

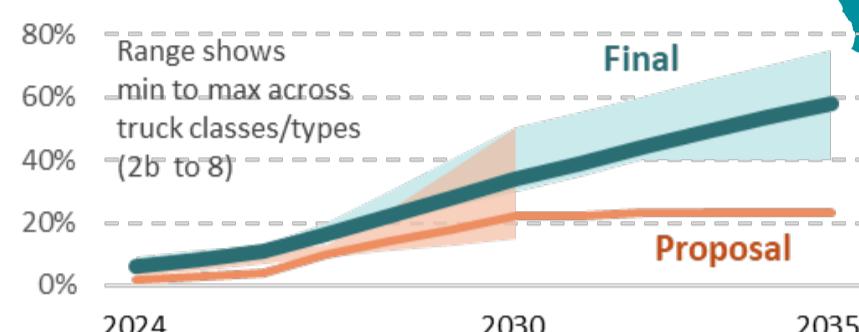
Val Hovland

Hovland Consulting, [val@hovlandconsulting.com](mailto: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 %



**Advanced Clean Trucks (ACT) Rule 2020**  
ZEV trucks – stringency doubled

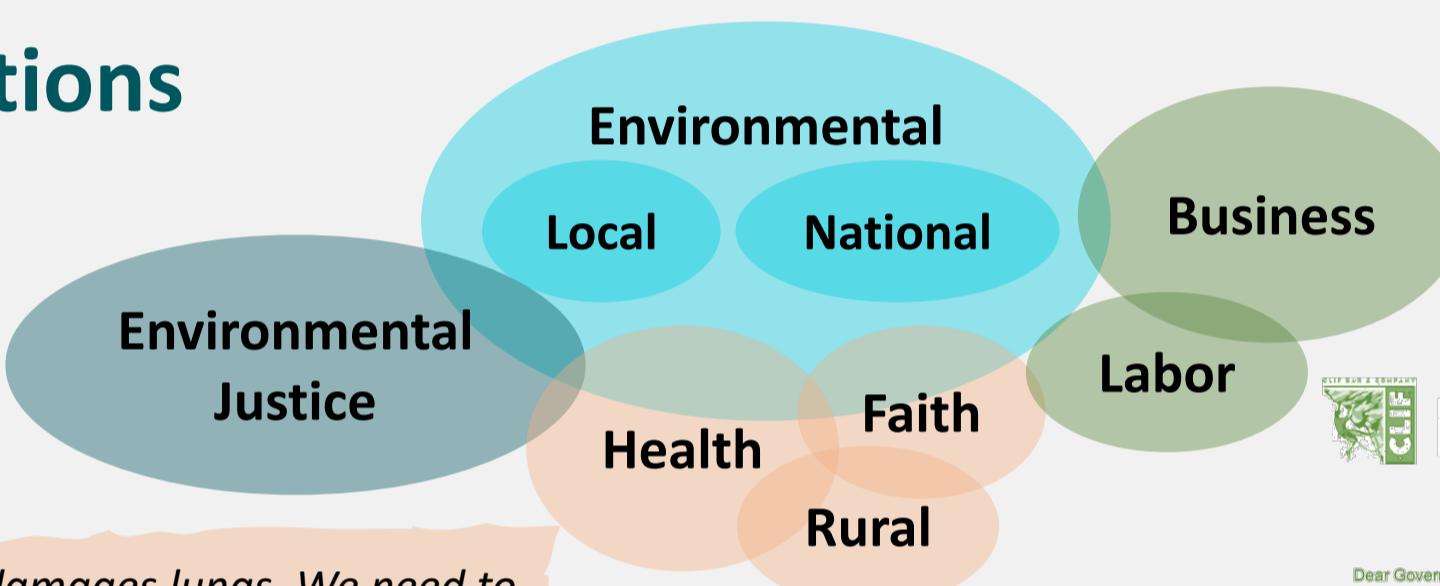
**Clean Car Rules 2021**  
ZEV cars – overcame opposition

*"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 Email on 02/18/2021 09:20pm

Deana Dennis Attachment 1

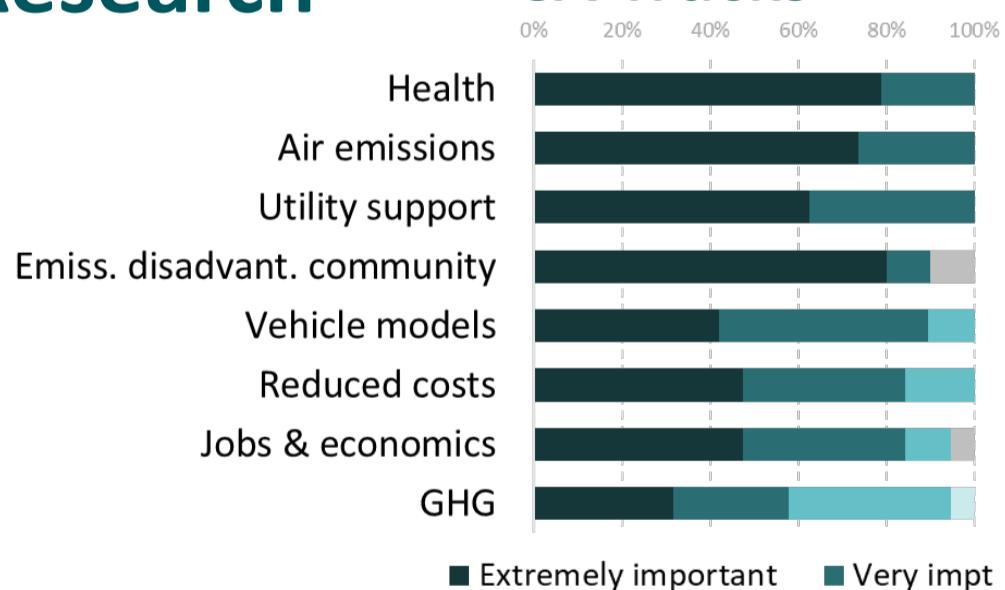
February 18, 2021

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

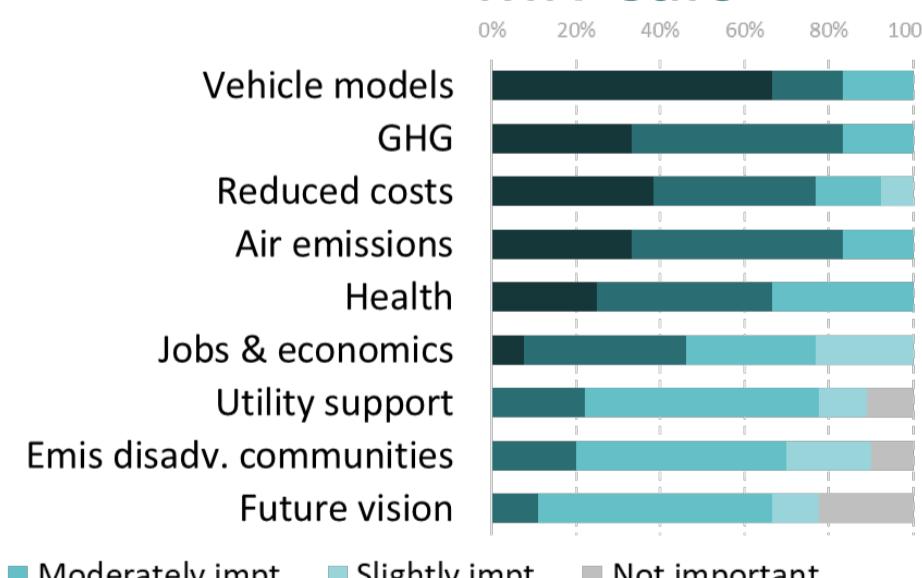
As employers and businesses with operations and investments in Minnesota, we write today to express our support for policies to accelerate the state's transition to low-emission and zero-emission vehicles. Clean vehicle standards are proven tools for strengthening the market for clean cars and ensuring 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

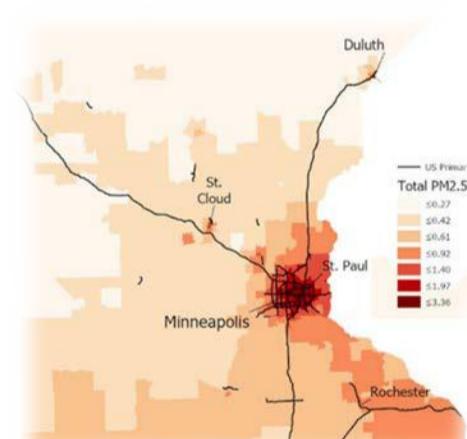
## CA Trucks



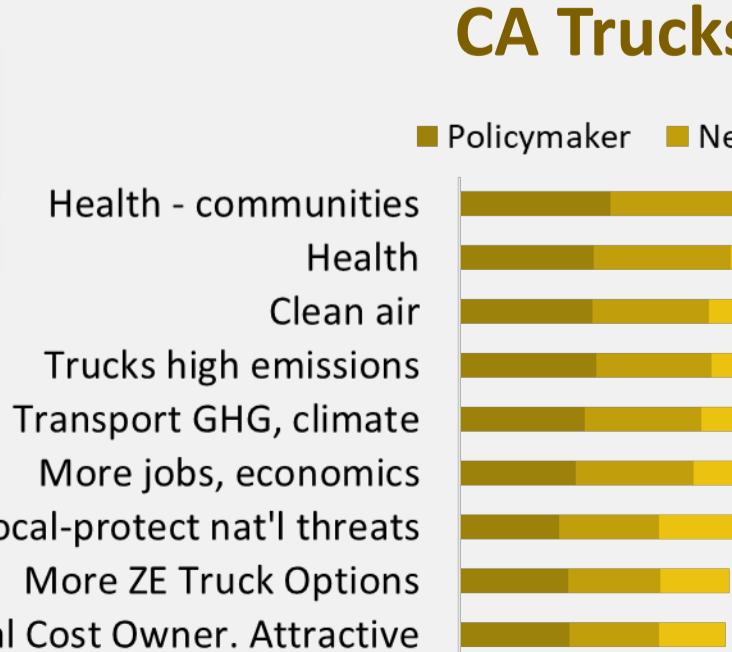
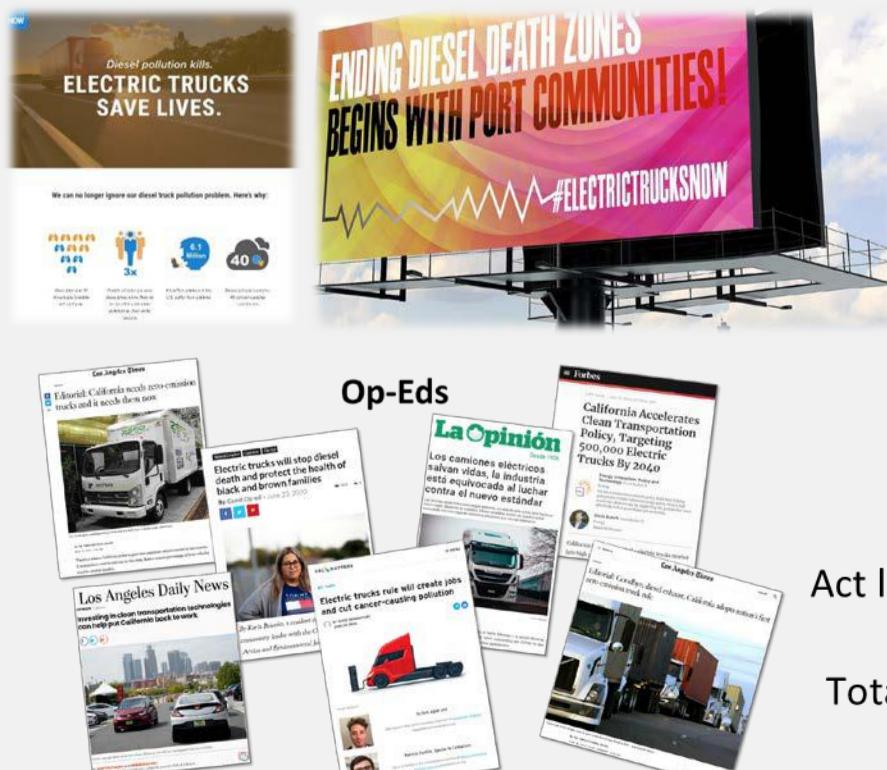
## MN Cars



## PM2.5 in MN



## 3. Strategic Communications



## CA Trucks

■ Policymaker ■ New allies ■ Public

## MN Cars

■ Policymaker ■ Public

