

california
Clean Cars Campaign

**CONTINUING
CALIFORNIA'S LEADERSHIP ON
CLEAN CARS**

California's History of Leadership on Clean Cars



- ◎ 30 years of precedent setting clean car standards
- ◎ AB 1493 “Clean Car Standard” passes California Legislature
 - Requires ARB to adopt “**maximum technologically-feasible and cost-effective**” passenger vehicle tailpipe emission standards.

ARB Unanimously Adopts First Clean Cars Standard, 2004

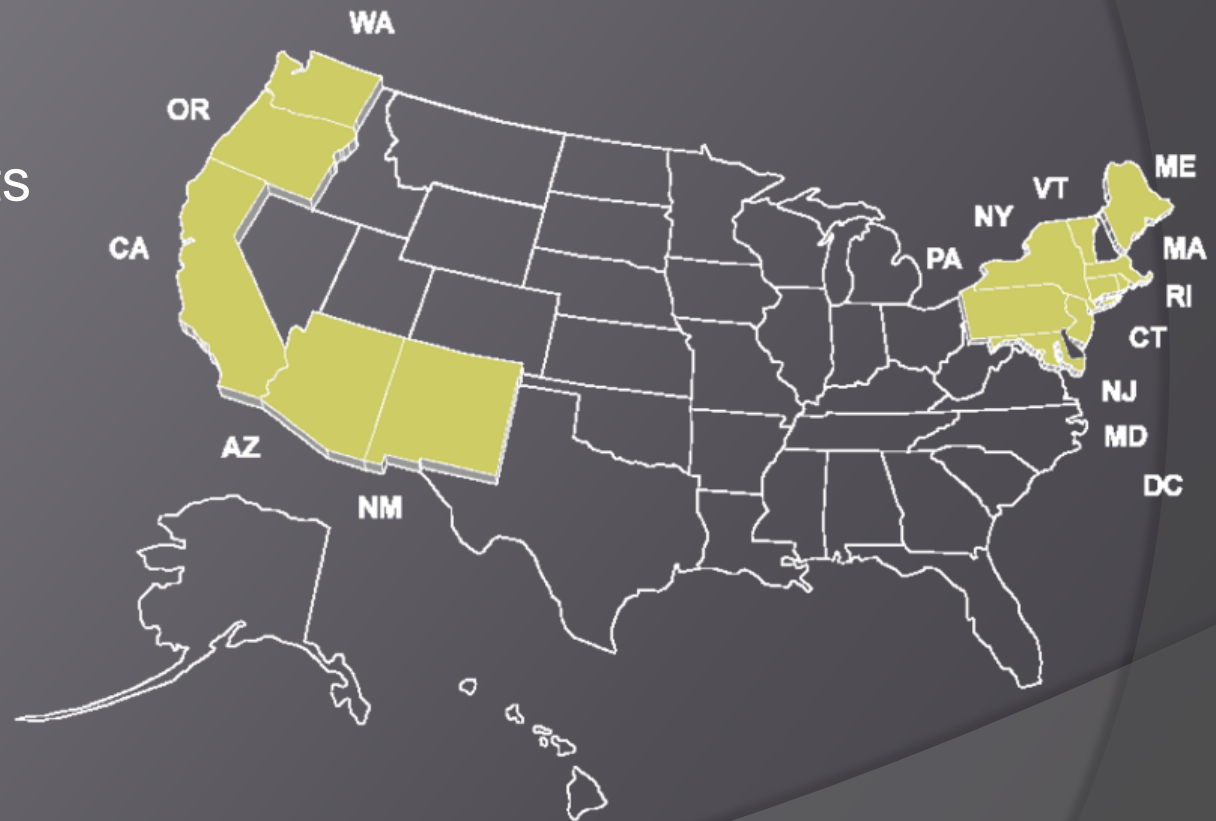
With strong support from:

- ⊙ California Voters
- ⊙ Local Business
- ⊙ Local Health Groups
- ⊙ Labor
- ⊙ Local Government
- ⊙ Local Environmentalists

13 States and DC Follow California's Lead

- Arizona
- Connecticut
- Maine
- Maryland
- Massachusetts
- New Jersey
- New Mexico
- New York
- Oregon
- Pennsylvania
- Rhode Island
- Vermont
- Washington

Representing nearly 50% of new car sales in the U.S.!



Automakers Try to Stall Progress

Lawsuits and Negative Campaigns

- ⦿ Automakers bring lawsuits to block the Clean Cars Standard in states
- ⦿ Courts dismiss every suit



**JUST DOESN'T
MAKE A LOT OF SENSE,
DOES IT?**

Negative Media Campaign Ad

The Waiver Battle

Bush Administration Delays

- '05: California requests federal waiver to implement standard.
- '05-'07: Bush Admin delays, then denies waiver in '07.
- '08: California and 15 states ask federal court to overturn the waiver denial.



The Waiver Victory

2009 Rose Garden Agreement

- ◉ May: Rose Garden Agreement - Federal standard to equal California standard, reaching 35.5 mpg by 2016
- ◉ June: EPA finally grants California the waiver



California and Federal Agency Coordination

2010 and 2011 Milestones

- May 2010: Second Rose Garden Agreement – Pres. Obama orders EPA and NHTSA to develop new standards for 2017-2025 model year vehicles. California agrees to work together with the federal agencies.
- July 2011: Obama Admin. announces that the 2017-2025 vehicle standard will be 163 g/mi GHG and 54.4 mpg fuel economy.

California Needs to Lead Once Again

Updating California Clean Car Standards



- Further reduce GHG and other harmful emissions.
- Bring the newest, gasoline-free, ultra-clean vehicles to California families.
- Create the infrastructure needed to fuel advanced clean cars.

Cleaner Cars Will Save Consumers Money

- Californians spend \$82 million on gas and diesel *every day*.

- CA Energy Commission

- Clean cars would save their owners \$8,900 over the life of the vehicle.

- Union of Concerned Scientists



Cleaner Cars Will Improve Public Health

- **A stringent Clean Cars Program could annually avoid 400-420 premature deaths.**
– American Lung Association in California
- **California has the worst air pollution in the nation, largely due to traffic pollution.**
– American Lung Association
- **Hospital care costs related to bad air quality cost the state nearly \$200 million from '05 to '07.**
– RAND Corporation
- **Children and low-income families are most vulnerable.**
– New England Journal of Medicine & American Lung Association



Cleaner Cars Will Create Jobs in California

- New California and federal clean car standards could result in **167,000 additional jobs by 2025.** - Calculated from Next 10, “Driving California’s Economy,” May 2011
- **California attracts the most clean technology venture capital of any state** (\$2.1 billion in 2009; more than 5x Mass., nearest competitor). – The California Green Innovation Index 2010
- **Clean car companies and suppliers are locating in California due to commitment to clean car standards** (e.g., Tesla, Coulomb Technologies, Quantum Technologies) – *Los Angeles Times*, 8/4/10, “CA Soaks Up Clean-tech Investments”
- **Jobs in the green economy grew 56% from ‘95 to ‘09, with green jobs expanding three times faster (3%) than total employment from ‘08-’09.** - Collaborative Economics and Next 10

Clean Cars Will Give California the Competitive Edge



China is Investing:

- ◎ **\$12 million** an hour in clean energy technology development. - Secretary of Energy Stephen Chu
- ◎ **\$15 billion** in its clean car industry over the next **10 years**. - Ministry of Industry and Information Technology

Voters Green Light Clean Cars

Public Policy Institute of California Polls

- History of voter willingness to see tougher standards on new cars:

- '02 = 81%
- '03 = 80%
- '04 = 81%
- '05 = 77%
- '06 = 78%
- '07 = 84%
- '08 = 81%
- '09 = 78%
- '10 = 79%
- '11 = 81%



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- ◎ Broad coalition of several hundred groups and individuals, including:
 - Public health leaders
 - Consumer groups
 - Businesses
 - Local governments and elected officials
 - Organized labor
 - Faith groups
 - Environmental organizations
- ◎ Campaign Endorsement:

I urge the California Air Resources Board to adopt the strongest possible standards for the following programs:

 - *Low Emission Vehicle-Smog (LEV III-Smog)*
 - *Low Emission Vehicle-Greenhouse Gas (LEV III-GHG)*
 - *Zero Emission Vehicle (ZEV)*
 - *Clean Fuels Outlet*

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The Campaign is led by a diverse Advisory Committee and four Co-Chairs:

- Wendy Greuel, *Controller, City of Los Angeles*
- Bruce Klafter, *Managing Director-Worldwide Operations | Head-Corporate Responsibility & Sustainability, Applied Materials*
- Ken McEldowney, *Executive Director, Consumer Action*
- Jane Warner, *President and CEO, American Lung Association in California*

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Companies and Business Organizations (partial)

- Applied Materials
- Aptera Motors
- California Business Alliance for a Green Economy
- Central California Hispanic Chamber of Commerce
- Ceres
- Clif Bar & Company
- Coulomb Technologies
- CREDO Mobile
- Silicon Valley Leadership Group
- Whole Foods (Nor Cal)

Public Health and Medical (partial)

- American Lung Association in California
- California Thoracic Society
- Fresno-Madera Medical Society
- Medical Advocates for Healthy Air
- Merced/Mariposa Asthma Coalition
- Physicians for Social Responsibility – Bay Area, Los Angeles, and Sacramento Chapters
- Santa Clara County Medical Association

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Local Governments (partial)

- Counties
 - Alameda
 - Contra Costa
 - Kings
 - Marin
 - Santa Clara
- Cities
 - Benicia
 - Huntington Park
 - Long Beach
 - Los Angeles
 - Monterey
 - Palm Springs
 - Petaluma
 - Richmond
 - San Jose
 - Santa Monica

Other Government-Related Entities (partial)

- Antelope Valley Clean Cities Coalition
- California Air Pollution Controls Officers Association (CAPCOA)
- Local Government Commission
- Santa Clara County Cities Association
- South Bay Cities Council of Governments

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Consumer, Community, and Public Interest (partial)

- Anahuak Youth Soccer Assn.
- California Public Interest Research Group (CALPIRG)
- Center for Auto Safety
- Consumer Action
- Consumers for Auto Reliability and Safety
- Greenlining Institute
- Los Angeles Alliance for a New Economy
- Nuevo Amanecer Latino Children's Services
- Skyline Veterans Alliance
- William C. Velasquez Institute

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Labor (partial)

- California Federation of Teachers
- International Brotherhood of Electrical Workers, Local 569
- International Union of Painters and Allied Trades DC 36
- Ironworkers Local 416
- Teamsters Local 433

Faith (partial)

- California Interfaith Power and Light
- Catholic Diocese of Stockton
- Fresno Metro Ministry
- Orange County Interfaith Coalition for the Environment
- University Synagogue

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Environmental, Environmental Justice, and Transportation Groups (partial)

- African American Environmentalist Association
- Coalition for Clean Air
- East Yard Communities for Environmental Justice
- EndOil/Communities for Clean Ports
- Energy Independence Now
- Environment California
- Friends of the Earth
- Natural Resources Defense Council
- Sierra Club California
- Transportation for America
- Union of Concerned Scientists

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California, Start your Engines!

- Clean cars create jobs, are energy efficient, foster economic competitiveness, improve air quality, increase consumer choice and save people money at the pump.
- California Air Resources Board to vote on new clean car standards in Fall 2011.
- Get involved today at: www.calcleancars.org
- Questions? Contact info@calcleancars.org