



**TO:** Joe Lyou  
Coalition for Clean Air

**FROM:** Dave Metz, Adam Sonenshein, and Laura Covarrubias  
FM3 Research

**RE:** California Voter Views of Clean Air and Clean Vehicle Policies

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Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a statewide survey of voters across California (with oversamples in areas disproportionately impacted by commercial vehicle traffic) to examine the population's general attitudes toward air quality and proposals to reduce emissions from commercial diesel vehicles.<sup>i</sup> The results show that a majority of voters identify large commercial diesel trucks and semis as a major source of air pollution. To combat the amount of air pollution resulting from these types of vehicles, **voters offer strong and broad support for both replacing higher-polluting commercial trucks with near-zero emission vehicles today, and implementing a requirement for the use of zero-emission vehicles in the future.** Two-thirds of all respondents favor both proposals, indicating that voters see them as complementary strategies for addressing air quality concerns.

The balance of this memo reviews these and other key survey findings in more detail.

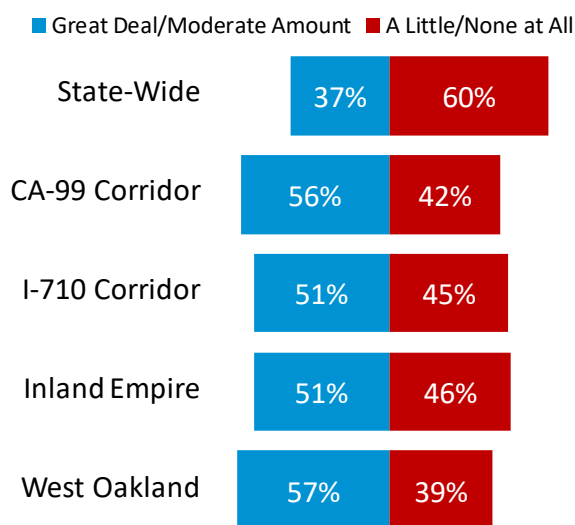
## ATTITUDES ON AIR QUALITY AND POLLUTION

- **Respondents in “impacted zones,” or areas that are known to be more impacted by heavy commercial vehicle traffic, have significantly different attitudes about air pollution than the rest of California.** The survey oversampled voters along the CA-99 Corridor, the I-710 Corridor, in the Inland Empire, and in West Oakland. When asked how much harm they believe their family has experienced as a result of air pollution, only 37 percent of respondents statewide say they have experienced “a great deal” or a “moderate amount” of harm. In contrast, 57 percent of respondents in West Oakland and 56 percent of respondents in the CA-99 Corridor indicated their families have experienced a great deal or moderate amount of harm from air pollution (*see Figure 1 on the following page.*)

Voters in these communities perceive that they are bearing more of the impact of air pollution than residents of other parts of the state. Only one-quarter (25%) of all respondents statewide believe their communities have been more affected by air pollution than the average community in California, while one-third (33%) believe they have been less impacted. In contrast, roughly a third of all respondents in the I-710 corridor (32%) and Inland Empire (33%) believe they have been more impacted. In the CA-99 corridor, the percentage of

respondents who believe they have been more impacted increases to 46 percent, while an outright majority of respondents in West Oakland (53%) believe their community has been more impacted than the average community in California.

*Figure 1: Perceived Levels of Harm Experienced  
As a Result of Air Pollution in Their Community, by State-wide and Impacted Zone*



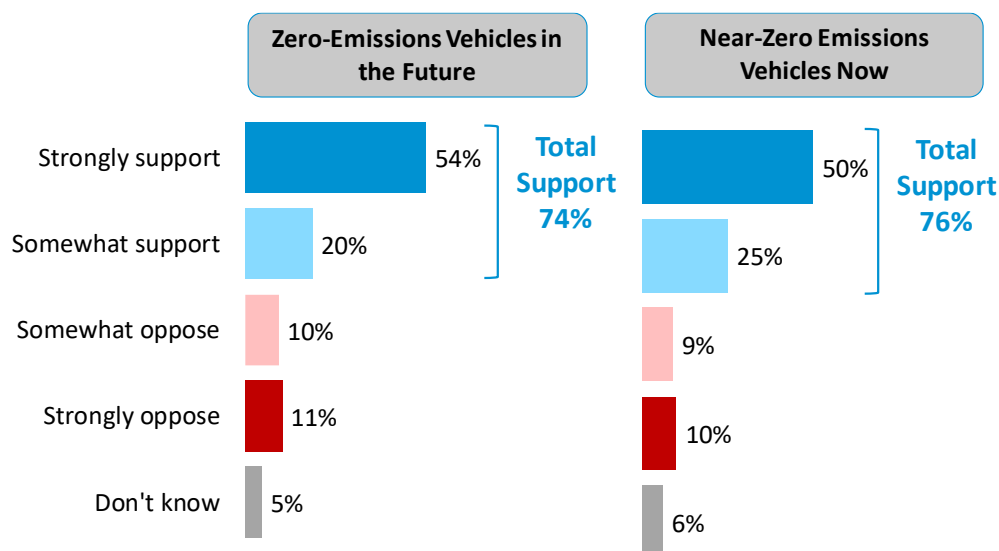
- Respondents across the state see gas-powered vehicles and diesel trucks or semis as major sources of air pollution.** Over nine in ten (92%) voters statewide believe that gasoline-powered cars and trucks are sources of pollution, with over two-thirds of all respondents (68%) believing they are a “major source” in their community. Large commercial diesel trucks and semis are also seen as contributors to air pollution, with 63 percent of all respondents indicating they are a major source.
- Most voters are willing to pay additional costs to implement policies that will reduce air pollution in their community.** Over a half of all voters (54%) indicate they would be “very” or “somewhat willing” to pay an additional \$50 per year as a result of such policies. When the dollar amount is reduced to \$20, two-thirds (65%) indicate they would be willing to pay – including a majority (52%) that is “very willing” to pay this amount to reduce air pollution in their communities.

### **SUPPORT FOR ZERO-EMISSION AND NEAR-ZERO EMISSIONS VEHICLE POLICIES**

Participants were given descriptions of two alternative policies to reduce air pollution from commercial vehicles: requiring a complete transition to the use of “zero emission”<sup>ii</sup> vehicles once the technology is available; and requiring a near-term transition to use of “near-zero emission vehicles,”<sup>iii</sup> entailing the replacement of heavy-duty, commercial diesel trucks and semis with vehicles that produce dramatically less pollution. Respondents heard descriptions of both policies in rotated order, and were asked to indicate their support for each.

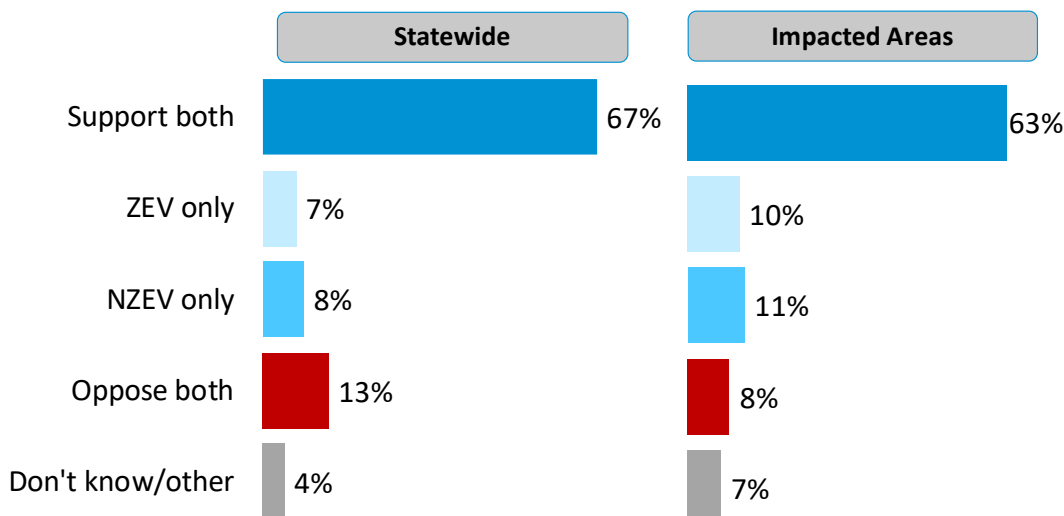
- **Both proposals received the same initial support from a majority of respondents.** Statewide, 74 percent of all voters back requiring a transition to zero-emission vehicles when the technology is available. Similarly, 76 percent indicated they would support a transition to near-zero emission vehicles, which could replace diesel trucks now (see Figure 2 below.)

Figure 2: Level of Support of Zero-Emission Vehicles in the Future and Near-Zero Emission Vehicles Now Proposals



- **In fact, a majority of respondents support both proposals across California and within the impacted zones.** Examining responses to both proposals in combination, two-thirds (67%) of California voters favor pursuing both. Less than two in every ten voters indicated they favor only one project, but not the other (see Figure 3 on the following page.) In the impacted zones, where residents have greater concerns about the impacts of air pollution on their families and their communities, more than three in five back both proposals (63%). Voters see merit in pursuing both policies at the same time – changing out heavy-duty diesel trucks and semis for near-zero emissions now to realize immediate improvement in air quality, while making a switch to zero-emission technology once it is ready to deploy on a larger scale.

Figure 3: Interaction Between Support for Shifting to Zero-Emission Vehicles in the Future and Shifting to Near-Zero Emission Vehicles Now



### CONCLUSIONS

California voters – particularly those in communities disproportionately impacted by commercial vehicle traffic – express concern about air pollution, and a support for policies that will help reduce it. Voters see gas and diesel-powered vehicles, including large commercial trucks and semis, as among the largest sources of air pollution in their communities. Accordingly, broad majorities of Californians – statewide and in impacted communities -- favor two policy proposals for reducing such pollution: changing out large commercial diesel trucks and semis for near-zero emission vehicles today, and requiring a switch to zero-emission vehicles in the future when the technology is available. Voters see these ideas as complementary: more than three in five voters, both across the state and within the high-impact zones, favor *both* proposals simultaneously.

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<sup>i</sup> **Methodology:** FM3 conducted a telephone survey between March 3 and March 15, 2018, consisting of 638 randomly selected registered voters in California. The survey was conducted via both cell phones and landlines with live interviewers, and was made available both in English and Spanish. The margin of error for the full sample is +/- 3.9% at the 95% confidence level.

Additional samples were selected to represent regions that have historically been more impacted by emissions from diesel-powered commercial trucks. The regions with oversamples were the CA-99 Corridor, defined as the region between Fresno and Bakersfield within 1.5 miles from the California 99 freeway; the I-710 Corridor, defined as the region within 1.5 miles of the Interstate 710; The Inland Empire, which included the cities of Chino, Colton, Corona, Fontana, Jurupa Valley, Ontario, Redlands, and San Bernardino; and West Oakland. Each region had an oversample size between 206 and 222, with margins of error between +/- 6.6% and +/- 6.8% at the 95% confidence interval.

<sup>ii</sup> “Zero-emission” vehicles description: “Some people have said that we should set a goal that, at some specific date in the future, all trucks and heavy-duty vehicles in California should be zero-emission vehicles – meaning waiting until vehicles are available that are powered by electricity or hydrogen that do not create any emissions from the vehicles while they drive. “

<sup>iii</sup> “Near-zero” vehicles description: “Some people have said that there are trucks and heavy-duty vehicles that produce far less pollution than the trucks on the road today, and could be put into use by trucking companies and others right away. These are known as “near-zero vehicles” because they emit 90 percent less pollution than the cleanest diesel-powered trucks on the road today. These people have suggested we set the goal of switching to near-zero emissions trucks now. “