





EMMETT TILL - ERIC GARNER - JOHN CRAWFORD III - MICHAEL BROWN - EZELL FORD - DANTE PARKER - MICHELLE CUSSEAUX -LAQUAN MCDONALD - TANISHA ANDERSON - AKAI GURLEY - TAMIR RICE - RUMAIN BRISBON - JERAME REID - JOSEPH MANN -MATTHEW AJIBADE - JAMES N. POWELL JR. - FRANK SMART - NATASHA MCKENNA - TONY ROBINSON - ANTHONY HILL - MYA HALL -PHILLIP WHITE - ERIC HARRIS - WALTER SCOTT - WILLIAM CHAPMAN II - ALEXIA CHRISTIAN - BRENDON GLENN - VICTOR MANUEL LAROSA - JONATHAN SANDERS - FREDDIE CARLOS GRAY JR. - JOSEPH MANN - SALVADO ELLSWOOD - SANDRA BLAND - ALBERT JOSEPH DAVIS - DARRIUS STEWART - BILLY RAY DAVIS - SAMUEL DUBOSE - MICHAEL SABBIE - BRIAN KEITH DAY - CHRISTIAN TAYLOR -TROY ROBINSON - ASSHAMS PHAROAH MANLEY - FELIX KUMI - KEITH HARRISON MCLEOD - JUNIOR PROSPER - LAMONTEZ JONES -PATERSON BROWN - DOMINIC HUTCHINSON - ANTHONY ASHFORD - ALONZO SMITH - TYREE CRAWFORD - INDIA KAGER - LAVANTE BIGGS - MICHAEL LEE MARSHALL - JAMAR CLARK - RICHARD PERKINS - PHILLIP PANNELL - NATHANIEL HARRIS PICKETT - BENNI LEE TIGNOR - MIGUEL ESPINAL - SEAN BELL - MICHAEL NOEL - KEVIN MATTHEWS - BETTIE JONES - QUINTONIO LEGRIER - KEITH CHILDRESS JR. - JANET WILSON - RANDY NELSON - ANTRONIE SCOTT - WENDELL CELESTINE - DAVID JOSEPH - CALIN ROQUEMORE -DYZHAWN PERKINS - CHRISTOPHER DAVIS - MARCO LOUD - PETER GAINES - TORREY ROBINSON - DARIUS ROBINSON - KEVIN HICKS -MARY TRUXILLO - DEMARCUS SEMER - AMADOU DIALLO - WILLIE TILLMAN - TERRILL THOMAS - SYLVILLE SMITH - ALTON STERLING -PHILANDO CASTILE - TERENCE CRUTCHER - PAUL O'NEAL - ALTERIA WOODS - BOBBY RUSS - JORDAN EDWARDS - AARON BAILEY -RONELL FOSTER - STEPHON CLARK - ANTWON ROSE II - MALICE GREEN - ELIJAH MCCLAIN - AIYANA STANLEY JONES - BOTHAM JEAN -PAMELA TURNER - DOMINIQUE CLAYTON - ATATIANA JEFFERSON - JEMEL ROBERSON - RYAN MATTHEW SMITH - DERRICK AMBROSE JR. - CHRISTOPHER WHITFIELD - VICTOR WHITE III - CHRISTOPHER MCCORVEY - REGINALD DOUCET JR. - DANROY "DJ" HENRY JR. -KARVAS GAMBLE JR. - ERIC REASON - KORRYN GAINES - REKIA BOYD - KIONTE SPENCER - DARIUS TARVER - MANUEL ELLIS - VICTOR DUFFY JR. - KOBE DIMOCK-HEISLER - CLINTON R. ALLEN - COREY JONES - TYRE KING - MICHAEL LORENZO DEAN - TRAYVON MARTIN -RENISHA MCBRIDE - OSCAR GRANT III - BREONNA TAYLOR - KALIEF BROWDER - DARRIEN HUNT - WILLIAM GREEN - AHMAUD ARBERY - TONY MCDADE - JAMEL FLOYD - GEORGE FLOYD

BabyNames.com stands in solidarity with the black community.

One-Stop-Shop Pilot Project

Terea Macomber Electric Vehicle Director

September 22, 2020







California is a national leader in climate equity

- Over \$1 b. invested in disadvantaged communities in 2019
- Innovative cross-sector initiatives (e.g. TCC) & equity programs at every agency
- Deep community benefits
 - Financial savings for families
 - Improved health via air quality
 - Workforce development
 - Economic development

Scale is key to meeting climate goals

- Policy success = Dizzying array of programs
- Dozens of program administrators, acronyms, application processes, websites, outreach strategies
- Additional barriers to access



SB350 Barriers Studies

| | Part A - CEC Clean energy access | Part B - CARB Clean transportation access |
|--------------------|---|--|
| Common Barriers | Structural (e.g. housing type & ownership status, access to capital) Insufficient outreach Insecure/inadequate program funding Siloed programs | Community/physical (e.g. infrastructure, safety, etc.) Lack of awareness Affordability Limited program funding & lack of long-term investment |
| Common Rec'ds | -One-stop-shops for programs -Collaboration with trusted community-based organizations for outreach | -One-stop-shops for programs -Comprehensive outreach plan |

CARB-Sponsored One-Stop-Shop Pilot

One-Stop-Shop Pilot Project

Three-year pilot to streamline outreach and access to CARB's clean transportation equity programs:

- Electric vehicle (EV) incentives
- Charging infrastructure
- Transit vouchers
- Shared mobility



Goal: Increased uptake in disadvantaged communities

- People learn about the programs
- People get all the funding they qualify for
- People switch to a mode that works for them



Key pilot strategies



1. Coordinated outreach for equity programs

2. Streamlined, user-centered application process

Strategy 1: Coordinated outreach for equity programs

- Work through existing, trusted community organizations and institutions
- Communications network for sharing information, challenges and best practices
- Consolidated marketing materials targeted to audience
- Technical assistance and capacitybuilding for community organizations
- Integration with CARB's statewide outreach network

Pilot outreach map



GRID Regional Affiliates

SEIU



Liberty Hill Foundation



Blue Lake Rancheria

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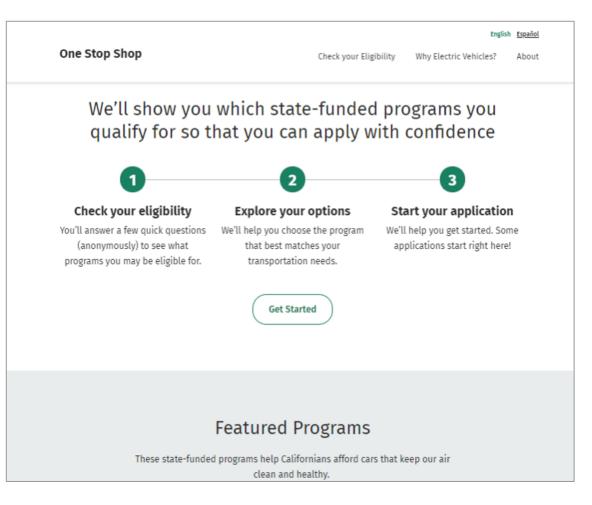
Native American Environmental Protection Coalition

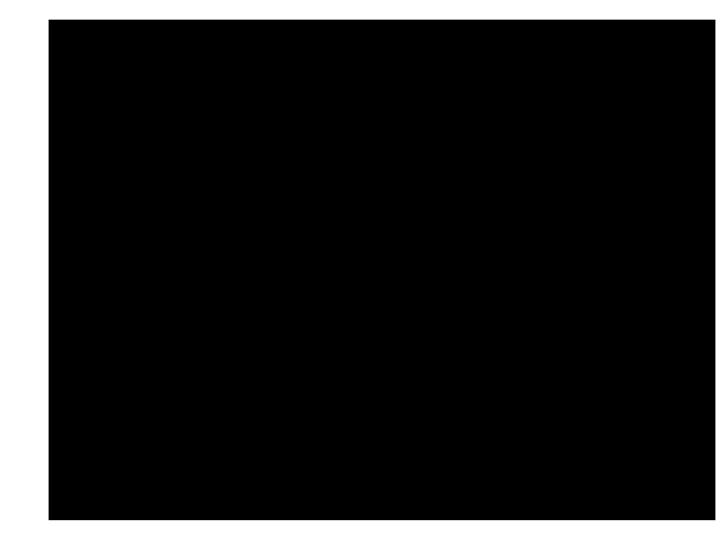


Strategy 2: Streamline application process

- Easy-to-use webtool to find eligible programs and start applications
- Seamless application experience across programs
 - Close collaboration with program administrators
 - Back-end case management and tracking
- Piloting centralized income verification process

Webtool provides easy access to all programs in a single location





Integrated incentives/funding

nrograme

Regional

Statewide

Clean Cars 4 All

- Bay Area (Clean Cars for All)
- San Joaquin Valley (Drive Clean)
- South Coast (Replace your Ride)
- Sacramento (Clean Cars 4 All)

Driving Clean Assistance program

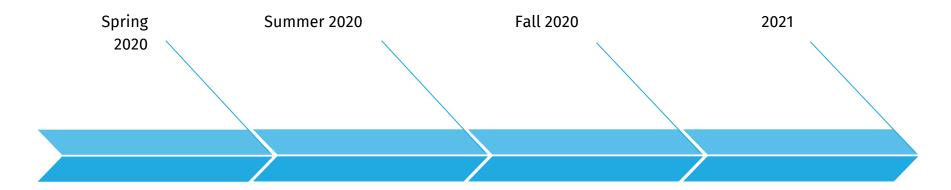
(Greater Bay Area)

Shared mobility programs

- Los Angeles (BlueLA)
- Sacramento (Our Community CarShare)

- Clean Vehicle Assistance Program
- Clean Vehicle Rebate Project
- DAC-SASH (Solar)

Pilot timeline



Training

Prepare partners to begin outreach with webtool

Limited Outreach

OSS outreach partners implement outreach plans

Refinements & branding

Webtool & process refinement; expanded program integration; branding and materials development

Expanded Outreach

Open trainings and webtool to additional partners/public; Technical assistance & capacity-building Addressing lowincome access barriers statewide

Phase 2 🦯

Climate equity programs for individuals and communities across agencies & utilities

Complementary programs, incl. charging, solar & shared mobility

> CARB-funded Clean transportation incentives for individuals

Pilot –

Thank You!