



TO Natural Resources Defense Council
FROM Dave Metz, Miranda Everitt, and Denny Han
FM3 Research
RE: Californians' Views of Clean Transportation
DATE January 27, 2022

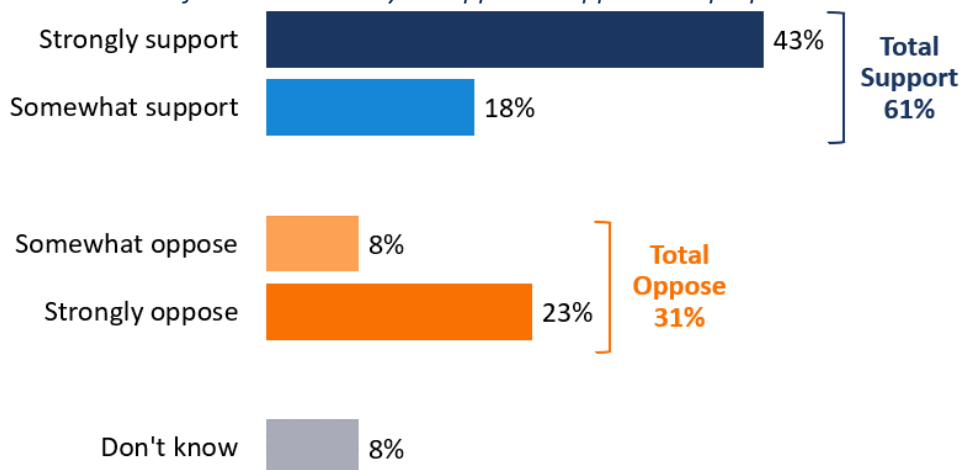
Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 700 California residents to assess views of clean transportation policies under consideration in California. **The study shows broad support to require all medium- and heavy-duty commercial vehicle purchases to be zero-emission as early as 2035, which remains consistent even after an exchange of pro and con messaging.**

Other key findings include:

- **Three in five residents support requiring new commercial vehicle purchases to be zero-emissions by 2045.** As shown in **Figure 1** below, fully 61% of Californians back this policy, with two in five (43%) saying they “strongly support” such a policy.

Figure 1: Support for Zero-emission Commercial Vehicle Purchase Requirements

Some people have proposed that California require new purchases of medium- and heavy-duty commercial vehicles like trucks, semis, and buses be zero-emission vehicles with no tail-pipe emissions. This would be gradually introduced as the technology develops, taking full effect by 2045 for all vehicle types and as early as 2035 for some. Would you support or oppose this proposal?



Notably, support for the policy cuts across most of the state’s demographic and ethnic subgroups (Figure 2 below).

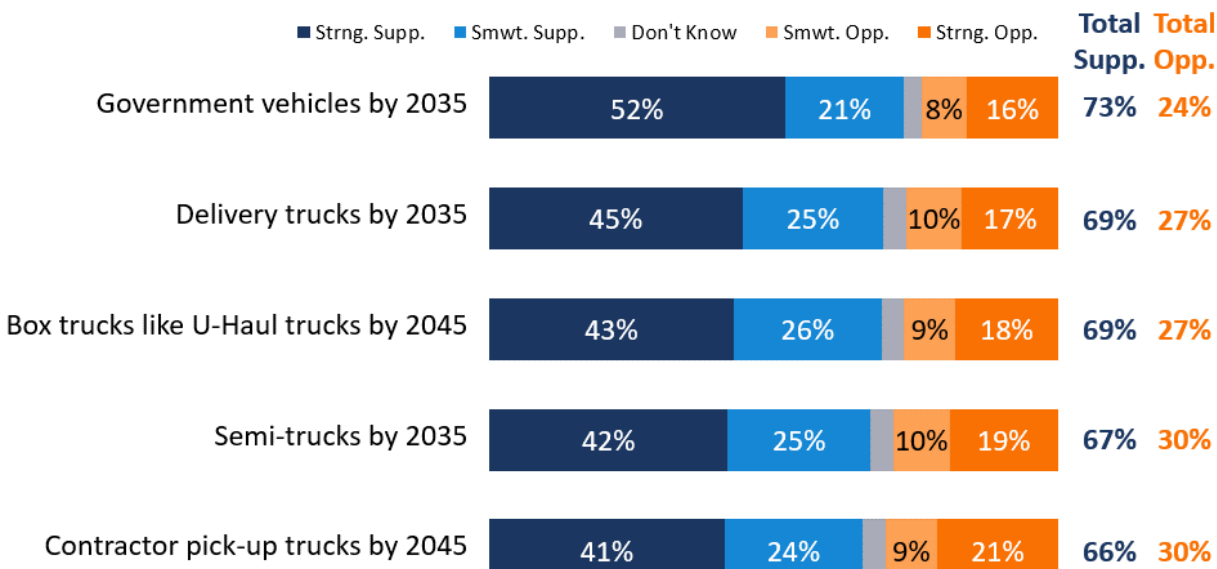
Figure 2: Support for Zero-emission Commercial Vehicle Purchase Requirements by Demographic
(Total Support)

Demographic Group	% Total Support
All residents	61%
Region	
Los Angeles County	68%
Counties Surrounding Los Angeles	57%
Bay Area	77%
San Diego	41%
Sacramento/Rural North	46%
Central Valley/Central Coast	56%
Ethnicity	
White residents	60%
Latino residents	61%
African American residents	71%
Asian/Pacific Islander residents	84%
All residents of color	70%

- **The policy’s timelines for each commercial vehicle type had broad support.** Seven in ten or more support this shift for government vehicles and delivery trucks by 2035, and forbox trucks (like U-Hauls) by 2045 (Figure 3 on the next page). Two-thirds back the shift for semi-trucks by 2035 and contractor pick-ups by 2045.

Figure 3: Support for Proposed Zero-emission Timelines

I am going to read some different commercial vehicle types. Please tell me whether you would support or oppose requiring these vehicle purchases be zero-emissions by the specified date.



Support for the proposed timelines cuts across regional and demographic lines:

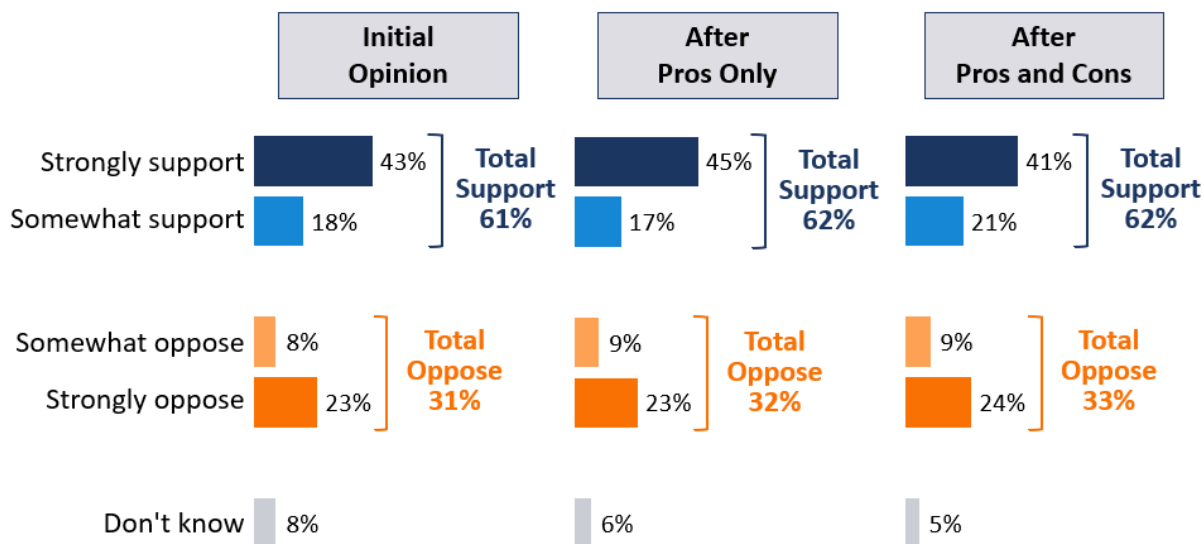
Figure 4: Support for Proposed Timelines by Region and Ethnicity
(Total Support)

Demographic	Government vehicles by 2035	Delivery trucks by 2035	Box trucks like U-Haul trucks by 2045	Semi-trucks by 2035	Contractor pick-up trucks by 2045
All respondents	73%	69%	69%	67%	66%
Region					
LA County	78%	78%	78%	77%	72%
Counties Surrounding LA	69%	66%	65%	63%	62%
Bay Area	84%	81%	79%	77%	75%
San Diego	64%	56%	64%	56%	57%
Sacramento/Rural North	63%	53%	51%	50%	52%
Central Valley/Central Coast	66%	64%	63%	60%	62%

Demographic	Government vehicles by 2035	Delivery trucks by 2035	Box trucks like U-Haul trucks by 2045	Semi-trucks by 2035	Contractor pick-up trucks by 2045
Ethnicity					
White residents	73%	66%	66%	63%	62%
Latino residents	83%	85%	84%	83%	81%
African American residents	64%	69%	63%	55%	58%
Asian/Pacific Islander residents	89%	85%	84%	84%	87%
All residents of color	80%	80%	80%	77%	77%

- Support for the proposed mandates is highly resilient even in the face of opposition messaging.** Respondents heard a brief set of supportive messages and opposition messages on the shift to zero-emission commercial trucks. As seen in **Figure 5** on the next page, support for the proposed mandates remained consistent even after this exchange of messaging – starting at 61% support and ending with 62% support

Figure 5: Patterns of Support for Mandate



In conclusion, a policy requiring zero-emissions commercial vehicle purchases by 2045 has popular support across the state that is resilient throughout an exchange of pros and cons. The timelines for specific commercial vehicle types also have majority support among residents.

¹ **Methodology:** From May 22-30, 2021, FM3 completed 700 online and telephone (landline and wireless) interviews with California voters. The margin of sampling error for the study is +/-3.7% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.