



*California*  
**Clean Cars Campaign**

Supports the strongest possible standards for  
California's Clean Cars Program.

# What are the clean car standards?

The California Air Resources Board (CARB) will vote on important updates to four existing regulations, all part of the Clean Cars Program, on January 26-27, 2012.

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

# Clean Car Standards

## Tailpipe Limits

### **LEV III – Criteria**

#### **Pollutant:**

Regulates levels of smog-forming gases and particulate matter

### **LEV III– Greenhouse Gas:**

Regulates levels of greenhouse gas emissions

## Vehicle Tech.

### **Zero Emission Vehicle (ZEV)**

Requires car makers to produce EVs and fuel cell cars

### **Clean Fuels Outlet (CFO):**

Require oil companies to sell cleaner fuels



## **CO-CHAIRS**

**Jane Warner**, CEO, American Lung Association In California

**Wendy Greuel**, Controller, City of Los Angeles

**Bruce Klafter**, Managing Director, Applied Materials

**Ken McEldowney**, Executive Director, Consumer Action



# Broad Coalition Of Support

- Public health leaders
- Consumer groups
- Businesses
- Local governments and elected officials
- Organized labor
- Faith groups
- Environmental organizations

# Public Health Support for Clean Cars

- American Cancer Society, California
- American Lung Association in California
- Asthma Coalition of Los Angeles County
- Breathe California
- CA Conference of Directors of Envi. Health
- California Pan-Ethnic Health Network
- California Thoracic Society
- Center for Environmental Health
- Community Health Partnership
- Fresno County Asthma Coalition
- Fresno-Madera Medical Society
- Imperial County Medical Society
- Los Angeles County Medical Association
- Long Beach Alliance for Children with Asthma
- Medical Advocates for Healthy Air
- Merced/Mariposa County Asthma Coalition
- Napa County Asthma Coalition
- National Physicians Alliance-California
- Physicians for Social Responsibility – Bay Area
- Physicians for Social Responsibility – L.A.
- Physicians for Social Responsibility – Sacto.
- Prevention Institute
- Public Health Institute
- Public Health Law and Policy
- Regional Asthma Management and Prevention
- San Diego Regional Asthma Coalition
- San Francisco Asthma Task Force
- San Francisco Medical Society
- San Mateo County Asthma Coalition
- Santa Clara County Medical Association
- Santa Clara Family Health Foundation
- Sonoma County Asthma Coalition
- Tulare County Medical Society
- White Memorial Pediatric Medical Group

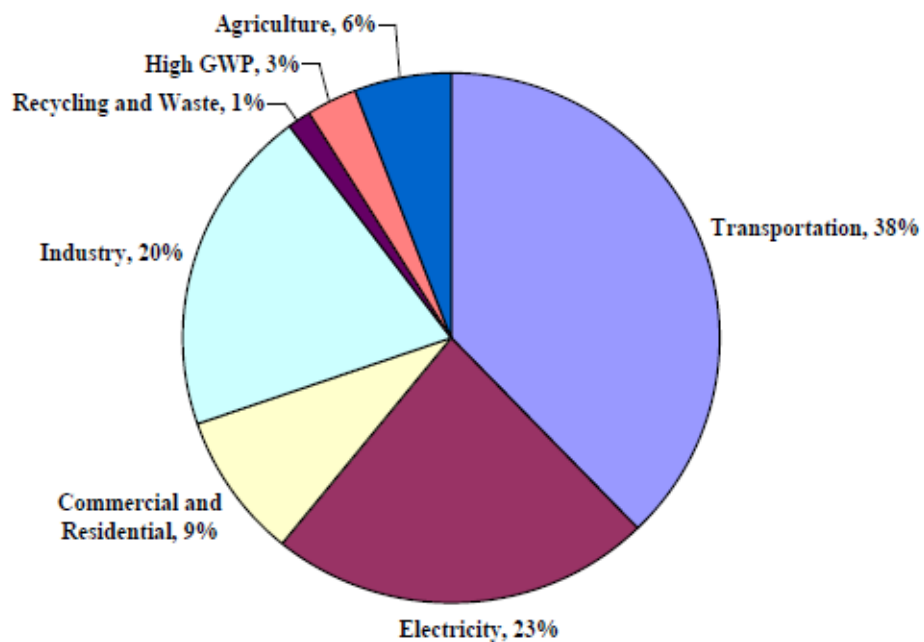


# California Leads The Nation

- 1966 – First tailpipe emission standards
- 1990 – First low emission vehicle standards/ZEV mandate
- 2004 – First greenhouse gas standards (Pavley)
- 2010 – CA Pavley standards go national
- 2012 – Advanced clean cars standards (LEV III-GHG)
- 2012 – CA standards go national?

# Transportation Sector Is Key To GHG Reduction

Figure 1: California's Greenhouse Gas Emissions (2002-2004 Average)<sup>14</sup>





# Cleaner Cars Will Create Jobs in California

- New California and federal clean car standards could result in 167,000 additional jobs by 2025. *Driving California's Economy, May 2011*
- California attracts the most clean technology venture capital of any state (**\$2.1 billion in 2009**) *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*
- 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*

# Health Effects of Traffic Pollution

- Premature death
- Asthma attacks, onset
- Hospital visits
- Heart attacks
- Lung cancer
- Lower birth weight
- Reduced lung development





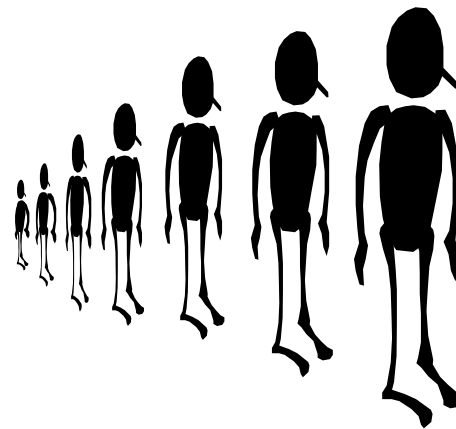
# **“Road To Clean Air”**

## **American Lung Association in California**

- Shows the health benefits of strong advanced clean car regulations
- Saves over \$7 billion in health and other societal damages annually

**Annual Premature  
Deaths = 571  
Current Standard**

**Annual Premature  
Deaths = 169  
Clean Car  
Standards 2025**



**A Clean Cars Program that includes 20 percent zero emission vehicles could annually prevent the following:**

- 400 – 420 premature deaths
- 8,075 – 8,440 asthma attacks and lower respiratory symptoms
- 181,000 – 190,000 acute and other respiratory symptoms
- 390 – 405 heart attacks
- 420 – 440 respiratory ER visits and cardio/respiratory hospitalizations
- 28,100 – 29,300 lost work days
- 8,800 – 9,500 missed school days

This saves **\$7.2 – \$8.1 billion** in healthcare, environmental and societal costs.



# Annual Cost Savings with Clean Cars

## “Road to Clean Air”

- Strongest fleet mix saves up to 5.9 billion gallons of gas
- Collective consumer savings of \$24 billion
- Savings of \$12,000 per vehicle



### Gallons Consumed

Current Standard	4,000
Clean Standard	2,073

# Total GHG reduction 45% by 2025

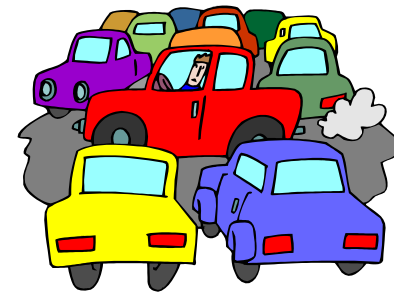
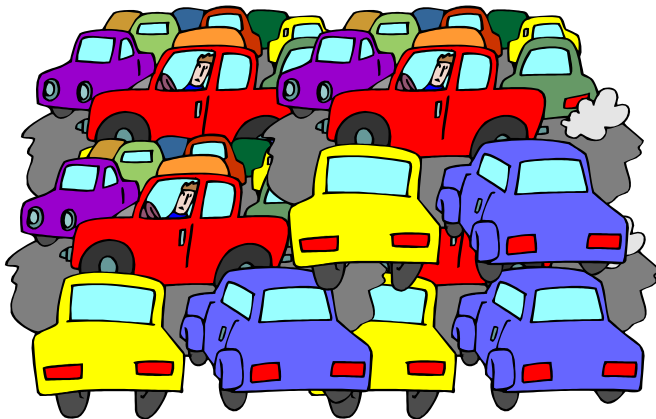
## Annual costs avoided \$1.4 billion

**332,998**

Tons Per Day  
GHG Emissions by Fleet  
Current Standard

**211,061**

Tons Per Day  
GHG Emissions by Fleet  
Next Generation 2025





# The California Air Resources Board January 26-27, 2012

## We Need Your Campaign Endorsement!

*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*



# Clean Cars Are Here!



# What You Can Do To Help!

- Circulate endorsement form
- Draft letters to the editor
- Contact CARB members and local officials
- Contact health professionals/organizations
- E-advocacy alerts
- Petition for medical professionals
- Testify at January CARB hearing in Los Angeles

# Clean Car Resources

[www.lungusa.org/california](http://www.lungusa.org/california)

(Road To Clean Air fact sheets, clean car petitions for public and medical professionals)

[www.driveclean.ca.gov](http://www.driveclean.ca.gov)

(A buying guide for clean and efficient vehicles)



*california*  
**Clean Cars Campaign**

Get involved today at:  
[www.calcleancars.org](http://www.calcleancars.org)