



**Access to clean cars and more  
in California's San Joaquin Valley**

# What is Valley Clean Air Now?

- 501(c)3 founded in 2001
  - 55 employees
  - \$15MM annual budget
- Serves California's San Joaquin Valley
  - Region with the nation's worst air quality and most widespread poverty



# Do It Yourself (DIY) Ethic

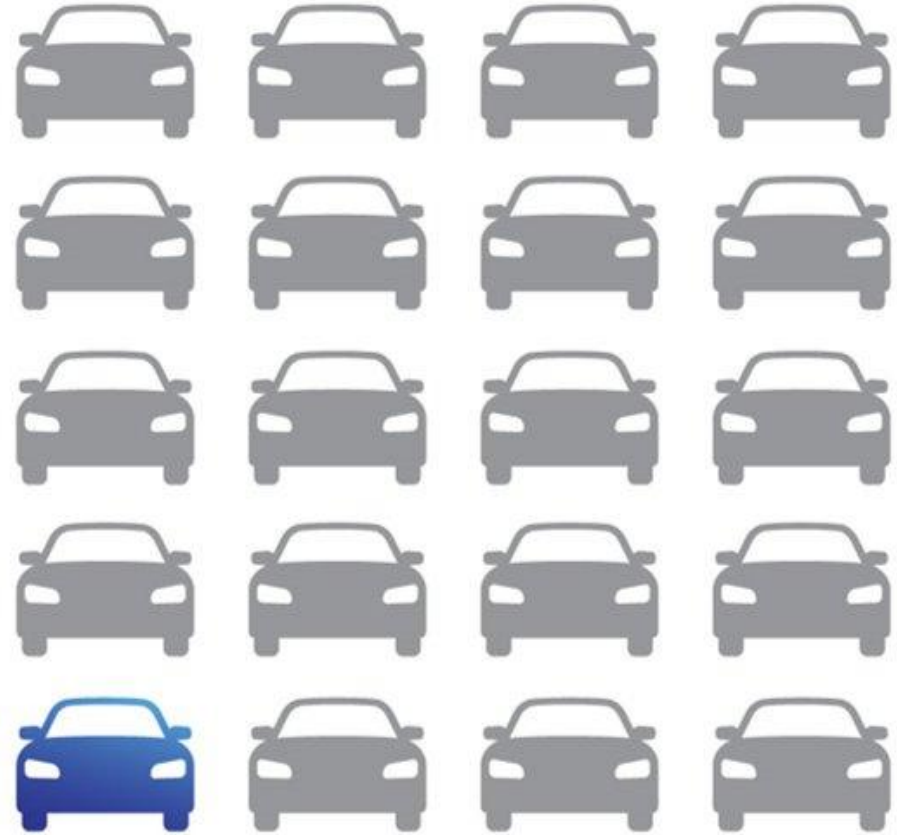
If something is needed,  
but it doesn't exist yet,  
build it yourself.

# Our target

Light-duty vehicle emissions account for 25% of total statewide air emissions

The dirtiest 3% of cars create 33% of total light-duty vehicle emissions

These cars are mainly found in disadvantaged communities



**3%** of cars  
create  
**33%** of pollution



# Tune In & Tune Up

Saturday morning events for low-income drivers

- Serves 10,000 customers annually
  - 80% of customers at events receive \$850 smog repair vouchers
  - 75% of vouchers are redeemed for smog repairs
  - 80% of redemptions result in smog certification

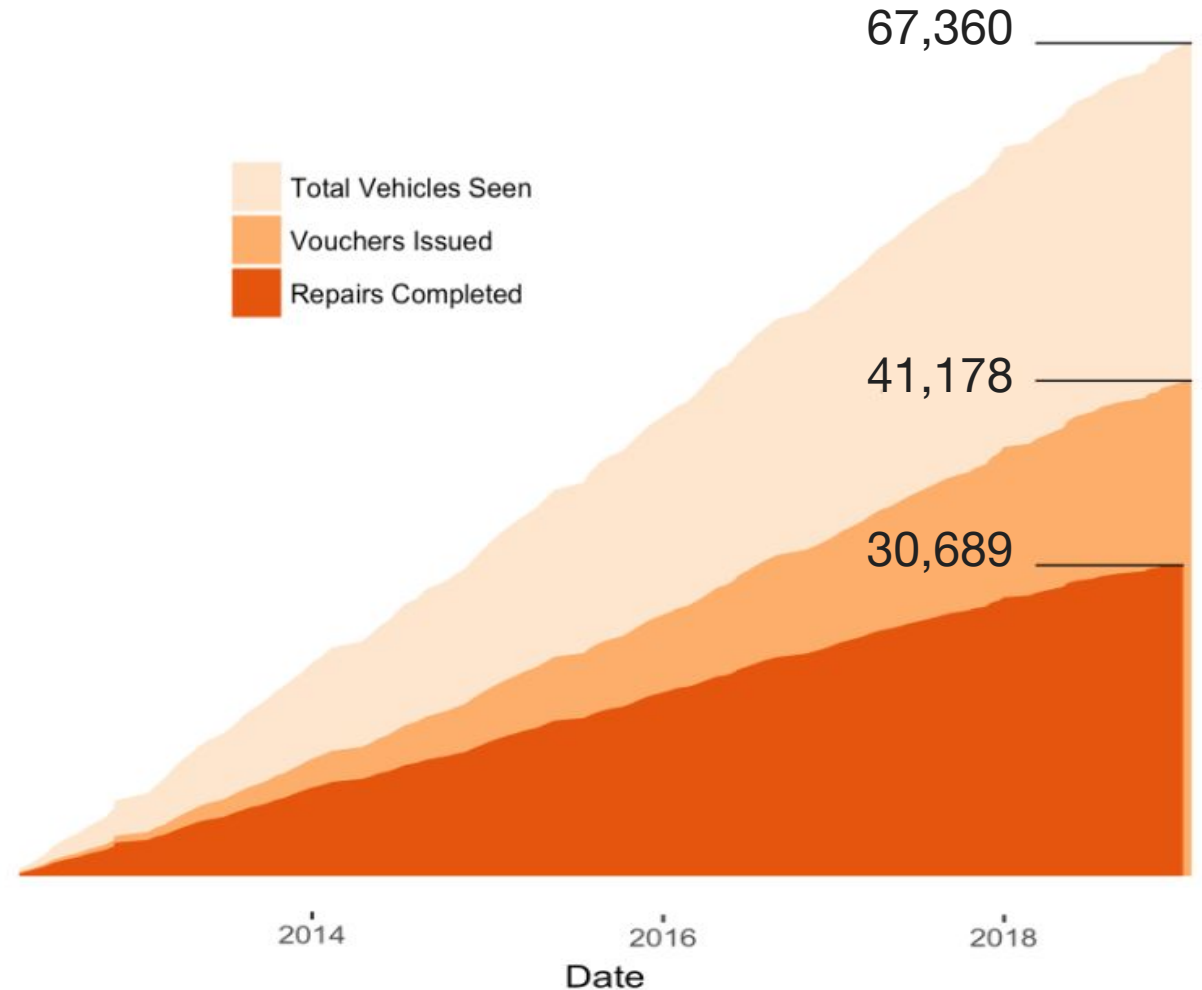


**San Joaquin Valley**  
AIR POLLUTION CONTROL DISTRICT

**tune in and  
tuneup**  
[www.valley-can.org](http://www.valley-can.org)

# Tune In & Tune Up produces consistent, quantifiable outcomes

Strong customer  
motivation to seek out and  
complete smog repairs  
drives constant stream of  
program metrics



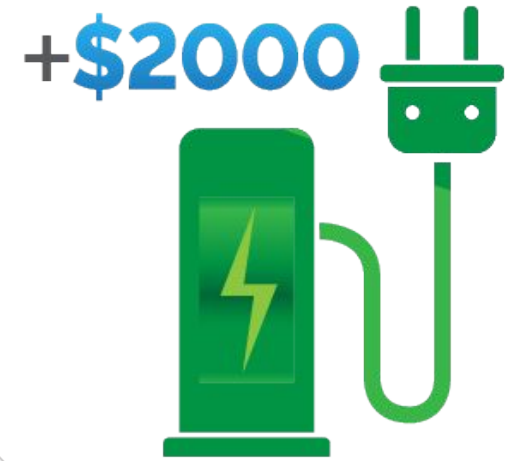
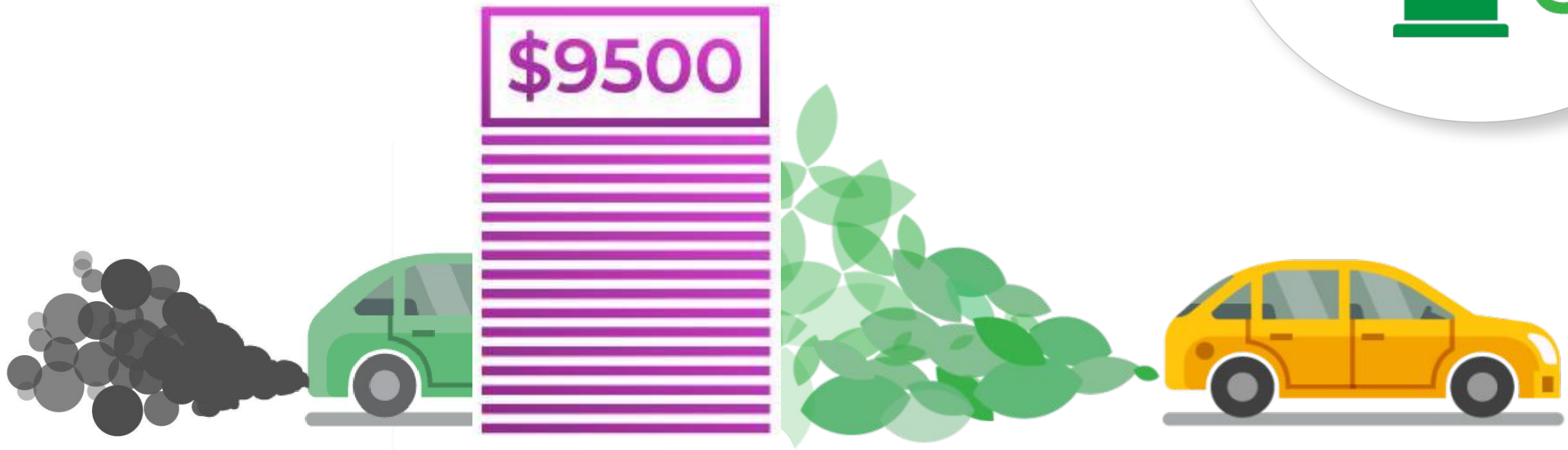
# Program Reach and Equity

**4%** of SJV households have attended a Tune In & Tune Up event

**85%** of all customers live within a CalEnviroscreen 3.0-designated disadvantaged community ZIP code

**9%** of all visits were concentrated within 15 census tracts with an average CalEnviroscreen score of 86, as compared to the SJV average of 72

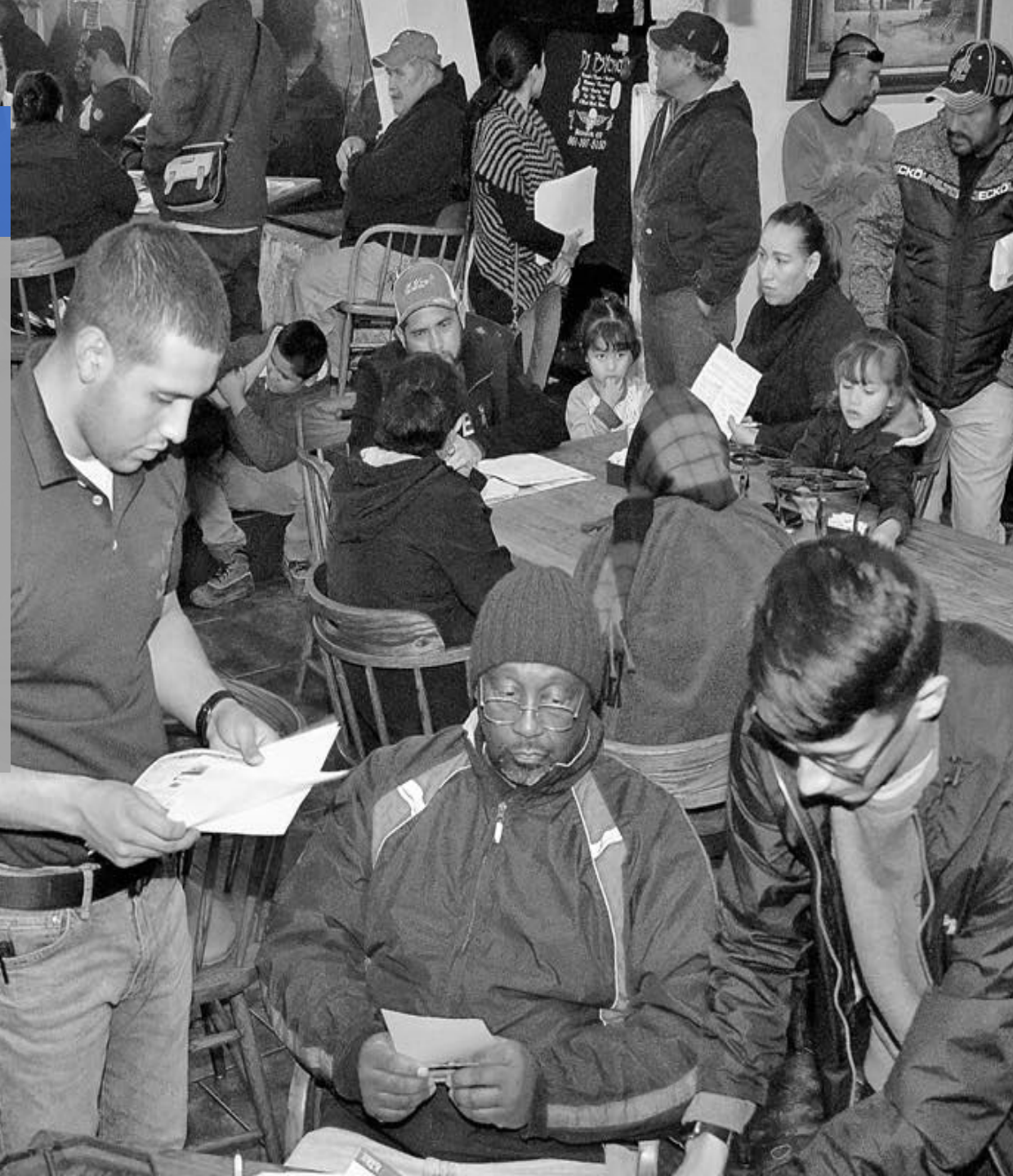
We've adapted our platform to deliver used ZEVs to DACs





# Community Clean Car Clinics

- Weekday evening workshops in every city with population over 6,000
- Valley CAN staff is on hand to answer questions, review documents, and lead customers through the application process
- Ethnic radio and local social media networks drive attendance
  - Key message: Bring specific income and vehicle documents for help qualifying for \$9,500 toward an affordable and reliable plug-in vehicle



# Results

## **Emissions reductions from smog repairs**

- 1,000 tons of criteria pollutants (NO<sub>x</sub>, HC, CO) avoided annually
- Cost effectiveness: \$7,500/ton for NO<sub>x</sub>, HC, CO
- Results to date suggest that older, dirty cars are among the largest unregulated source of air emissions in California

## **Carbon reductions from vehicle replacement**

- 1,000 cars replaced per year
- 4,150 metric tons of carbon reduced annually

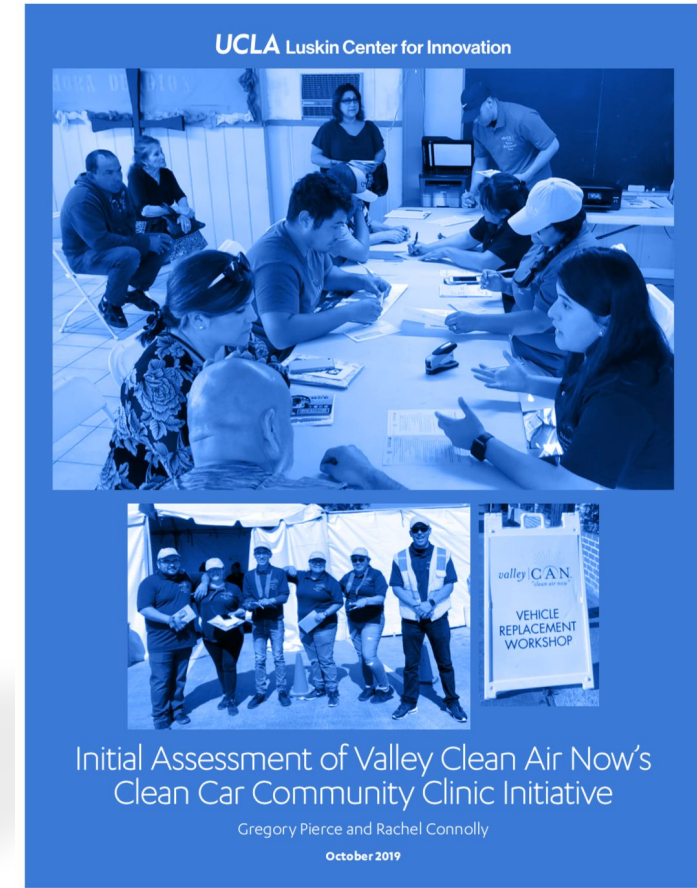
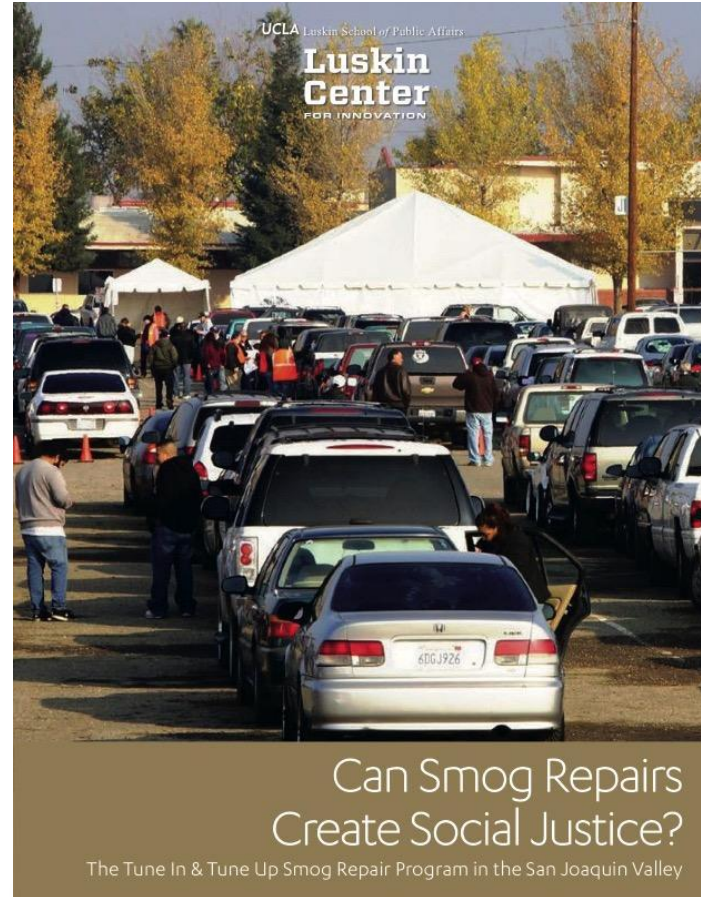


# UCLA Luskin Center Reports

## *Can Smog Repairs Create Social Justice?*

*The Tune In & Tune Up Smog Repair Program in the San Joaquin Valley*

## *Initial Assessment of Valley Clean Air Now's Clean Car Community Clinic Initiative*





*Thank you.*

**Tom Knox, Executive Director**  
**Valley Clean Air Now**

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