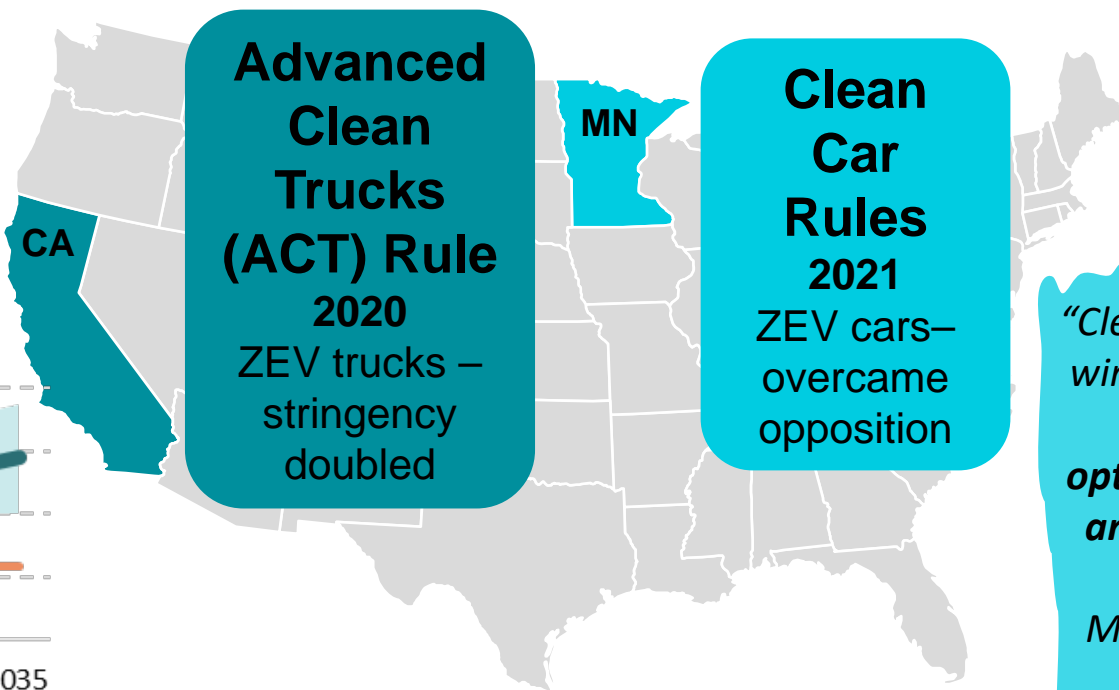
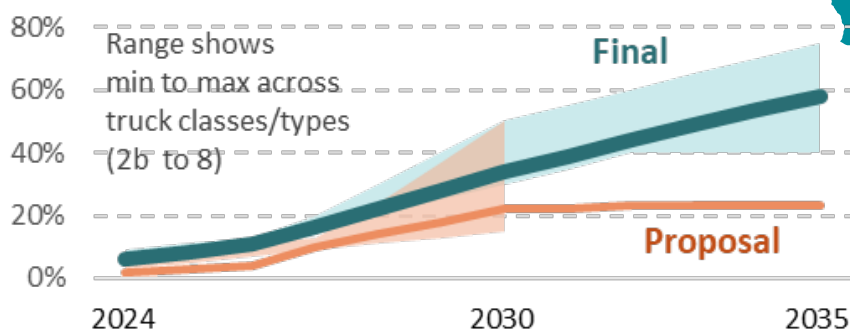


Val Hovland
Hovland Consulting, val@hovlandconsulting.com

WHAT?

"It was the most compelling call to arms I have ever seen. Without this, the ACT would not have been as strong as it is."
-Policymaker

ACT ZEV Sales %

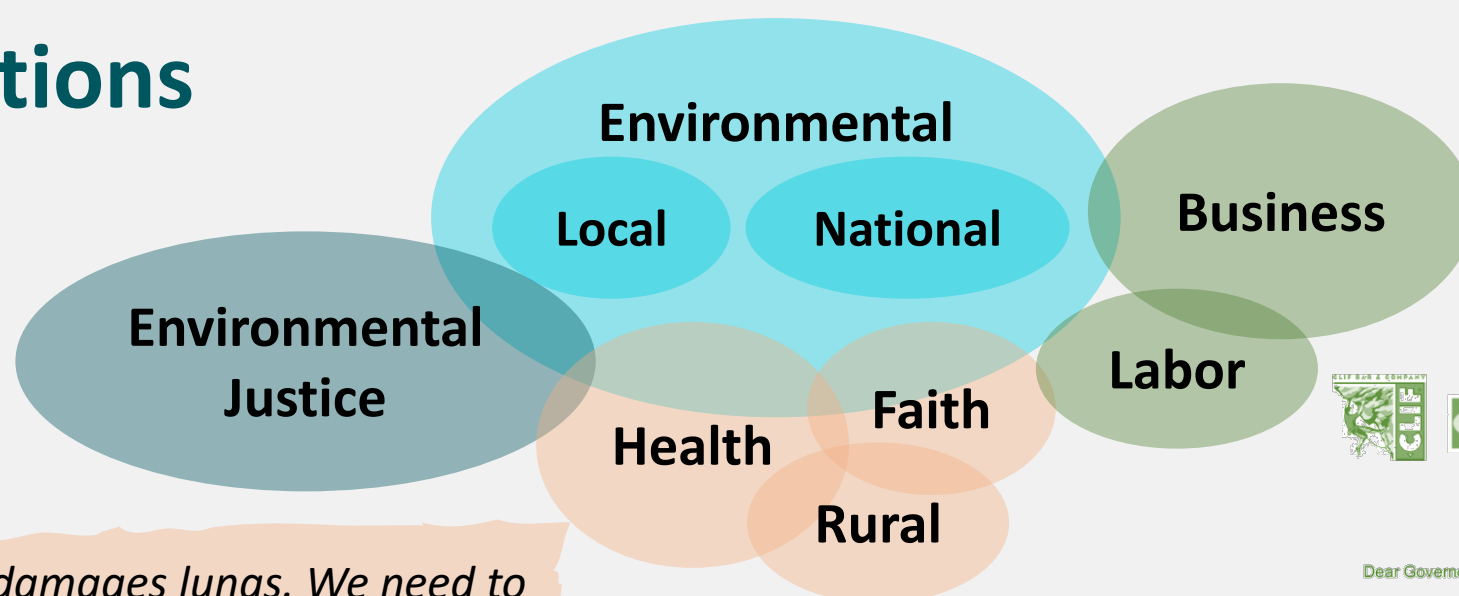


"Clean cars standards are a win across the board. With cleaner air, more car options, economic growth, and less money spent on foreign oil, every Minnesotan will benefit."
-Governor

HOW?

1. Diverse Coalitions

"The rule ultimately became much stronger because of the diverse coalition"



"Poor air quality damages lungs. We need to do everything we can to clean up our air for the health of our planet and all living beings."

"As businesses and employers in MN... we support policies [on] zero-emission vehicles."



RECEIVED
By OHW on 02/18/2021 4:03pm
Deana Dennis Attachment 1

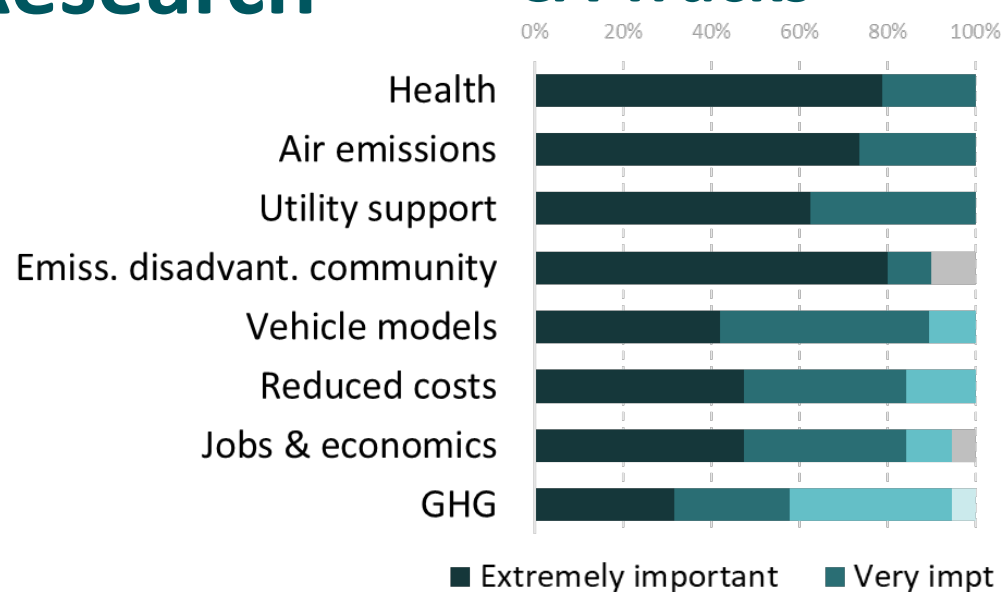
February 18, 2021

Dear Governor Walz, Commissioner Bishop, and Members of the Minnesota General Assembly:

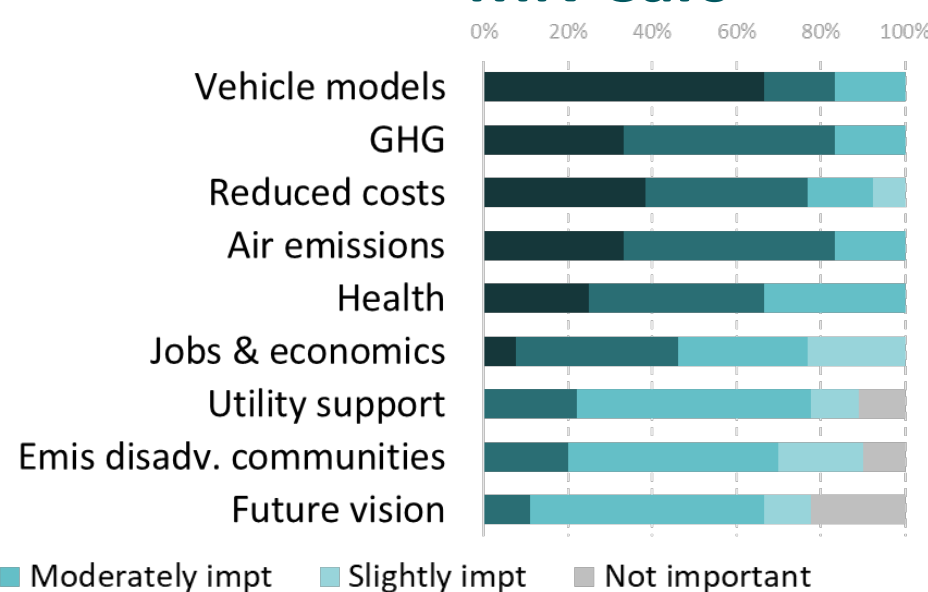
As employers and businesses with operations and investments in Minnesota, we write today to express our support for policies to accelerate the state's transition to low-emission and zero-emission vehicles. Clean vehicle standards are proven tools for strengthening the market for clean cars and ensuring consumers have access to clean vehicles at dealerships throughout the state. During a time of unprecedented health and economic crises, adoption of clean vehicle standards presents an opportunity for Minnesota to curb harmful vehicle pollutant emissions and provide much-needed financial savings for households and businesses.

2. Research

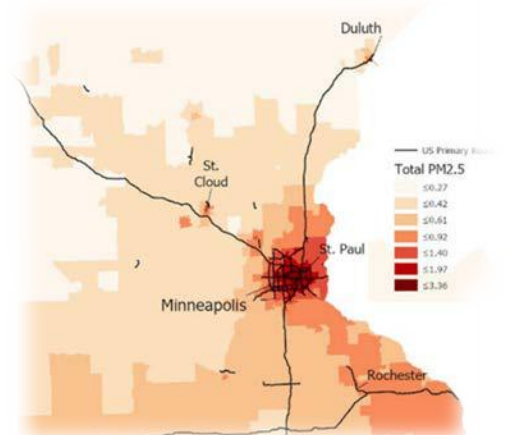
CA Trucks



MN Cars



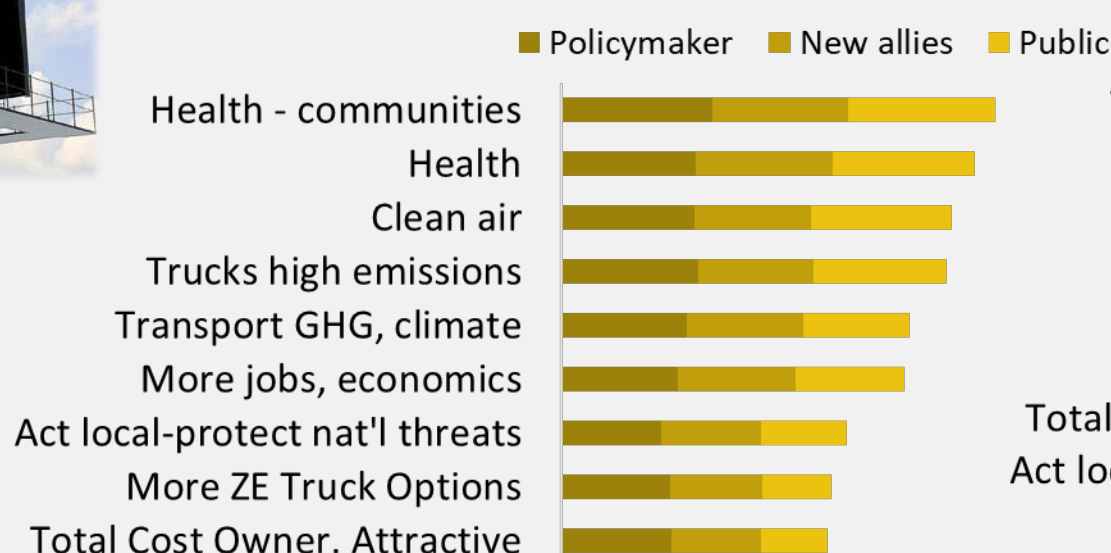
PM2.5 in MN



3. Strategic Communications



CA Trucks



MN Cars

