

Access Clean California

2022 Impact Report



Access Clean CA is funded by:



info@accesscleanca.org
www.AccessCleanCA.org

About Us

Access Clean CA is a statewide project that connects residents who are income-qualified with clean energy and transportation benefits. It is part of California Climate Investments, a statewide program that invests in communities to reduce greenhouse gas emissions, strengthen the economy, and improve public health and the environment.



THE ACCESS CLEAN CA TEAM

California Air Resources Board: Tabettha Willmon, Nicholas Nairn-Birch
GRID Alternatives: Terea Macomber, Chris Walker, Zach Franklin, James Cunningham,
Sarah Salem, Celeste Gordon, Susana Medina, Tracy Ruiz, Jasmine Rocha, Marija Crook,
Darby Lawrence, Lisa Leombruni
Little Universe: Simi Ibikunle, Lydia Jurcys, Miles Georgi, Adrian del Balso

Our Vision

ACCESS CLEAN CA IMPACT REPORT 2022

We at Access Clean CA believe that everyone should have access to clean, reliable transportation. Our priority is to help clients learn what programs are available to them and access financial assistance to pay for a new electric vehicle.

We aim to provide centralized information on available programs to alleviate the burden of program discovery and research that would otherwise fall upon our clients.

Our Mission

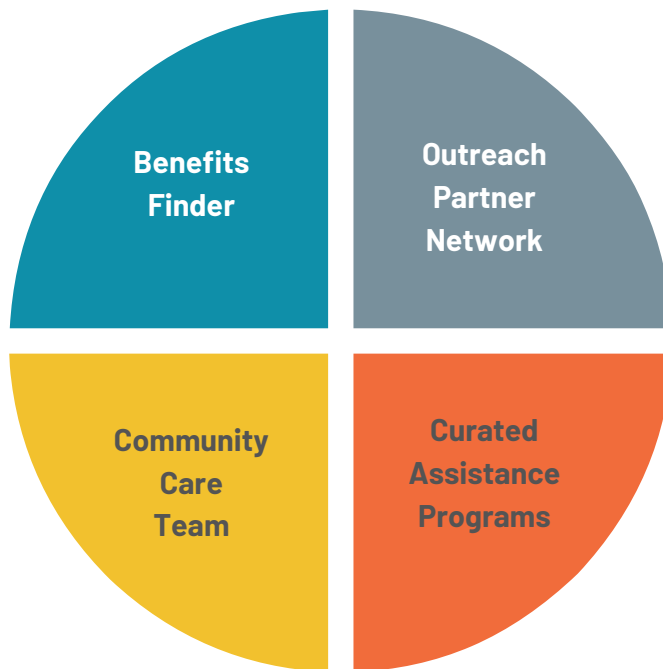
- 1 To help people access clean transportation and renewable energy.
- 2 To remove barriers to accessing clean energy equity programs.
- 3 To prioritize and serve individuals with low- to moderate-income that would otherwise face barriers to access.
- 4 To support clients through a multi-step program application process.
- 5 To promote transportation equity.
- 6 To create a model for allocation of program funds that is financial needs-based, rather than first-come, first-served.



Erica Williams, Pomona

What is Access Clean CA?

Access Clean CA is a movement and a catalyst for equity and clean transportation. We provide the following services to our clients:



Benefits Finder:

Our streamlined web application was created with user-centered universal design; it also allows application to multiple programs at once

Outreach Partner Network:

Our community-based outreach network has trusted roots in communities; it connects their members with programs and supports them in applying

Community Care Team:

Our case management team provides wraparound services to reduce application drop-off

Curated Assistance Programs:

We integrate with clean energy and transportation programs designed to serve clients with low- to moderate-incomes

Designed to Overcome Barriers: Universal, User-Centered Design

Access Clean CA was developed in direct response to the [2016 SB 350 Barriers Study](#), which was funded by the California Energy Commission (CEC). The study identified major barriers to access for clients with low- to moderate-income in traditionally underserved communities, such as lack of awareness of programs, difficulty navigating the program

requirements, and challenges completing applications and required income verification steps. Access Clean CA was designed specifically to [overcome the barriers](#) identified in this report, with the goal of making access to clean renewable energy solutions available to those facing the greatest barriers.

Outreach Partners

The Outreach Partner Network is currently comprised of approximately 20 non-profits, tribal organizations, and community-based organizations. Together these partners ensure that equity is centered in our community outreach; without them, Access Clean CA would not be possible.

GRID Alternatives

Community Environmental Council

Ecology Action

People for Mobility Justice

Social Justice Learning Institute

Redeemer Community Partnership

Latino and Latina Roundtable

Central California Asthma
Collaborative (CCAC)

Comite Civico del Valle

Meta Coop LLC

Native American Environmental
Protection Coalition (NAEPC)

Foundation for California
Community Colleges (FCCC)

Fresno Metro Black Chamber
of Commerce

Healthy Active Streets

South Kern Sol

Service Employees International
Union (SEIU)

Peninsula Family Services

International Children Assistance
Network (ICAN)



Program Partners

We work with a variety of regional and California statewide clean energy programs to give our clients a diverse offering of benefits:

Regional Programs

Clean Cars 4 All

- Bay Area (Clean Cars for All)
- San Joaquin Valley (Drive Clean)
- South Coast (Replace your Ride)
- Sacramento (Clean Cars 4 All)

Driving Clean Assistance Program (Greater Bay Area)

Shared Mobility Programs

- Sacramento (Our Community CarShare)

Statewide Programs

Clean Vehicle Assistance Program

Clean Vehicle Rebate Project

Energy for All Program (Solar)



A Catalyst for Change

Access Clean CA is a movement and catalyst for equity and clean transportation. We designed and built it in direct response to the SB 350 Barriers Study, with the goal of helping low- to moderate-income individuals overcome barriers to accessing clean transportation. Access Clean CA has achieved success by building a robust centralized application experience with accompanying outreach, education, engagement, and ongoing client support, all while building trust between communities and government programs.

Access Clean CA challenges the "business as usual" approach to distribution of funds. Instead of relying on historical data and traditional approaches to social service program design, we adopt a radically different approach. We center people in our processes, using agile, human-centered universal design to ensure even those with the highest barriers can access clean transportation.

In the early stages of building the program, this meant centering the needs of Outreach Partners and their communities first. The Access Clean CA team hosted convenings and feedback sessions to gather design input in an open and inclusive process. The goal was to create a program that could work with this novel design approach—and center BIPOC communities and their lived experiences.

cont. >

Access Clean CA is a model for equity & clean transportation. Its success is due to its human-centered design and emphasis on helping people overcome barriers.



A Catalyst for Change, cont.

Despite the challenges of the pandemic in 2020 and the inability of a growing Outreach Partner Network to conduct in-person outreach and events, the program still thrived and grew in its pilot phase.

In 2021 the Access Clean CA expanded, welcoming additional clean energy programs and growing the Outreach Partner Network. And in response to Outreach Partner feedback, we built a centralized income verification process to reduce barriers by further streamlining the application experience. Access Clean CA continued to grow in 2022 after an additional investment of \$5 million, bringing the total program budget to \$16 million.

Access Clean CA also recognizes that overcoming historical economic, environmental, and racial injustices can take time, investment, and dedication. We therefore prioritize technical assistance and capacity building for our Outreach Partner Network, so partners have all the resources, training, and support they need for effective outreach, education, and engagement within their communities.

The Community Care team also provides critical support to clients moving through the online web application, providing a suite of wraparound services to help them complete their application, get income verified, and prevent application drop-offs.

Access Clean CA has been critical in helping communities overcome daily barriers they face in attaining transportation justice.



Jill Sherman-Warne, NAEPC

Access Clean CA recognizes that transportation injustice is a significant hurdle, affecting quality of life and how people get to and from where they need to be.

2022: A Year in Review

2022 was a pivotal year for Access Clean CA. With a mission to serve low-to moderate-income clients, we served these priority audiences first. A majority of clients who were approved for funding (65.4%) had incomes that fell below 225% the Federal Poverty Limit. This means that Access Clean CA is fulfilling its mission.

Our Outreach Partner Network also expanded in scope and practice, welcoming new partnerships, and expanding the type of outreach from everything to Ride and Drive events, to farmer's markets, to pow-wows, to car shows, to bike safety workshops, and more.

Outreach Partners were critical in reaching priority audiences and encouraging community members to apply for benefits. Outreach Partners engaged an estimated 4800 people through their outreach and recruited 1850 clients to the Benefits Finder digital application.

The Community Care Team also expanded its services to improve client retention, providing a suite of wraparound services to keep clients engaged even during program closures. They were on over 1750 calls with clients, ensuring they had everything they needed to apply.

2000+

number of people
who learned which
programs they
may qualify for

2-3

number of
programs people
apply to when they
stack programs

65.4%

percentage of
people <225% FPL
who become
income verified

Benefits Finder + Application

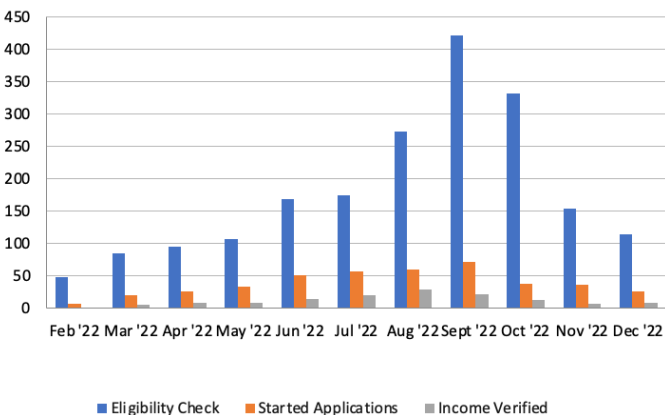
Access Clean CA participation increased in 2022.

Growth in clients served

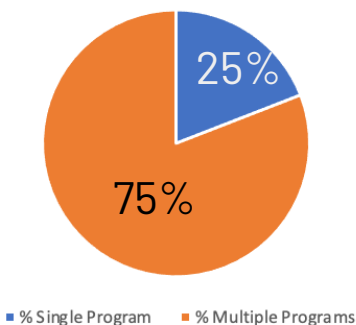
- 2000+ eligibility checks
- 425 started applications
- 136 income verifications

Q4 2022 downward trend due to program closures & reduced outreach activity around the holidays

Application Status by Month



Program Stacking
Q1 - Q4 2022



Program Stacking

The Benefits Finder allows clients to apply to multiple programs at once, a hallmark of Access Clean CA. Most clients aren't aware of this option until applying with us.

The Benefits Finder is an eligibility engine that allows clients to search for programs they are uniquely eligible for. The Access Clean CA application also allows them to apply to multiple programs at once to make clean transportation even more affordable. This platform is continuously updated to improve user experience and accessibility, which requires responding to and integrating client and Outreach Partner feedback.

Community Care

The Community Care Team provides wraparound services to ensure clients have all the support they need to complete their applications. The team's efforts help clients stay engaged with the application process, such as while they wait for programs to reopen.



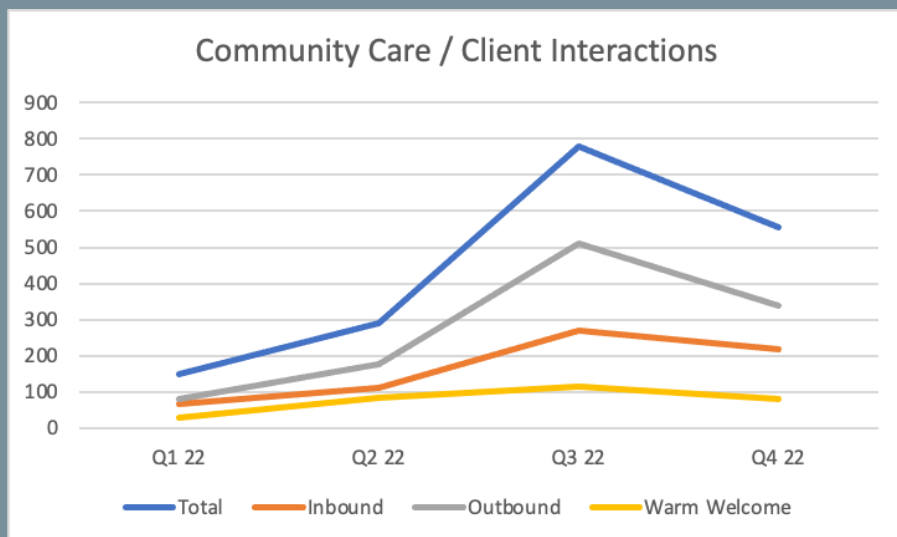
Wraparound services address any and all client needs

- Conduct follow-up at all drop-off points
- Send reminders to continue the process
- Resend links and information
- Email summaries of programs and conversations
- Place a "Warm Welcome" call upon approval (after income verification)
- Encourage program stacking (a majority add programs)
- Integrate client feedback into Benefits Finder upgrades



We make the extra effort to engage clients

- 1772 total calls
- 665 received calls
- 292 outbound calls
- 309 "warm welcome" calls



What Our Clients Say

The Community Care Team collects client feedback to help improve the application process. We often hear directly from clients just how helpful our client-centered approach is that Access Clean CA provides.

"The process was too easy with Access Clean CA, the way you explained it all made it less complex than it appears online. Thank you!"

"The experience with Access Clean CA has been wonderful. I appreciate what you guys do. It would have been very hard, otherwise. 5 stars."

"Thank you for your patience. We are very happy for your service."

"I honestly never thought I'd get a call back, which is a plus. It seems you are on top of it, and are doing a wonderful job!"

"I am excited to be able to find sustainable and green alternatives. ... I am 100% happy with the info you have provided, and how responsive you have been. I will recommend Access Clean CA to others."

"I am glad and surprised that you returned my calls so quickly to answer all of my questions."



Outreach Partner Network

Outreach Partners engaged over 6850 community members through their varied and diverse outreach efforts and successfully recruited over 1850 clients to use the Benefits Finder digital application.

Types of Outreach

- Ride & Drive events
- Large employer outreach
- National Drive Electric Day
- Book clubs
- Bike giveaways
- LGBTQ Festivals
- Motorcycle workshops
- Pow-wows
- National Drive Electric Day
- Focus groups & surveys
- Online workshops
- In-person workshops
- Social media posts
- Email blasts
- Car shows
- Farmer's markets
- Street festivals
- County fairs
- Other event tabling
- Mailers



Salinas Car Show (Ecology Action)

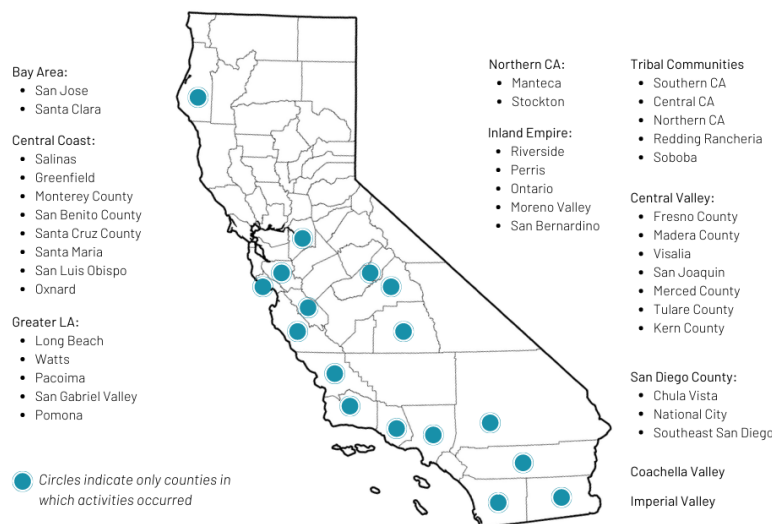


New BEV for test drives (Ecology Action)

The success of Access Clean CA comes from intentional outreach within priority communities via a network of diverse partner organizations. Our "deep engagement" centers on building trust & collaborative partnerships with organizations of varying capacities, which do the critical work of bringing priority community members into the digital application process.

Outreach Partner Network

Outreach Partners engaged priority communities across California in 2022.



Cities & Counties Served by Outreach Partners
2022

Technical Assistance & Capacity Building

Access Clean CA uses equity-centered strategies and a tailored outreach approach for each partner and their communities.

The Access Clean CA Resource Hub provides partners with relevant education, marketing, and outreach materials that are culturally and linguistically reflective of their diverse communities.

To help outreach partners reach priority audiences, we offer technical assistance and capacity building through training, resources, support calls, and grants. For instance, in 2021-2022, Access Clean CA

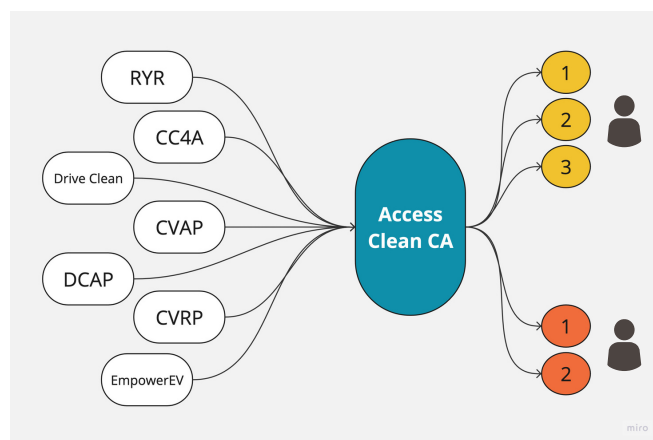
administered six capacity building grants of approximately \$50,000 each to community-based organizations.

In 2023, we will prioritize working with organizations led by Black and Tribal leaders that work within and alongside Black and Tribal communities. Previously, we worked with independent non-profits and fiscally sponsored community-based organizations. Now, however, we are expanding our approach to include partnerships with Tribal governments and non-chartered volunteer organizations and collective organizing.

Looking Ahead

Access Clean CA strives to embody equity in program implementation. With its user-centered, universal design, it is poised to reach priority communities for all participating programs, while serving as a model for needs-based program design.

Access Clean CA is excited to grow and integrate with clean transportation and clean and renewable energy programs throughout the state. By partnering with Access Clean CA, programs will gain access to not only a network of Outreach Partners with deep and trusted community roots that target the hardest-to-reach individuals, but they will help their clients "stack" and apply to multiple programs at once.



Work With Us

To learn more about our work, partner with us as an Outreach Partner or Program Administrator, please reach out any time:

info@accesscleanca.org

www.AccessCleanCA.org

