

Proposition 30

Clean Cars and Clean Air Act

California - November 2022



CLEAN AIR CALIFORNIA



The Problem

Climate change is devastating California with extreme heat, prolonged droughts and increasingly catastrophic wildfires that cost lives, destroy property, hurt our state's economy and ruin our air quality.

An intolerable toll on our most vulnerable communities

- Communities of color suffer disproportionately from pollution.
- Pollution disparities are more severe when taking into account socioeconomic status.
- LA/Long Beach, San Jose/SF/Oakland, and San Diego/Chula Vista would benefit most from transitioning to ZEVs.



WILDFIRES MADE CALIFORNIA AIR QUALITY AMONG WORST IN THE WORLD, EVEN DURING PANDEMIC

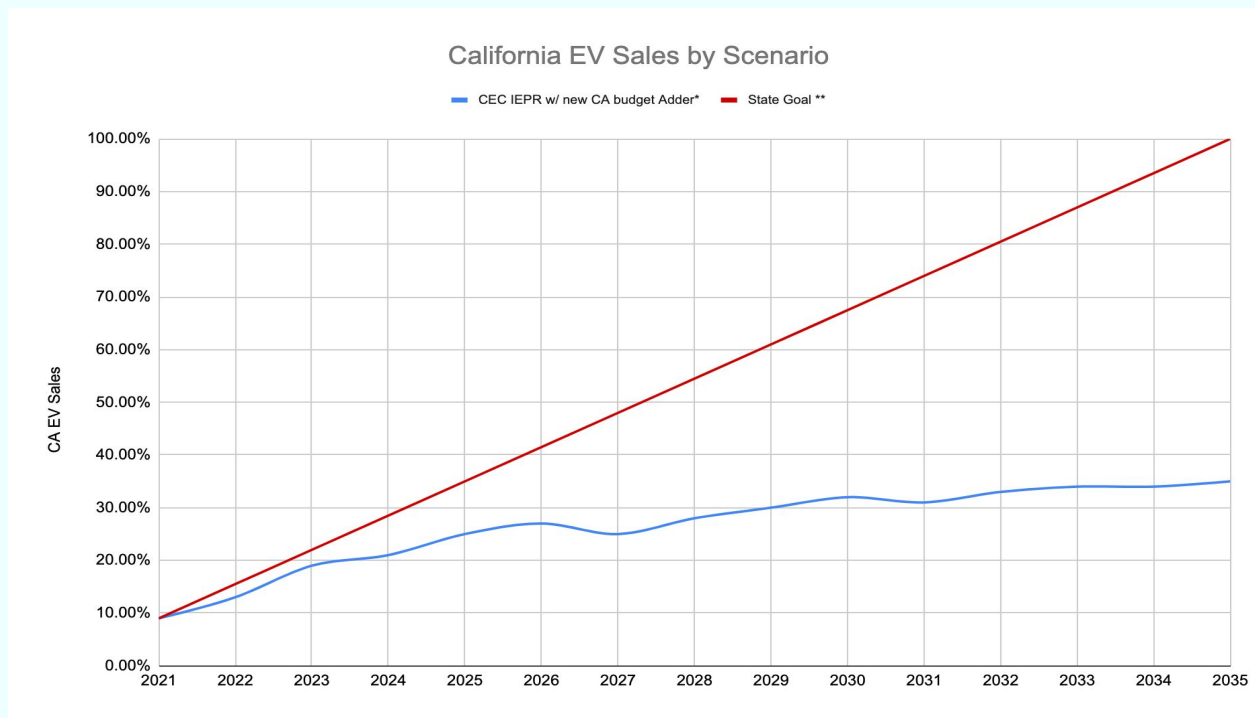
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- Wildfires are now one of the two largest sources of both GHG emissions and air pollution, along with vehicle emissions. According to the American Lung Association, the air quality in California cities is now among the worst in the world, damaging public health and our quality of life.

California Is Not on Pace to Meet Climate / ZEV Goals

Even with this year's budget proposal, California remains far behind track to meet our climate and zero-emission vehicle goals.

Without a sustained generational investment in ZEVs, we will put millions more gas-powered cars on the road - and millions of tons more GHGs into the atmosphere.



The Solution

The Clean Cars and Clean Air Act provides an immediate, sustained generational investment to **accelerate our transition to clean vehicles and reduce wildfires**. This initiative is the result of the long-time agenda of both labor and environmental organizations. Roughly \$4-5 billion generated yearly through a 1.75% increase on personal income over \$2 million per year. The Act provides roughly **\$100 billion over 20 years** in funding to:

Provide subsidies to low- and middle-income Californians to help make ZEVs more affordable



Expand ZEV charging infrastructure



Fight and prevent catastrophic wildfires



Investments in ZEVs and Charging Infrastructure



\$35 Billion for ZEV charging and fueling infrastructure for homes, multi-family dwellings, commercial and public spaces.



\$45 Billion to subsidize purchase of light-, medium-, and heavy duty ZEVs by individuals and organizations.

- 50% of revenue focuses on supporting low income communities.
- Programs make owning ZEVs more accessible to 10+ Million Californians, helping reduce GHGs from transportation sector by 70% by 2035.



Investments in Wildfire Prevention and Suppression

The initiative invests nearly \$20 Billion in the prevention and combat of wildfires, including funding to:

- Retain, house, train, and hire more permanent and seasonal state firefighters
- Improve fire suppression and safety infrastructure in fire-prone communities
- Support forest resilience programs, prescribed burns, watershed restoration and management, and vegetation management
- Expand wildfire detection and monitoring systems
- Improve defensible spaces around homes and communities
- Enable home-hardening retrofits focused on low-income communities



Impacts on Public Health

In California, unhealthy air from transportation has enormous costs for families, businesses and the economy.

The American Lung Association projects transitioning to zero-emission transportation and power generation will reduce air pollution enough to prevent:

- 15,300 premature deaths
- 440,000 asthma attacks
- 2,160,000 lost work days
- **\$169 billion in public health costs**

in California alone from the present to 2050.



Our Why: Centering Equity

Our measure provides a **sustained investment in the communities most impacted by air pollution and climate change**: low-income Californians and communities of color.

- Reserves 50% of funding for the ZEV subsidies and charging infrastructure to disadvantaged communities
- Dramatically expands the zero-emission investments in existing equity-forward programs
- A progressive, accountable funding source that ensures funding comes from those most able to afford it



Nearly Two-Third of California Voters Support Prop 30

- California likely voters support Prop 30 by nearly 2:1 margin 63% support to 35% oppose.
- 80% of Californians say climate change is a very serious or somewhat serious threat to California's future economy and way of life.
 - 81% of likely voters say the threat of wildfires is a big or somewhat of a problem. Only 3 in 10 Californians have a great deal of confidence in government's readiness to respond to wildfires.
 - 52% of voters say gas prices have caused them serious or moderate financial hardship. 73% of Californians making less than \$40,000 / year say they have.



Our Growing Coalition



Next Steps to Get Involved:

- Officially endorse Prop 30 (if you haven't yet)
- **Follow the Prop 30 campaign on social** @CleanAirNowCA
- **Send an email** to your organization's list to introduce them to spread the word and help build our coalition
- Help us identify stories of those impacted by **air pollution**
- **Post on your channels** from social media toolkit, this week we're building off the momentum of the Inflation Reduction Act



Thank you!

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[Funding details at www.fppc.ca.gov](http://www.fppc.ca.gov)

