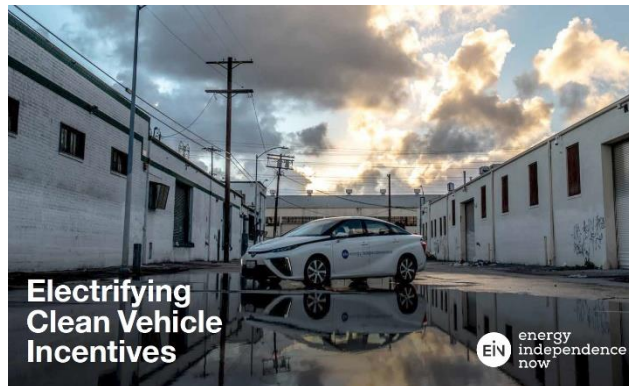




energy independence now

## Electrifying Clean Vehicle Incentives



### Energy Independence Now (EIN) Provides Key Recommendations for Driving Consumer Demand for Zero-Emission Vehicles

May 8, 2019 (Los Angeles, CA) – Today, Energy Independence Now (EIN) released a new white paper in partnership with the Leonardo DiCaprio Foundation. The publication reflects research and feedback from policymakers, automakers, and other key stakeholders to provide invaluable insights and recommendations to accelerate the zero-emission transportation future. California needs significantly more zero-emission vehicles (ZEVs), including both battery electric and hydrogen electric cars/trucks, to achieve its air quality and carbon reduction goals. The report concludes that well-designed incentives accelerate consumer adoption of ZEVs and enable greater deployment of electric charging and hydrogen fueling infrastructure.

“For almost two decades EIN has been a leading advocate for clean transportation for California and the rest of the Nation.” said Leonardo DiCaprio Foundation CEO Terry Tamminen. “This report provides a unique perspective on how California’s public investments and consumer incentives strengthen the clean energy economy.”

The report’s key findings are especially timely because the financial incentives that have helped make ZEVs more attractive to consumers are beginning to run out despite soaring sales in recent months. The federal \$7,500 tax incentive is phasing out for ZEV purchases and is unlikely to be renewed by Congress. Additionally, California’s Consumer Vehicle Rebate Program (CVRP) will likely run out of funding before the end of the year.

“Nearly half of California’s GHG emissions come from the transportation sector and too many of our citizens suffer from poor air quality. Governor Newsom’s administration has the opportunity to set a global example by ensuring access to clean air and affordable zero emission transportation.” said EIN Executive Director Brian Goldstein. “This report outlines concrete steps that policymakers can take to meet our state’s ambitious climate and clean air goals by accelerating the transition to ZEVs.”

The Electrifying Clean Vehicle Report can be accessed at [www.einow.org](http://www.einow.org)

## **Key Recommendations:**

- 1) Create policies that promote sustained public sector, corporate and utility-scale investment in electric charging and hydrogen fueling infrastructure.
- 2) Safeguard California's commitment to provide sustained funding for clean vehicle incentives such as vehicle rebate programs.
- 3) Increase California's clean vehicle incentive package to counter the loss of the \$7,500 federal tax credit.
- 4) Deliver ZEV consumer incentives as part of the purchase/lease process or as close to the point-of-sale as possible.
- 5) Implement an incentive program aimed at motivating auto dealers to offer, promote and sell ZEVs.
- 6) Establish incentives to increase pre-owned ZEV adoption among low-income consumers.
- 7) Increase non-monetary incentives such as HOV stickers and free or preferred parking.
- 8) Prioritize the development of incentive programs targeting the ride-hailing and ride-sharing marketplace.
- 9) Present straightforward incentive guidelines for consumers, service providers, automotive manufacturers and dealers through an online portal.
- 10) Address the high cost of installing and operating hydrogen fueling and electric charging infrastructure.

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## **Energy Independence Now**

EIN is the only environmental nonprofit organization whose mission is to reduce greenhouse gas emissions and harmful air pollution by advocating for hydrogen fuel cell electric vehicles and zero emission transportation infrastructure. EIN recently released a white paper outlining pathways to achieving [100% renewable hydrogen](#).

## **About the Leonardo DiCaprio Foundation (LDF)**

LDF is dedicated to the protection and wellbeing of all Earth's inhabitants. We support projects around the world that build climate resiliency, protect vulnerable wildlife, and restore balance to threatened ecosystems and communities.

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