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
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
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

www.valleycan.org

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