



Social Media Guide: CleanCarsMN

Tips on Word Choice:

- Clean Car Standards or Clean Cars MN... NOT Low-Emission Vehicle (LEV) or Zero-Emission Vehicle (ZEV) Standards
- Climate pollution or climate-change-causing pollution... NOT carbon emissions

Link to CCT website for more info. on MPCA public meetings, comments, and CleanCarsMN FAQ's:

- CCT website: **CleanCarsMN Main page**
<https://www.cctmn.org/comment>
- CCT website: **Public Meetings** page
<https://www.cctmn.org/public-meetings>
- CCT website: **Public Comment** page
<https://www.cctmn.org/public-comment>
- CCT website: **CleanCarsMN FAQ** page
<https://www.cctmn.org/faq-s>

Sample Facebook Posts

Racial and Economic Justice

To protect our future we need to change everything and we need EVERYONE. All of us whether Black, brown, or white, rural or urban, every gender, every age can demand a clean and fair future for us and our families. I'm for a **#CleanCarsMN**

Black, brown, and white, rural and urban, every gender, every age, MN born and newcomer each of us belong in Minnesota's future. Fossil fuel corporations have made trillions of dollars while our planet and people are harmed. They've worked for years to block alternative sources of energy that both creates innovative ways for us to have a caring economy and an earth that is habitable. We can lead together in MN and build a clean energy future where we all thrive and belong. **#CleanCarsMN**

Climate

Transportation is the biggest source of carbon pollution in our state. We must electrify transportation to achieve climate justice, starting with investing in communities who have been most burdened by pollution and systemic injustice. **#CleanCarsMN**

Achieving Minnesota's statewide carbon pollution reduction goals requires deep cuts from the transportation sector - the biggest source of climate change-causing pollution. Clean Cars Minnesota will enable these cuts by requiring car manufacturers to deliver more zero and low emission vehicles to Minnesota. Meanwhile, our electric system is powered by more renewable energy every year. Low and zero emission vehicles that rely on electricity not only do not emit tailpipe emissions, but will also rely on cleaner and cleaner energy, leading to increased climate pollution reduction over time.

Equity/Health

Minnesota neighborhoods are polluted every day from dirty [fossil fuel] climate emissions that can make our neighbors sick. Clean Car Standards can help reduce pollution from transportation. Let's make sure the communities that are most burdened by pollution and systemic oppression have access to the opportunity of clean transportation. The health of all Minnesotans is directly tied to the solutions of renewable energy, the necessity of racial equity and the power of environmental justice. **#CleanCarsMN**

Burning gasoline in cars and trucks releases harmful chemicals that lead to serious illness. Communities that have heavy car traffic, or are close to highways, experience those illnesses - like asthma and heart disease - firsthand. These areas also tend to have a higher proportion of residents who are Indigenous, black, and people of color. **#CleanCarsMN** will lead to fewer gas-burning cars, and more zero and low emission vehicles on Minnesota roads, which means improved air quality throughout our communities--especially those that face heavy traffic.

Sample Tweets

Clean Air & Water

- Thanks to @GovTimWalz and @LtGovFlanagan for introducing clean car standards that will clean up Minnesota's air and water. It's important we preserve the beauty of our state for generations to come. **#CleanCarsMN**
- Clean car standards will mean cleaner air and water in the land of 10,000 lakes. Thanks to @GovTimWalz and @LtGovFlanagan. **#CleanCarsMN**
- Air pollution from cars and trucks contributes to asthma, heart disease, missed school and work, and increased health care costs. Clean car standards in MN will help kids and communities live better, healthier lives. @GovTimWalz **#CleanCarsMN**
- Pollution from cars and trucks disproportionately impacts lower-income communities and communities of color. It's time for MN to prioritize cleaner transportation options that will improve air quality and save lives. **#CleanCarsMN**

Climate

- Cars and trucks on Minnesota roads are the #1 source of climate-change-causing pollution in our state. Clean car standards are a major step forward in our fight to stop climate change.

#CleanCarsMN

- Minnesotans are already feeling the impacts of a changing climate. If we do not act, Minnesota is on track to lose our boreal forests by 2070. Clean car standards will reduce the #1 source of climate pollution in MN. **#CleanCarsMN**

Consumer Choice

- MN's deserve better access to electric vehicles. Clean car standards will mean more EV options – like crossovers and SUVs – for consumers in our state. **#CleanCarsMN**
- Fact: Many electric vehicles on the market today are not available in MN, despite growing public interest and increased affordability. New clean car standards will open up access for Minnesotans. @GovTimWalz **#CleanCarsMN**