



Electric Vehicle Equity

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“

Clean Cars for All really helped me and my family get into a green ultra-low emission vehicle, and for that I am happy and so is mother earth.

— Maria Rios, Hayward

“
What a wonderful program!
I’m absolutely stoked to have gotten
this support to afford an electric-
powered car (with the gas-powered
generator for long trips).

– Eli, Oakland



Overview

1. Project Overview
2. Why electric vehicles? Equity?
3. Purchase Guidance Program
4. EV Incentives and access

Project Introduction

What is the Central Coast Electric for All Project?

Collaboration effort of community-based organizations, public agencies and volunteers working together to provide:

AFFORDABLE

SUSTAINABLE

QUALITY

transportation to residents of disadvantaged and low-income Central Coast communities.



MAKING EVs POSSIBLE
FOR LOW-INCOME DRIVERS

Electrify your ride with affordable leases or in some cases **FREE** and used electric car options!

Learn more at mbeva.org/FreeEV

Ecology Action | Helping people act now.



Meet Our Partners

Community
Environmental
Council



Access Clean California

Less pollution, more power



EV EQUITY – ELECTRIC FOR ALL

WHY THE NEED?

Project goals

- People learn about the programs
- People get all the funding they qualify for
- People get clean transportation that works for them



EV EQUITY – ELECTRIC FOR ALL

WHY THE NEED?

Clean
transportation
is key to
meeting CA's
climate goals

CA Climate Goals

- Reduce greenhouse gas emissions (GHG) 40% by 2030
- 100% carbon free electricity by 2045

Transportation sector

- 41% of GHG emissions statewide
- Goal of 5 million EVs by 2030
- Billions of \$ invested in clean transportation infrastructure

EV EQUITY – ELECTRIC FOR ALL

WHY THE NEED?

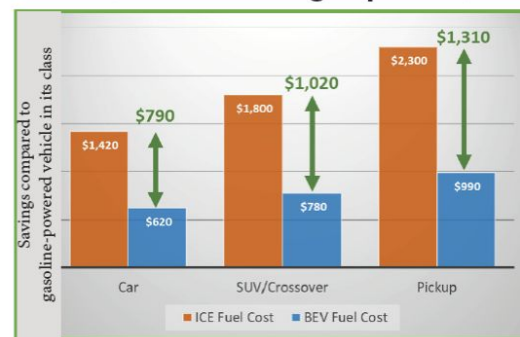
Clean transportation is an equity issue

- Tailpipe emissions are some of the main sources of pollution in disadvantaged communities
- Lowest-income earners spend 4X more of their income on gasoline
- Many equity programs exist, but households still face major barriers to access

Electric vehicles cost less to operate

A new **Consumer Reports** analysis compares operating costs of EVs and gas-powered vehicles

Electric vehicle owners are **spending 60% less to power their vehicle** than owners of gas-powered vehicles.



Owners of EVs with a range of 250+ miles will be able to do **92% of their charging at home**, needing only six stops at a public fast-charger per year. Gas-powered vehicle owners stop at a gas station an average of 40 times per year.



ABOUT THE ANALYSIS

- Based on 15k annual miles driven, the average for new vehicle owners
- This analysis used U.S. Department of Energy research to determine how often an EV owner is likely to charge at home and how often they will use a public charger.
- Gas prices and utility charging rates can vary drastically by region and state, but EV drivers in the majority of states will be able to get within 10% of the national averages, and within 30% of the national average in 48 of 50 states.

Read the report at:
[CR.org/Advocacy](https://www.consumerreports.org/advocacy)

CR Consumer Reports

Electric For All Purchase Guidance Program

Purchase Guidance Defined:

Designed to assist low-income potential EV buyers through the entire process of buying an EV!

We have a one-on-one approach, supported by online tools and Purchase Guidance Advisors. They help break down barriers by explaining EV benefits, charging, budget considerations, and, most importantly, navigating rebates and incentives to reduce a cost barrier.

Goals:

- Counties: Santa Cruz, San Benito, Monterey, SLO, Santa Barbara, Ventura
- 400 Participants Assisted
- 225 EV Purchased/Leased



Electric Vehicle Incentives

Grants

- California Clean Fuel Reward Program
 - [Eligible Electric Cars](#)
- Central Coast Community Energy (3CE)
 - [Electric Vehicle Incentive Program - 3CE](#)
- Clean Vehicle Assistance Program (CVAP)
 - [Eligibility - Clean Vehicle Assistance Program](#)
- Driving Clean Assistance Program (DCAP)
 - [Driving Clean Assistance Program](#)

Rebates

- California Clean Vehicle Rebate Program
 - Receive up to \$4,500 after purchase

Solar panels and EV charging stations

- Eligible households qualify for:
 - no-cost solar system installation
 - reduced-cost EV Charging equipment installation



clean vehicle
assistance program



The Clean Vehicle Assistance Program provides grants and affordable financing to help income-qualified Californians purchase or lease new or used hybrid and electric vehicles. Residents who meet the income eligibility requirements can receive a grant and may also be eligible for a charging station grant.

What is a clean vehicle grant?

A clean vehicle grant is a cash award that does not need to be repaid.* The grant you qualify for can be used towards a new or used clean vehicle purchase or lease. To get a grant, you must first apply and receive an Approval Letter. Grants are given directly to a dealer to lower the cost of your purchase or lease. Begin your application at our website: cleanvehiclegrants.org

*All program guidelines must be followed to receive and keep the grant.

Vehicle grant amounts:



up to
\$2,500

for a conventional
hybrid vehicle



up to
\$5,000

for a plug-in hybrid or
battery electric vehicle

What vehicles are eligible?

... ..

- ✓ Hybrid, plug-in hybrid, or battery electric
- ✓ 8 years old or newer
- ✓ 75,000 miles or less

Take Action APPLICANT JOURNEY

Electric vehicles are in your reach!

You could qualify for **\$5000 to \$14000** toward the cost of buying or leasing a new or used electric vehicle.

Get started



[Purchase Guidance Link](#)



English (United States)



Electric Vehicle Purchase Guidance Survey

Central Coast residents that purchase electric vehicles or plug-in hybrids may be eligible for more than \$12,000 in grants and rebates, and can also drive in carpool lanes and use FasTrak express lanes. With incentives, the cost of buying an electric vehicle may be lower than buying a gas vehicle and may even be free for income-qualified households.

We are here to help! Please complete this survey if you'd like a Purchase Guidance Advisor to help you through the process of buying a battery electric vehicle or plug-in hybrid, applying for grants and rebates, and finding a reliable place to charge.

This survey will take about 5 minutes to complete.

* Required

Participant Information

The information you provide will only be shared with EV Purchase Assistance Program staff and trained volunteers.

1. First and Last Name *

Enter your answer

2. Street Address *

Enter your answer

3. City *

Enter your answer

4. Zip Code *

Clean Vehicle Facts - Video





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