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When California leads, the world soon follows!

PLUS:

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Move CA is a statewide effort of Move LA *Who is Move LA?*

Built successful coalitions in LA County for:

- **Measure R** (2008) (*transit*)
- **Measure M** (2016) (*transit*)
- **Measure H** (2017) (*housing*)

R & M each approved by more than 2/3 of voters & will yield \$120 B over 40 years primarily for transit.

H will yield \$3 B over ten years for affordable housing and help for the homeless.



Fortune favors the Bold!

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In 2018 Move LA approached the SCAQMD to consider a ballot measure or a voter initiative for November 2022 in the South Coast Air Quality Management District (LA, Orange, Riverside, San Bernardino counties)



A regional ballot measure to raise \$65 B over 30 years for:

- *Major reductions in air pollution, GHG, SLCP emissions*
- *Regional high velocity commuter rail modernization*



A statewide measure in California is bigger yet more winnable than regional measure alternative

A regional measure:

- Needs about 600,000 signatures
- Needs legislative authorization
- Likely a majority vote
- ½ cent sales tax can raise ~\$65 B over 30 yrs.
- Polls in SCAQMD district for such a measure: 59% to 65% YES

A statewide measure:

- Also needs about 600,000 signatures
- Needs NO legislative authorization
- Certainly a majority vote
- Same revenue source yields over double ~\$140 B in 30 yrs.
- No polling yet, but statewide voters have voted better than SCAQMD voters on tax measures several times this decade by avg 2-3%

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Imagine California voters could vote
on a statewide measure and take a giant step to ...
Conquer Climate Change!



***...and truly and finally
Clean Our Air!***



Three Priority Goals For the First Decade

Goal 1:

Roll Back Climate Change

Goal 2:

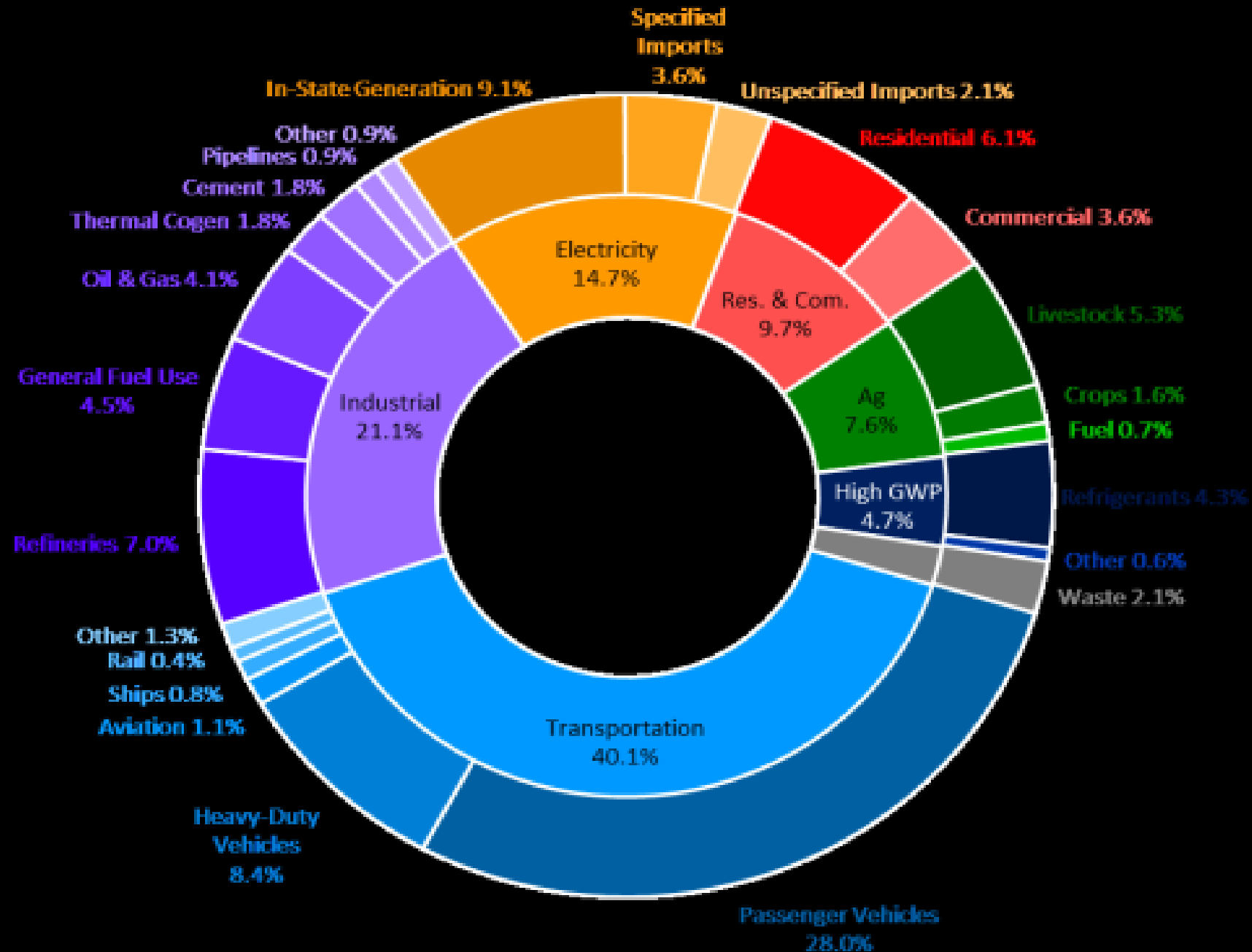
Finish Clean Air Attainment

Goal 3:

Advance Social Equity and Justice

When California leads, the World soon follows!





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Goal 1: *Roll Back Climate Change*

Identify investments consistent with California's leadership in meeting the **challenge of the 2018 IPCC Special Report on Global Warming** and that will facilitate the state achieving its goal of reducing carbon dioxide emissions by 40% by 2030, and 80% by 2050, compared to 1990 levels.



Objective: Achieve Governor Brown vision of five million electric vehicles in California by 2030.

Objective: Accelerate and enhance implementation of the CARB Clean Truck Rule

Objective: Accelerate and enhance implementation of Governor's Executive Order re ZE cars, trucks and off-road vehicles.



Objective: Dramatically reduce California's emission of Short-Lived Climate Pollutants (SLCP), also known as super pollutants, including emissions methane, HFCs, ozone, and black carbon from heavy duty vehicles and wildfires.



Goal #1: Roll Back Climate Change

Reduce Emissions of **Short-Lived Climate Pollutants**

SLCPs = Super-pollutants
cause more than 40%
of global warming

but decay much more quickly
than CO₂ –

like black carbon, HFCs,
methane & biomethane
and ozone.

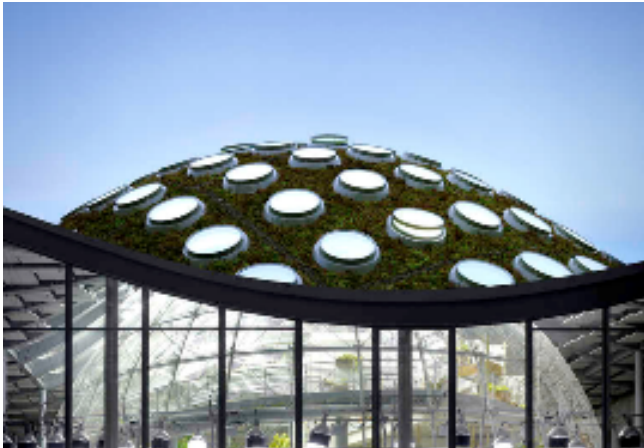


Eliminate methane leaks in pipeline system & invest to reduce or capture biomethane emissions from landfills, wastewater treatment, dairies and livestock to prevent SLCP's escape into the atmosphere.

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Goal 1: *Roll Back Climate Change*

Identify investments consistent with California's leadership in meeting the challenge of the **2018 IPCC Special Report on Global Warming** that will facilitate the state achieving its goal of reducing carbon dioxide emissions by 40% by 2030, and 80% by 2050, compared to 1990 levels.



Objective: Advance the concept of zero carbon emission residential and commercial buildings.



Objective: *Establish forests, rangelands, urban green spaces, wetlands, and farms as carbon sinks, resilient to large-scale wildfires.*



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Goal 2: *Finish Clean Air Attainment*

Identify investments that will yield significant and timely reductions in diesel emissions and other air pollution over the next ten years so that California meets federal attainment standards.



Objective: Enable CA's air districts to meet federal 8-hour ozone attainment standards by 2031/2037.

Objective: Enable accelerated reduction of emissions from stationary sources.

Objective: Enable CA Air Resources Board (CARB) to fully implement and enhance the most ambitious targets of CARB's new Clean Truck Rule for manufacturers of heavy-duty vehicles.

Objective: Accelerate and enhance Gov. Newsom's executive order to accelerate deployment of zero emission medium & heavy-duty trucks and equipment.



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Goal 3: *Advance Social Equity and Justice*

Identify investments that improve the health and economic vitality of less advantaged neighborhoods throughout California as greenhouse gas emissions are reduced and new jobs are created.



Objective: Provide preference for investments in California manufactured parts and products.

Objective: Require prevailing wage standards in industries that receive incentives and investments.



Objective: Provide preference for investments that accelerate emission reductions in low-income disadvantaged communities



Objective: Provide job training for skills needed for jobs in industries that make technologies that roll back climate change and attain clean air.



Goal 3: *Advance Social Equity and Justice*

Identify investments that improve the health and economic vitality of less advantaged neighborhoods throughout California as greenhouse gas emissions are reduced and new jobs are created.



Objective: Prioritize access to jobs in new industries for workers whose jobs may be at risk from advancing technologies.



Objective: Ensure residents and businesses in disadvantaged communities receive at least 25 percent of the proceeds from the measure.

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Most of the technologies we need are already available, or nearly so



Our task is to accelerate their deployment into the marketplace!



Several possible revenue sources could raise

\$2.7 B in first year

\$30 B in the first decade

\$70 B over two decades

\$120 B over three decades

Task: Identify sources that are most equitable,
most likely to produce sufficient revenue,
and can win voter support.

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How the SCAQMD thought \$65 B might be used



South Coast AQMD

Annual Health Benefits of Meeting
2031 Federal Air Quality Standard

- \$31.0 billion in monetized public health benefit
- 3,000 avoided premature deaths

Share of Spending



Draft Spending Scenario – South Coast AQMD (\$ millions)

Category	2021-2025	2026-2030	2031-2035	2036-2040	2041-2045	2046-2050	Total
Trucks	\$3,296	\$4,397	\$4,652	\$2,175	\$0	\$0	\$14,520
Off-Road Equipment	\$2,010	\$1,333	\$1,575	\$2,994	\$3,700	\$2,800	\$14,411
Transit Buses & Passenger Rail	\$859	\$875	\$597	\$597	\$597	\$597	\$4,122
School Buses	\$1,200	\$308	\$0	\$0	\$0	\$0	\$1,508
Port Cargo Handling Equipment	\$456	\$569	\$70	\$0	\$0	\$0	\$1,095
Locomotives	\$100	\$950	\$2,225	\$4,350	\$5,000	\$7,000	\$19,625
Cars & Pickups	\$375	\$375	\$0	\$0	\$0	\$0	\$750
Ships & Aircraft	\$35	\$250	\$645	\$310	\$2,303	\$2,510	\$6,053
ZE Infrastructure	\$100	\$250	\$500	\$750	\$500	\$100	\$2,200
Local Cities/Counties	\$100	\$100	\$100	\$100	\$100	\$100	\$600
Total	\$8,531	\$9,406	\$10,364	\$11,276	\$12,200	\$13,107	\$64,884

\$0 means no subsidy needed beyond that point because clean vehicle are cost competitive



How Big a Deal Could this Be ?

California has the
5th largest economy in the world.

The scale of funding in our proposed measure
could be
transformational!

When California leads, the world soon follows!



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Yes, success in the marketplace depends upon
Vehicle Performance & Ready Infrastructure



But the “*secret sauce*” of accelerated deployment of
the cleanest possible technologies is

Economies of Scale





Economies of Scale

will reduce the cost of each vehicle and
make them cost competitive with gasoline
and diesel vehicles throughout US....
perhaps throughout the world

How can we make this happen?

- Convene a Statewide Coalition by March 2021
- Draft a Measure from March to July 2021
- Start a Signature Drive by October 2021
- Submit signatures Spring 2022
- Campaign to Win at the November 2022 election

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For More Information

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Up Next

Mary Nichols

Chair, California Air Resources Board

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Panel #1

Fran Pavley, CA State Senator (ret)

Terry Tamminen, Secretary, California EPA (former)

Randall Winston, Executive Director, Strategic Growth Council (former)

Nancy Skinner, California State Senator

Kevin De León, LA Councilmember-Elect; Presidents Senate pro Temp
Emeritus



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Up Next

Panel #2

Bill McGavern, Policy Director, Coalition for Clean Air

Alvaro Sanchez, Environmental Equity Director, Greenlining Institute

Chione Lucina Muñoz Flegal, Managing Director, PolicyLink

Chanell Fletcher, Executive Director, ClimatePlan

Mary Creasman, CEO, California League of Conservation Voters

