EV Low-Rider
Technology Demo
&
Workforce Development

SACRAMENTO METROPOLITAN

AIR QUALITY
MANAGEMENT DISTRICT

Jaime R. Lemus

Transportation and Climate Change

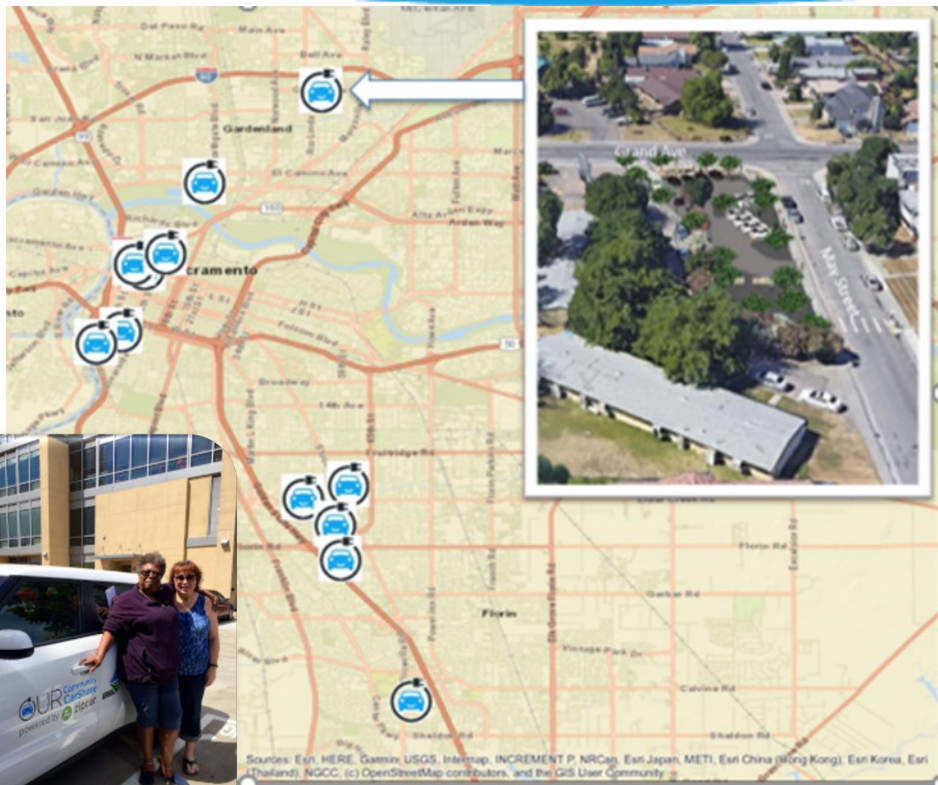**Division Manager**

Sac Metro Air District Incentives – Our Focus

- Over $300M invested in the Sacramento region in last 25 years
  - Providing significant pollution reductions resulting in about 20% reduction in Regional NOx emissions
  - New reliable equipment for businesses
  - Stimulating economic growth

- Promoting innovative technology & creating new Markets
  - Advanced zero and near zero vehicle/equipment technology
    - Example: Pepsi Tesla Trucks with MegaWatt Chargers

- Funding available to all communities
  - Emphasis towards priority populations

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Our Community CarShare - Government Style

Membership transportation service located in DACs throughout Sacramento

Members can reserve clean zero emission vehicles up to 3 hours/day or 9hrs/week

Quick Stats

726 members for 11 communities

700,000 miles driven; 45,240 reservations to date

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Sac Metro Air District Incentives – Partnerships

- Coordinated Partnerships working together to benefit priority populations
  - 4-Agencies
  - City/County of Sacramento
  - Community Based Organizations
    - GreenTech
    - Community Resource Projects
    - La Familia
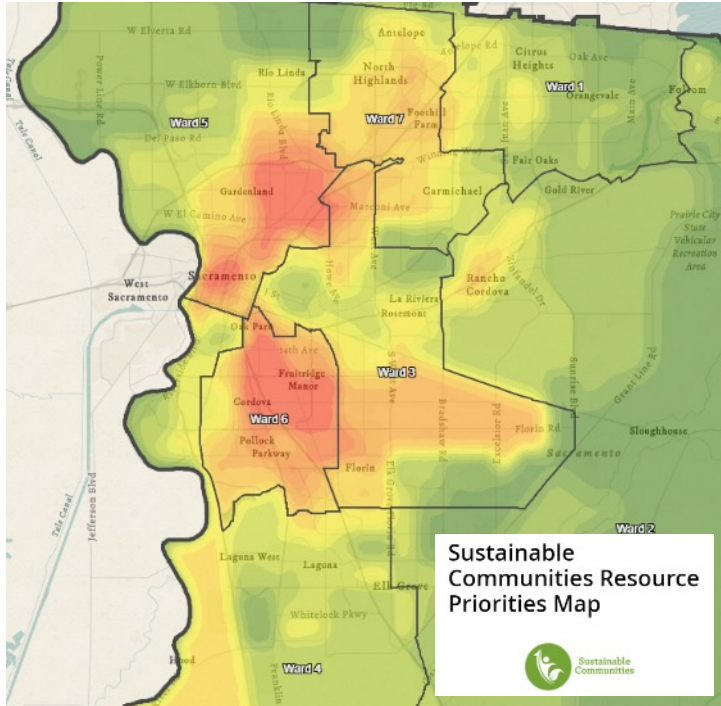 - Other agencies

It's About the Basics!

- Mobility

- Access to medical care, education, ceremony, social gatherings, **work**, etc.

- EVs are an ancillary benefit!

- Deploying EV mobility in the community requires EV education → leads to adoption

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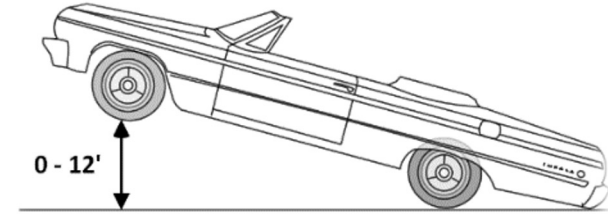
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Targeting the Community

Sustainable Communities Resource Priorities Map

"These EV cars don't reflect me and my community"

CADILLAC LYRIQ

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EV Awareness & Access thru EV Lowriding

- Targeting African American and Latino Communities

- Targeting Underserved Communities

- Culturally relevant project

- Diverse EV applications

- Engaging our youth about culture and STEM

0 - 12'

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Creating Adoption and Workforce

- Projects focusing on developing a workforce pipeline
  - Need for electricians, plumbers, construction workers, skilled trades
- Promoting STEM in schools
- Promoting ZEVs in the Community
- Creating multi-generational adoption

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