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## **New Digital Campaign Highlights Latinos' Concerns With California's Energy Policies**

*"Sustainability Matters" urges elected officials to ensure policies are equitable for all*

**September 4, 2024 (SACRAMENTO, Calif.)** – A new digital advertising campaign from Levanta Tu Voz, an initiative of the Western States Petroleum Association (WSPA), calls attention to the concerns many Latinos have with California's ambitious energy mandates that are driving the state's transition to electrification.

"Sustainability Matters" gives voice to Latino small business owners, agriculture and manufacturing workers, day laborers, and others across the state who will be hardest hit by energy policies that intend to address climate change. The [featured video](#) reflects a common sentiment across Latino communities that the rush to electrification is happening too fast, too soon, and is too costly for them.

"Over the past several months, we traveled across the state to listen to our Latino communities. They told us that energy policies that help address climate change are important to them. They were also very clear in saying that energy policies should not put an unfair financial burden on them. Environmental sustainability matters, but so does economic sustainability," said Argelia León, Director of Strategic Partnerships and Southwest Policy at WSPA.

Concerns that California's green energy mandates will unfairly impact working class communities are validated by the California Air Resources Board (CARB), which [acknowledges](#) that the state's energy and climate plans will have an unequal financial impact on Californians. Lower income households, particularly those making less than \$100,000 per year, will be hardest hit and will see a decrease in personal income.

"Sustainability Matters" presents real voices from real people," added León. "Latinos are sending a clear message to our elected officials that their voice matters, and that energy policies should not come at the expense of burdening hardworking families."

Levanta Tu Voz was created to inform and empower Latinos to be a part of the conversation around California energy policies. While Latinos represent 40% of the state's population, a

recent survey indicates many of them – and 84% of Californians in general – feel [overlooked](#) by elected officials when it comes to concerns around energy policies.

“Few issues are as important to California’s Latino business community as the state’s energy policies,” said Veronica Corona, Chairwoman, California Hispanic Chamber of Commerce. As the voice for 800,000 businesses throughout the state, the CHCC is proud to support Levanta Tu Voz in encouraging our elected officials to consider the impact that energy policies will have on hardworking Latino communities. Let’s work together to ensuring we’re protecting the environment without hurting our pockets.”

Luis Ramirez, Vice President of the Nisei Farmers League, echoes these concerns. “Electric vehicle mandates are one of the biggest challenges facing California’s agriculture workers,” said Ramirez. “These are hardworking people. Their main focus is to save up and buy a house or send their children to college. Their goal is not to buy an electric vehicle. We invite our legislators to come to the Central Valley and talk to us. See how their policies affect the workers who put food on our table.”

Testimonial videos, fact sheets, and additional information can be found at [www.levantatuvoz.org/resources](http://www.levantatuvoz.org/resources).

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### **About *Levanta Tu Voz***

Levanta Tu Voz (Raise Your Voice) is a program of the Western States Petroleum Association (WSPA) created to empower voices of the Latino community across California. Efforts to improve air quality and fight climate change are important but will only work if the solutions are affordable for everyone. Even though Latinos will be disproportionately impacted by a rushed energy transition, Latino voices are often absent from discussions on energy and climate issues. WSPA has been working with – and listening to – the Latino community to co-create a program where Latino voices and perspectives can be part of the energy and climate conversation.