



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Ash Kalra
Vice-Mayor Madison Nguyen
Councilmember Don Rocha

SUBJECT: SEE BELOW

DATE: February 3, 2011

Approved

Date

SUBJECT: CALIFORNIA CLEAN CARS CAMPAIGN

RECOMMENDATION:

That the Rules and Open Government Committee place on the City Council agenda an item to draft a resolution supporting the California Air Resources Board's leadership in promoting clean and energy efficient motor vehicles, energy independence, zero emission technologies and improved quality of life in the City of San José and the State of California.

BACKGROUND

The California Clean Cars Campaign is a broad based coalition of over 200 businesses, governments, environment and health organizations who are working together to support the California Air Resources Board's Clean Cars Program (CARB). CARB has been the primary leader in developing regulations to achieve the maximum feasible and cost-effective reduction in greenhouse gases from passenger vehicles. It has also been the most essential tool in having thirteen other states and Washington D.C. adopt California's stricter regulations. In coordination with the Obama Administration and America's automobile manufacturers, the United States Environmental Protection Agency and the United States Department of Transportation have based new national standards on California's clean car regulations.

Sometimes called the Pavley law, California's vehicle Greenhouse Gas laws were named after then-Assembly Member Fran Pavley, who in 2002 sponsored AB 1493. This first-in-the-world law directed the California Air Resources Board (ARB) to develop standards to reduce global warming pollution from cars and was adopted in 2004.

Most recently, the Pavley law updated its Low Emission Vehicle (LEV) Program and the Zero Emission Vehicle (ZEV) Program, and the state has also updated its Clean Fuels Outlet program to ensure the necessary alternative fuels are available to go with our clean cars.

San José has been ranked 14th healthiest amongst 50 large cities in America in a study done by the American Fitness Index. The study collected data that demonstrated that over 10 percent of San José residents suffered from asthma. According to the U.S. Department of Health and Human Services, the contributing factors for suffering from asthma include air pollutants from the burning of fossil fuels, fumes from burning wood or gas and tobacco smoke. Furthermore, the 2010 "State Of The Air" study done by the American Lung Association graded Santa Clara County and the Cities within with an F for ozone and particle pollution levels in the air.

In order to achieve our fitness and health needs, we must reduce and eventually eliminate the contributing factors that cause these illnesses. By supporting the California Clean Cars campaign we take that first step in helping create a healthier city for our residents.

As a leader in adopting new green and efficient technologies, the City has already endorsed similar practices in its 2011 Legislative Guiding Principles, Priorities and Advocacy Issues and the City's Green Vision Goals:

The City supports legislation that promotes livability, sustainable development, and environmental protection that advances initiatives and secures funding to address climate change, and supports San José's Green Vision efforts to become a Sustainable City, through Green Building initiatives, pollution prevention practices, water, waste and energy efficiency, and regional, state and global initiatives {e.g. Urban Environmental Accords.

Additionally, in the City of San José's Green Vision, adopted in 2008, goal number eight aspires to "ensure that 100 percent of public fleet vehicles run on alternative fuels. In July of last year, the City continued to work towards reducing fleet emissions by partnering with Coulomb Technologies to install their ChargePoint America Electric Vehicle Charging Stations in San Jose. The program will offer hundreds of free stations for public and home charging to individuals and businesses throughout the Bay Area including San José for use by individual vehicle owners and by fleets.

COORDINATION

This memo proposes drafting an honorary endorsement of the California Clean Cars Campaign, utilizing information provided by the City's Director of Intergovernmental Relations, in conjunction with the Environmental Services, Public Works, and Transportation Departments, and the Office of Economic Development. The majority of research for this recommendation has been provided by the aforementioned, in addition to a sample resolution from staff members of the California Clean Cars Campaign itself.

POLICY ALIGNMENT

The City of San José has been a leader in clean car and alternative fuel endorsement, as well as the adoption of Green Vision goals and standards. By endorsing the California Clean Cars Campaign, the City ceremoniously strengthens its resolve towards fulfilling its own Green policies and provides an encouraging example for others to do the same.

Attachment:

-Sample Clean Cars Resolution and Endorsement letter

Sample Clean Cars Resolution

RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF _____, SUPPORTING THE CALIFORNIA AIR RESOURCES BOARD'S LEADERSHIP IN PROMOTING CLEAN AND ENERGY EFFICIENT MOTOR VEHICLES, ENERGY INDEPENDENCE, ZERO EMISSION TECHNOLOGIES AND IMPROVED QUALITY OF LIFE IN CALIFORNIA. IT IS HEREBY RESOLVED, by the City Council (the "Council") of the City of _____ (the "City"), State of California that

WHEREAS, California is experiencing a public health crisis due to poor air quality, with over 90% of Californians living in areas that exceed federal health-based ozone standards; and exposure to elevated levels of ozone and other pollutants such as particulate matter annually contributes to hundreds of thousands of asthma attacks and tens of thousands of hospitalizations and premature deaths due to heart and lung disease; and recent research conducted by the RAND Corporation found that hospital care related to elevated pollution levels in California cost nearly \$200 million from 2005 to 2007; and

WHEREAS, the impacts of global climate change are projected to compound this air quality and public health crisis; and

WHEREAS, motor vehicles are significant emitters of ozone precursors, particulates and air toxics, and the single largest anthropogenic source of global warming causing greenhouse gas emissions in California; and

WHEREAS, California's dependence on petroleum for 97 percent of its transportation needs and its reliance on imported oil leaves California susceptible to volatile pricing and supply disruptions; and

WHEREAS, California has been a national leader in advancing cleaner vehicle technologies by developing and implementing motor vehicle regulations under its federal Clean Air Act authority; and

WHEREAS, the California Legislature enacted AB 1493 (Pavley, 2002) directing the California Air Resources Board to adopt regulations to achieve the maximum feasible and cost-effective reduction in greenhouse gases from passenger vehicles; and the California Air Resources Board adopted clean vehicle regulations in 2004; and

WHEREAS, thirteen other states and Washington D.C. have adopted California's regulations; and in coordination with the Obama Administration and America's automobile manufacturers, the United States Environmental Protection Agency and the United States Department of Transportation have based new national standards on California's clean car regulations; and

WHEREAS, in 2010, the California Air Resources Board plans to develop and adopt new regulations to reduce vehicle emissions of criteria air pollutants and greenhouse gases and to promote the development and deployment of clean fuel infrastructure and zero emission vehicle technology options for consumers; and

WHEREAS, strengthening California's motor vehicle programs will improve California's air quality, promote energy independence, support new jobs and investments in clean technology, help California

achieve its goal of reducing global warming emissions, and will continue California's long history of national leadership on air quality and environmental policy; now, therefore be it

RESOLVED, that the City of _____ urges the State of California and the California Air Resources Board to continue its national and international leadership role in reducing greenhouse gases and promoting clean vehicle technologies by moving forward quickly to develop and adopt expanded Low Emission Vehicle (LEV III) standards to reduce criteria air pollutants and greenhouse gases and to strengthen the state's Zero Emission Vehicle (ZEV) and Clean Fuels Outlet (CFO) infrastructure programs to protect the health of California's economy, environment and its people.

Sample Letter to Support Clean Cars Regulations

Mary Nichols, Chairman
California Air Resources Board
1001 I Street
Sacramento, CA 95812

Re: Strong Clean Cars Standards

Dear Chairman Nichols,

The [City/County] applauds the California Air Resources Board (CARB) for its national leadership in the development of motor vehicle regulations that have reduced air pollution and improved public health in California and across the United States.

Although our state has made progress in combating air pollution over the past 30 years, the fact remains that the vast majority of California residents still breathe unhealthy air, exposing them to an increased risk of respiratory illnesses and even premature death. Air pollution is particularly harmful to our most vulnerable populations, such as infants and children, the elderly, those living in low-income communities or those suffering with chronic illnesses like asthma or heart disease. Unfortunately, global warming is expected to compound these problems by further threatening the quality of the air we breathe and increasing our public health burdens.

As transportation represents the leading source of air pollutants and greenhouse gases in California, reducing passenger vehicle emissions is a key component in our fight against air pollution, global warming and a variety of chronic illnesses. Our State's commitment to leading the nation in vehicle emission standards has played a critical role in helping protect the health of our environment and of our citizens. These regulations also incentivize the development of new vehicle technologies and fueling infrastructure, which helps to create jobs, reduce our dependence on oil and save California families and businesses on transportation costs. These standards are critical to achieving California's air pollution and greenhouse gas reduction goals, which are both issues of concern in our community.

For these reasons, as the State of California develops rules to support the next generation of clean passenger vehicles, I urge CARB to push forward in 2010 to develop and adopt expanded Low Emission Vehicle (LEV III) standards to reduce criteria air pollutants and greenhouse gases, and to strengthen the state's Zero Emission Vehicle (ZEV) and Clean Fuels Outlet (CFO) programs to ensure that the cleanest advanced vehicles and fuels are available to consumers.

Sincerely,