



Tune In & Tune Up San Joaquin Valley, CA

Helping Immigrant Families
Build Financial Capability Webinar

August 25th, 2016

San Joaquin Valley, CA



- Epicenter of pollution and poverty
 - Population of 4 million people
 - Largest rural region in CA
 - Worst air quality in the United States
- Low-income populations, including many immigrants, use older cars:
low cost to purchase, high cost to operate
- California's smog rules force older vehicles out of registration

Valley Clean Air Now

- 501(c)(3) in San Joaquin Valley
- Reducing air emissions by:
 - Helping community members access existing clean technology programs
 - Creating new opportunities for affordable emissions reductions through strategic partnerships

Tune In & Tune Up



Organizational Goal

Help vehicle owners take voluntary steps to **improve air quality** by **subsidizing** expensive **smog repairs**



Event Logistics

- Outreach
- No paperwork, reporting and/or government entities are involved or will be contacted
- Free emissions test
- High polluting vehicles? Get \$500 voucher towards smog repair
- Follow-up
 - Smog repairs
 - Vehicle replacement



Partners

- Valley Air District
 - Funds smog repair program
- California Air Resources Board
 - Funds vehicle replacement
- CA Legislature and Governor's Office
control state budget for future funding

Results

Broad Impact



- Program data lead to recognition that unregistered cars are a major problem
- Quantifiable emissions reductions in disadvantaged communities

Results

Immigrant Families

Expanding benefits to working families

- Car repairs make cars more reliable
- Fewer families vulnerable to traffic violations — and the cost of them
- Getting vehicle registered makes families feel safer



Results

Immigrant Families



Expanding benefits to working families

- Scrap-and-replace with plug-in electric cars
 - Owners of oldest, dirtiest cars offered \$9,500 towards purchase of plug-in vehicle
 - Cost savings on fuel and maintenance covers monthly finance payment
 - Opens door for additional carbon benefits

Results

Immigrant Families



Guidelines adapted for immigrants

- Undocumented residents are outreach target
- Accept ITIN tax numbers
- Qualification based on household info
- Goal is pathway towards mainstream:
 - ✓ Credit history
 - ✓ Vehicle reliability
 - ✓ Banking

Results

By the Numbers

- Since 2003, 15,000 cars repaired to state smog
- Repairs = removal of 3,000 tons of carbon monoxide from the air
- 544 new electric vehicles



Challenges

- Ongoing funding
- Rural areas get little attention in California



Advice

- National network of experienced operators including Ways to Work and Jumpstart
- Use mitigation funding to address known problems



Thank you

Visit our website to learn more

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