air Quality Management District
[Old Car Buy Back and Scrap Program](#)
- Mojave Desert Air Quality Management District

⁶ Staff level, regular meetings.

⁷ Note: Clean Cars 4 All will be expanded statewide per the [California Comeback Plan Budget](#).

[Old Car Buyback and Scrap Program](#)

- San Luis Obispo Air Pollution Control District
[Old Car Buyback and Scrap Program](#)
- Santa Barbara County Air Pollution Control District
[Old Car Buyback and Scrap Program](#)
- Ventura County Air Pollution Control District
[Old Car Buyback and Scrap Program](#)
- South Coast Air Quality Management District
[Residential EV Charging Incentive Pilot Program](#)

Utility and CCA ZEV Equity Programs

Utilities provide a range of clean energy and ZEV programs and incentives. The list below represents an overview of current program availability with more programs expected to launch in the coming year.

- Alameda Municipal Power
[Used All-Electric Vehicle and Level 2 Charger](#)
- Colton Electric Utility
[Used Electric Vehicle Rebate](#)
- Los Angeles Department of Water and Power (LADWP)
[Charge Up LA](#)
- Marin Clean Energy (MCE)
[MCEv Rebate](#)
[MCEv Charging Program](#)
- Pasadena Water and Power (PWP)
[PWP Electric Vehicle Incentive](#)
- Peninsula Clean Energy
[Used EV Rebate Program](#)
- Turlock Irrigation District
[Electric Vehicle Rebate](#)

II. Inventory of Existing Engagement

The following section focuses on existing opportunities for community outreach and engagement on ZEV equity.

Advisory Committees

- [Disadvantaged Communities Advisory Group \(DACAG\)](#)
 - Focus: clean transportation/energy programs, policies, and investments
 - Advising CEC and CPUC
 - [2021 Priority Topics](#)
- [Transportation Equity and Environmental Justice Advisory Group \(TEEJAG\)](#)
 - Focus: connect research to public policy for purposes of social and environmental justice
 - Lead by UC Davis, funded by SGC
 - Multi-university with both regional and statewide focus
- [California Transportation Commission's \(CTC\) Equity Advisory Roundtable](#)
 - Focus: elevate diverse perspectives in the transportation process
- [EV Infrastructure Strike Force](#)
 - Focus: develop strategies to ensure that charging infrastructure is accessible to all Californians and that infrastructure buildout promotes equity and provides economic and jobs benefits to priority communities,
- [AB 32 Environmental Justice Advisory Committee \(EJAC\)](#)
 - Focus: environmental justice, including just transition and energy policies that are designed to benefit low-income and pollution-burdened communities
 - Advising CARB on 2022 Scoping Plan Update
- Advocate Equity and Clean Mobility Coordination
 - Focus: Quarterly meeting to discuss CARB's equity and clean mobility projects and Low Carbon Transportation Program Funding Plan process
- [Tribal Advisory Committee](#)
 - Focus: environmental issues and projects involving California Native American Tribes
 - Advising the California Environmental Protection Agency (CalEPA)

III. Priorities for Improvement

The following section focuses on state agency priorities for both streamlining and expanding collaboration with priority communities on ZEV Market Development. If you have questions or would like to engage on the below, please reach out to zev@gobiz.ca.gov.

- Develop clear, shared equity metrics to ensure California's existing ZEV efforts, programs, and incentives are reaching priority communities in a meaningful way. Lead: GO-Biz, with heavy input from CARB, CEC, CPUC, and stakeholders.
- Identify engagement and capacity building gaps, including through more robust outreach and engagement in the California Climate Investments (CCI) FY 2021-22 Funding Plan process. Lead: CARB.
- Build on the state's previous community outreach, including CARB's Office of Environmental Justice EJ Storytelling Series and Sessions, Transportation and Toxics Division's listening sessions and AB 617 related community engagement, to organize listening tours in partnership with community and local partners. Lead: CARB.
- Through the budget and implementation process, work to simplify access to funding for End Users to reach and directly benefit those residents most in need. Lead: CARB, CEC, CalSTA, GO-Biz.
- Improve awareness of community needs and/or barriers to accessing funding programs, along with strategies to address them. Leads: CARB, CEC, CPUC.
- Address language access, including by providing information in multiple languages and translation services. Lead: All
- Increase focus on getting access to affordable and reliable ZEVs to priority communities. Leads: CARB, CEC, CPUC.
- Showcase community success stories, pull pivotal case studies into one place, and/or point stakeholders to where they already exist. Lead: CARB, CEC, CPUC, GO-Biz.
- Access Clean California: double down on transportation program eligibility alignment and cross discipline opportunities, such as housing, transportation, and energy. Lead: CARB.
- Leverage existing resources and explore opportunities for additional resources if/when they become available. Lead: All. Please submit ideas to zev@gobiz.ca.gov or any relevant agency.

Key Terms and Resources

Equity from the Zero-Emission Vehicle Market Development Strategy

Actively empowering priority communities to thrive and reach their full environmental, economic, and social potential by transforming the behaviors, institutions and systems that are causing disproportionate harm. Decisions and processes that intentionally prioritize equity are inclusive across marginalized groups, increase access to a broad suite of clean transportation and mobility options and other critical resources, and maximize opportunities in priority communities.

Equity in electric vehicle charging *draft definition from the EV Charging Strike Force: Equity Workgroup*

Equity in electric vehicle charging is the continuous prioritization of investment and advancement of justice in communities and people with special consideration of race, ethnicity, income, ability, gender identity, and location with respect to planning and development, installation, access, use, and local economic sustainability of charging infrastructure. Equity in electric vehicle charging supports community values and community choices in the development and deployment of electric vehicle infrastructure that supports all transportation electrification solutions.

High-road jobs *from the Zero-Emission Vehicle Market Development Strategy*

Jobs created within a high-road economy, which not only centers job quality, but also sustainability and equity. In a “high-road” economy, firms compete by capturing the value of innovation, quality, and worker skill, rather than pursuing a “lowroad” race to the bottom based on low wages and environmental externalities. The result is family supporting jobs, with better wages and benefits, opportunities for entry and advancement, and respect for worker voice. A broader term than “high-quality jobs.”

Priority Communities *definition from the Zero-Emission Vehicle Market Development Strategy*

Includes neighborhoods of California that disproportionately suffer from historic environmental, health, and other social burdens. These burdens include, but are not limited to, poverty, high unemployment, inadequate access to educational resources and training opportunities to secure high-road jobs, air and water pollution, presence of hazardous wastes, high incidence of asthma, heart disease, and other chronic illnesses. Due to historic discrimination, these communities often include high levels of residents and households with people of color, low-wealth status, working families, immigrants, seniors, people with disabilities, speakers, who have limited English proficiency, California Native American Tribes, and others who have limited awareness of or access to clean transportation and mobility options. This definition recognizes the need to be inclusive and deliberate in acknowledging past and current policies resulting in the accrual of these burdens and minimizing further harms as paramount in meeting the State’s equity goals and fostering actions that distribute community benefits intentionally and equitably. Priority communities include disadvantaged communities (DACs), low-income communities, and underserved communities, which are terms defined in many of the statutes and regulations in the Strategy (e.g., Senate Bill 535 (De León, 2012), Senate Bill 350 (De León, 2015), Assembly Bill 1550 (Gomez, 2016), Assembly Bill 841 (Ting, 2020)).

SB 535 (2012) directed that 25% of the proceeds from the Greenhouse Gas Reduction Fund (GGRF) go to projects that provide a benefit to disadvantaged communities, giving the California Environmental Protection Agency (CalEPA) the responsibility to identify disadvantaged communities. CalEPA used the [CalEnviroScreen](#) tool - developed by the Office of Environmental Health Hazard Assessment using a variety of

environmental, health, and socioeconomic indicators - to identify communities that are most affected by many sources of pollution. SB 535 also required at least 10% of the available proceeds to be allocated to projects located within disadvantaged communities.

SB 350 (2015) directs CARB with input from state agencies and the public, to develop and publish a study on barriers for low-income customers to zero-emission and near-zero-emission transportation options, including those in disadvantaged communities, as well as recommendations on how to increase access.

Final Guidance Document: [Low-Income Barriers Study](#)

AB 1550 (2016) modified the GGRF investment minimums to disadvantaged communities, requiring:

- At least 25% of GGRF funds are spent on projects that are located in and benefit disadvantaged communities;
- At least 5% of funds must benefit and be located in low-income communities or low-income households; and
- At least 5% of funds must benefit and be located in low-income communities or households that are within 0.5 miles of a DAC.

AB 1550 defines low-income communities as census tracts with median household incomes at or below 80% of the statewide median income or with median household incomes at or below the threshold designated as low income by the Department of Housing and Community Development's list of state income limits.

AB 841 (2020) requires that no less than 35% of EV charging infrastructure investments are located in *underserved communities*, defined as meeting one of the following criteria:

- Is a "disadvantaged community" as defined by subdivision (g) of Section 75005 of the Public Resources Code;
- Is included within the definition of "low-income communities" as defined by paragraph (2) of subdivision (d) of Section 39713 of Health and Safety Code;
- Is within an area identified as among the most disadvantaged 25 percent in the state according to CalEPA and based on the most recent CalEnviroScreen;
- Is a community in which at least 75 percent of public school students in the project area are eligible to receive free or reduced-price meals under the National School Lunch Program;
- Is a community located on lands belonging to a federally recognized California Indian tribe.