

**DOCKETED**

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*Comment Received From: Clint Koble*  
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**Support Letter for Draft Investment Plan for CEC**

*Additional submitted attachment is included below.*

**Mark Wenzel, Manager  
Advanced Vehicle Infrastructure Office  
California Energy Commission**

**November 12, 2021**

**Re: Letter of support for Draft Investment Plan**

**Dear Mr. Wenzel:**

**Thank for allowing and encouraging me to comment on your draft Investment Plan regarding EVCI in rural communities. It is with gratitude that I support EVCI in rural communities, areas that I live in and support in the Shasta-Cascade Region of Northern California.**

**As an Advisor for the Sierra Small Business Development Center, I engage with banks, businesses, chambers of commerce, tourism agencies, and communities that depend upon tourism for a great part of their livelihood.**

**There are many reasons why the rural entities listed above support EVCI:**

- **By 2024, half of our tourism market will be Millennials. We know they tend to visit us with their electric cars, e-bikes, mountain bikes, and cell phones. They are looking for adventure and the Shasta-Cascade region has all the adventures they want, but we need to prepare for them. An absence of charging stations in our rural and remote destinations is already an obstacle for us. The demand for charging stations will increase as we experience many new electric cars and trucks being introduced every year as we inch towards 2030 when a great majority of all vehicles will be electric.**
- **As you know, the Dixie Fire destroyed many County economies in the Shasta-Cascade Region earlier this year. Entire communities and economies need to be rebuilt, such as Greenville, CA. As an example of what public investments can do, the Town of Greensburg, KS, made the conscious decision to build back Stronger, Better, Greener. It now has the most LEED Certified buildings per capita in the world! Borrowing from the Town of Greensburg, KS, that was 95% destroyed by an EF5 Tornado with winds over 200 mph in 2007, we have a choice in the direction we want to take. We can indulge in self-pity or we can borrow the new mantra of Greensburg: “We are blessed with the opportunity to create a strong community devoted to family, fostering businesses, and working together for future generations”. That is now the mantra of Greenville, CA, as it is of a great majority of determined people in rural Northern California.**
- **To overcome the damage done to our scenic landscape, we need several things:**
  - **Public investments to set the stage for future growth and rebuilding. The role of government is to provide the infrastructure for businesses and communities to survive and thrive. With your public investments in EVCI, the California Energy Commission can be the catalyst to propel our struggling rural communities to be a better, stronger, and more resilient future.**

- To overcome the perceptions that not only is it difficult to find charging stations in the Shasta-Cascade Region, we must first overcome the perception there is nothing left to come and see after the Dixie Fire. To this end, our local chambers and tourism entities are spending money to let people know there is much to see and do in our Region. It would be extremely helpful when advocating our natural resources and beautiful landscape that we have plenty of charging stations for electric cars and e-bikes. Your Investment Plan greatly compliments our efforts at the exact right time – when we have to start over and build for the future.
- The Shasta-Cascade Region has not fully recovered from the Pandemic of 2020. Our economy was severely damaged from the Pandemic and barely got off to a good start this year before the Dixie Fire decimated the Region. Our Region needs to overcome two successive years of economic devastation with plans and resources to build stronger, more resilient businesses. Again, your Investment Plan will greatly assist in our efforts to overcome our economic challenges.
- I'm not going to spend much time preaching about Environmental Justice, but rural and remote destinations need to know they matter. If we are to grow stronger, more resilient communities, we need public investments in our rural areas to connect them to larger markets and communities. Our Region cannot be overlooked simply because it is rural in nature.
- Climate Change has not been fully embraced in rural areas; however, it is becoming increasingly accepted. Wildfires have made change in rural areas difficult but not impossible. Greensburg, KS, now has younger people putting down roots, an Innovation Learning Center in their new School, State of the Art Health Care, and a beautiful downtown shopping area. There is a new generation of entrepreneurs and leaders that are ready to make the changes necessary to carry their communities forward. Your Draft Investment Plan can be a catalyst to make much of this happen in your beautiful back yard!
- In summary, I will repeat your words in the 2021 - 2023 Investment Plan that “establishes funding allocations based on identified needs and opportunities, including a focus on zero-emission vehicles and infrastructure. The Investment Plan also prioritizes jobs, economic stimulus, and equity in light of the challenges presented by the COVID-19 Pandemic.” All of the reasons I stated in support of EVCI in the Shasta-Cascade Region can be solved with the implementation of this Investment Plan. We look forward to you carrying out this Investment Plan for our mutual benefit.

Thank you for your consideration.

Clint Koble, Advisor: Sierra Small Business Development Center  
Chair – Dixie Fire Long Term Recovery Group  
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