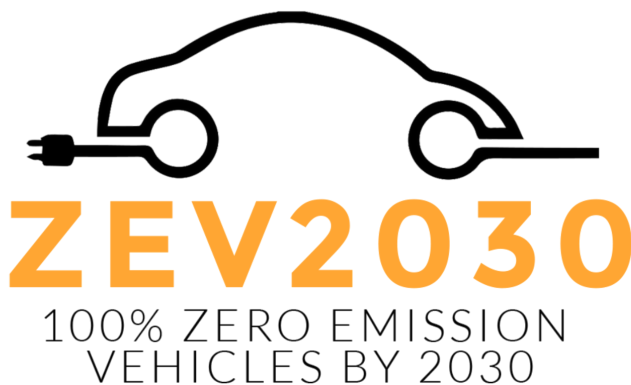


**GRASSROOTS**

**ORGANIZING**

**TOOLKIT**

**LOCAL ACTION FOR CALIFORNIA'S  
CLEAN CAR FUTURE.**





# THANK YOU

## for stepping up to mobilize your city.

We're ZEV2030, a nonprofit organization with a goal of achieving 100% zero emission vehicle sales in California by 2030. We are working to change the paradigm around the feasibility of 2030 as a realistic and necessary goal.

Join us! Your involvement will help build a large and diverse coalition that moves policymakers and our state toward a zero emission future.

Keep reading to learn why a ZEV2030 goal is crucial and how you can help to make it a reality!

# WHY A 2030 GOAL?

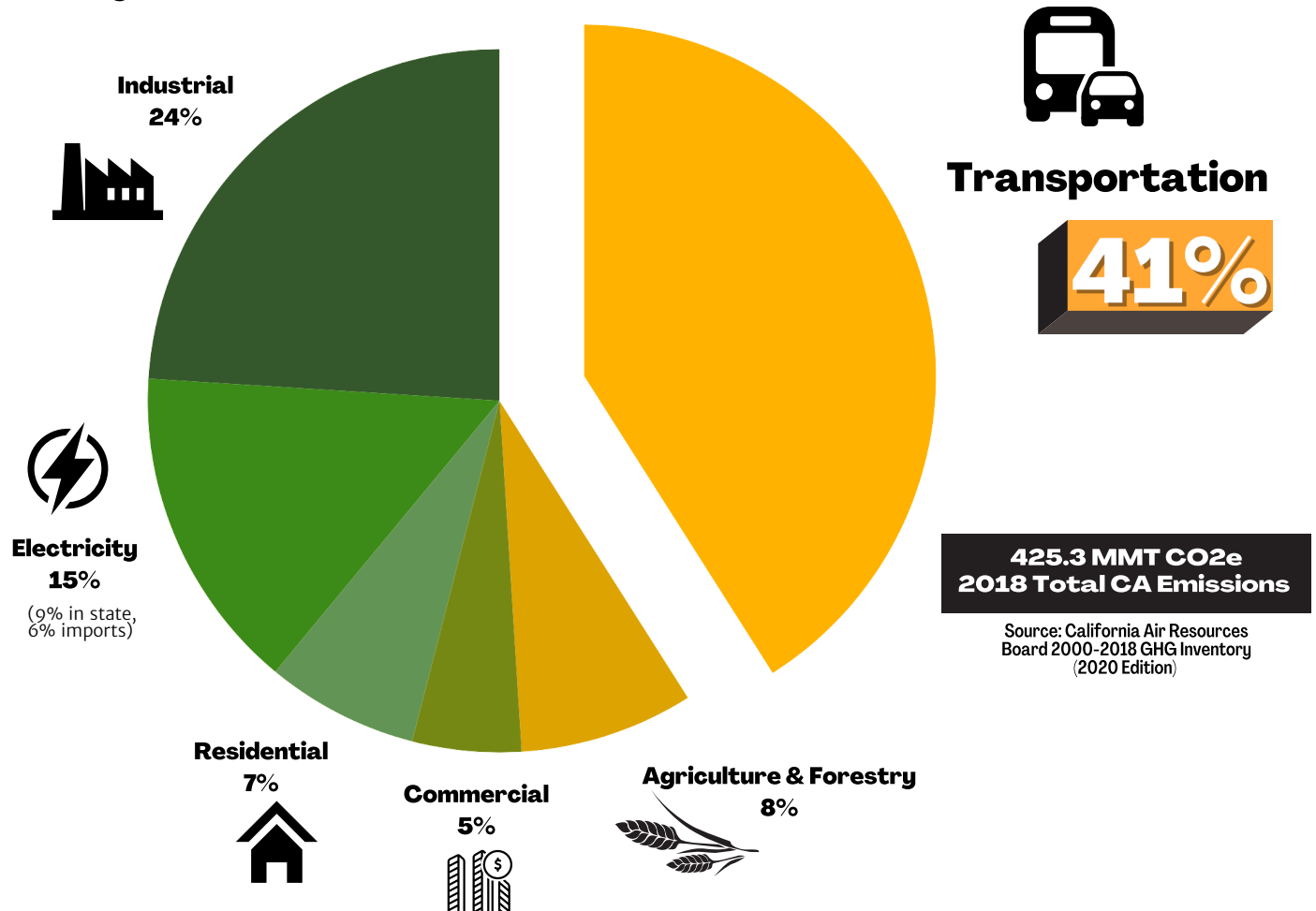
## We Can't Wait Any Longer.

The Intergovernmental Panel on Climate Change (IPCC), an international scientific review panel, tells us **we have until 2030 to transform our economy, the way we live, where we live and how we move to avoid the worst of the climate crisis.**

Their analysis was stark and the goal clear: to avoid the most catastrophic effects of climate change, we need to slash emissions 45% below 2010 levels by 2030 and reach net-zero by 2050.

## The Next Target Must Be Transportation.

While the state has addressed many of the major drivers of greenhouse gases, the transportation sector now constitutes the largest portion of California's greenhouse gas emissions. **Making up over 40% of all GHG emissions in California,** it is essential that we address this sector if we are to achieve our emissions goals.





# WHAT NEXT?

California has committed to total, economy-wide carbon neutrality by 2045. Governor Newsom signed Executive Order N-79-20, stating that all new vehicles sold by 2035 must be zero emission vehicles. But we can do better, and we must do better. This is great, but we must do better. To achieve 2045 carbon neutrality, we need to end sales of fossil fuel cars by 2030 and allow those cars to phase out over the next 15 years.

**The transition to clean cars must be an equitable one.** Everyone will need access to affordable EVs and charging infrastructure including those in multi-unit homes. We need to ensure that the people who currently face the worst effects of transportation pollution are included in the conversations and benefit from transportation electrification.

## Technology is not the problem. Political will is needed.

Today, technology is outpacing our laws. Battery prices have fallen by 87% in the last 10 years and new electric vehicles are expected to be price compatible with gas cars by 2024. Some major car manufacturers are already planning to eliminate the internal combustion engine from their lineups before 2030.

**Our challenge is not the technology, but rather mustering the political will that will speed up the transition to a cleaner, zero emission future.** The urgent target of 100% zero emission vehicle sales by 2030 can be a rallying point for everyone to get behind an ambitious, but sensible goal.





# ACTION STEP 1: TARGETING

**Identify if you live in one of our target areas.**

We need your help to reach our goal of 50 cities taking action by June. We're looking for action in every community up and down the state, and we are especially interested in the cities and counties below which have already taken significant action in combating climate change, but we encourage you to work in whatever city or community where you live.

Reach out to Paden McNiff at [paden@nextgeneration.org](mailto:paden@nextgeneration.org) and let us know which community you can help join the ZEV2030 pledge.

Alameda	Del Mar	Los Altos Hills	Sacramento County	Santa Monica
Albany	Dublin	Los Angeles	Saint Helena	Santa Rosa
Arcata	El Cerrito	Los Gatos	San Anselmo	Sebastopol
Arvin	El Monte	Malibu	San Carlos	Solana Beach
Belmont	Emeryville	Martinez	San Diego	Sonoma
Benicia	Encinitas	Menlo Park	San Fernando	Sonoma County
Berkeley ✓	Fairfax	Millbrae	San Francisco	Stockton
Beverly Hills	Fort Bragg	Morro Bay	San Jose	Sunnyvale
Brisbane	Fremont	Mountain View	San Leandro	Torrance
Burlingame	Fresno	Napa	San Luis Obispo	Ventura
Carson	Glendale	National City	San Mateo	Watsonville
Chico	Goleta	Novato	San Mateo County	West Hollywood
Claremont	Half Moon Bay	Oakland ✓	San Rafael	West Sacramento
Cloverdale	Hayward	Ojai	Santa Ana	Windsor
Corte Madera	Healdsburg	Palo Alto	Santa Barbara	Woodland
Cotati	Huron	Petaluma	Santa Barbara County	Woodside
Culver City ✓	Imperial Beach	Redwood City	Santa Clara	Yolo County
Cupertino	Laguna Woods	Richmond ✓	Santa Cruz	
Daly City	Long Beach	Rohnert Park	Santa Cruz County	
Davis	Los Altos	Sacramento		

A check mark indicates a city in which this resolution has been passed.



## ACTION STEP 2:



# IDENTIFY ALLIES

**Before you introduce a resolution to your city council, it is important to identify local allies who may share your vision for an emissions-free future. These might include:**

- Activist organizations focused on environmental or social justice
- Professionals in your area who work with environmental issues
- Friends and peers who support your mission
- Local college/high school political or environmental clubs

**This goal is for the betterment of the **WHOLE** community, so don't feel limited to only reaching out to potential allies you know directly. Casting a wide net helps grow your coalition and learn the political environment in your city. An ask to potential allies should include:**

- **An introduction of yourself**, stating how you came across this organization or individual. It is important to connect on common values or a shared sense of community; if you've noticed this person/organization's impact locally, say so.
- **An overview of the need for a ZEV2030 goal**. Feel free to pull from our attached informational documents, but be sure to identify why this issue is important to you.
- **An ask**. If you are comfortable with the person/organization and feel minimal hesitation on whether they'd be interested, you can go ahead into asking directly for support. If you are unfamiliar with how they may feel about a ZEV2030 goal, you might start with a request that they sign the pledge personally as a first step.
- **Expression of gratitude** for the person/organization's time and consideration.

**Once you have garnered support with promised or potential allies, you can decide where they best fit into your ZEV2030 goal:**

- Some allies may have connections with councilmembers, or have insight into the intricacies of your local government. Ask any allies who may have organized at the city council level for guidance, an introduction, or facilitation of an ask.
- Others without connections at the city level can help out by calling/writing in public comment to council in support of your resolution.
- All allies should be encouraged to share support on social media prior to the council vote. This is an important ask for allies who are interested, but don't have much time to give. Reposting information about the ZEV2030 goal for your city is a vital and easy step.

# ACTION STEP 3:

## IDENTIFY YOUR COUNCILMEMBERS



Once you have a coalition of allies in support, the next step is to **identify your city councilmembers**. This can be done with a simple Google search of “city council (your city)”. Your city’s website is the most reliable place to find updated contact information for your councilmembers.

**Determine which councilmember to reach out to first in order to introduce a resolution.** If you know your councilmembers or have followed their actions on a city level, think about which councilmember has been a proponent for environmentalist action. Ensure that you have their city contact information.

# ACTION STEP 4:

## INTRODUCE YOURSELF AND ZEV2030



While an initial ask may feel daunting, your city council is elected to serve you and your community. A thoughtful, informed ask can go a long way. If you or an ally can facilitate it, a one-on-one meeting is best. Oftentimes, that isn't possible – that's okay, an e-mail is the next best thing. Click [here](#) for an e-mail body template, or read below to see what your message should include:

- A brief introduction that gives insight into you as a community member. Whether you are a student, a service worker, a parent, a mentor, etc, providing a brief (one sentence) glimpse into who you are allows for a more personal and connected interaction.
- If applicable, an overview of allied groups and prominent locals who are partnering with you in this goal.
- An overview of ZEV2030 and the urgency of this goal.
- An ask to present this resolution to city council, and an offer of continued explanation and discussion.
- An attachment of your city's resolution, using the template on the next page.
- An attachment of the one pager and FAQ.





# DOWNLOADABLE EMAIL MATERIALS

**EMAIL BODY  
TEMPLATE**

[bit.ly/zevemailtemplate](https://bit.ly/zevemailtemplate)

**TEMPLATE  
RESOLUTION**

[bit.ly/zevcityresolution](https://bit.ly/zevcityresolution)

**ONE  
PAGER**

[bit.ly/zevonepager](https://bit.ly/zevonepager)

**FAQ**

[bit.ly/zevquestion](https://bit.ly/zevquestion)

ON **(DATE/TIME)**, **(YOUR CITY)** IS VOTING  
ON A RESOLUTION IN SUPPORT OF 100%  
ZERO EMISSION VEHICLE SALES BY 2030.

**Share your support  
during public comment:**



**(PHONE #)**



**(STREAMING SESSION)**



**(EMAIL AND MAIL)**

**LEARN MORE AT ZEV2030.ORG**

**TELL **(YOUR CITY)** CITY COUNCIL TO ACT  
NOW FOR A CARBON NEUTRAL FUTURE:**

**Adopt a goal of 100%  
zero emission vehicle  
sales by 2030.**

CouncilmemberEmail@yourcitycouncil.com  
CouncilmemberEmail@yourcitycouncil.com  
CouncilmemberEmail@yourcitycouncil.com  
CouncilmemberEmail@yourcitycouncil.com  
CouncilmemberEmail@yourcitycouncil.com

**LEARN MORE AT ZEV2030.ORG**

**OUR CLIMATE CAN'T WAIT. I  
SUPPORT A GOAL OF 100%  
ZERO EMISSION VEHICLE  
SALES BY 2030.**

Join me in standing up for a carbon-neutral future  
at [zev2030.org/take-action](https://zev2030.org/take-action)

**EDITABLE  
SOCIAL MEDIA  
CONTENT**

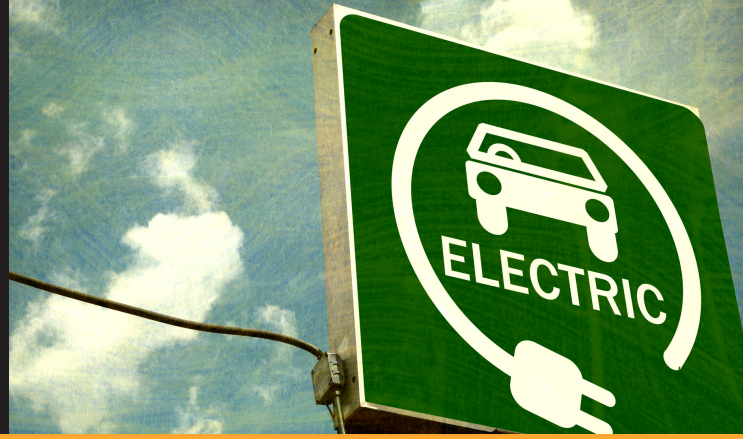
**For Instagram and Facebook:**

**[bit.ly/editablezevgraphics](https://bit.ly/editablezevgraphics)**

**For Twitter:**

**[bit.ly/twitterzevgraphics](https://bit.ly/twitterzevgraphics)**

# FAQ



## What does it mean to sign on to the ZEV2030 goal?

Signing on to ZEV2030 demonstrates your and/or your city's support for the ambitious but realistic goal of achieving 100% new zero emission vehicle sales in California by 2030. Your support shows that you and/or your city are committed to achieving one of the critical paths necessary to reduce carbon emissions. It shows that you/your city support the scientific conclusions of the Intergovernmental Panel on Climate Change (IPCC): to avoid the most catastrophic effects of climate change, we need to slash emissions 45% below 2010 levels by 2030.

## How is my signature helping achieve the ZEV2030 goal?

The greater and wider the support for a ZEV2030 goal, the harder it will be for decision-makers to ignore the priority that must be given to accomplishing the goal. By signing the pledge of support for the goal of ZEV2030, you are joining the network of individuals and organizations that are together working to achieve the transition to electric vehicles in California. Growing our network will increase the influence with policy makers and members of the media.

## Is this goal possible?

ZEV2030's goal may feel ambitious, and it is, but the technology necessary for this transition is proven. Charging infrastructure must be built, but this is a solvable challenge within the 9 years before the goal is fully realized. Battery ranges will continue to improve over the next decade, a wider variety of models will be offered, and advancing technology with higher sales will bring a decrease in price. The only question is how fast can we make this happen? With 9 years of widely supported efforts, a 2030 goal is achievable.



# FAQ

CONTINUED...

## Why California?

**Because of its size and environmental and technological leadership, California is the ideal place to set the 100% ZEV sales goal.** Being the 5th-largest economy in the world, we have the ability to influence others and change trends. California has long been an environmental leader, in terms of both policy and technology.

In addition to being the first to establish a ZEV mandate, California also has 17 electric vehicle manufacturers based in the state. Over 15 states have adopted California's stringent tailpipe emission standards as a way to reduce emissions. Finally, it is not coincidental that GM announced they would sell only ZEVs by 2035 only a few months after California announced the same goal.

## How will a ZEV2030 goal bring jobs to California?

Please replace the entire section with the following:

Accelerating the adoption of Zero Emission Vehicles will affirm California's position as the leader in the burgeoning ZEV market:

- Zero emission vehicles are California's largest export;
- More ZEVs are on the road in California than in any other state;
- Major charging and infrastructure companies are headquartered here;
- For decades, California has been a key leader in startups and technological innovation,

Our electrical infrastructure must be transformed with a smart grid, energy storage, and renewable energy that can charge vehicles at all hours of the day. This transformation will generate thousands of new jobs in the utility sector.

With an aggressive goal, and the policy and incentives to back it, California companies can supply the software and hardware as well as the infrastructure to meet the growing demand for clean vehicles.