









Cassie Powers NASEO September 25, 2018 Geoff Morrison Cadmus







A Methodology for Evaluating the Impact of State and Local Policies on Plug-in Electric Vehicle Adoption

National Association of State Energy Officials and Cadmus

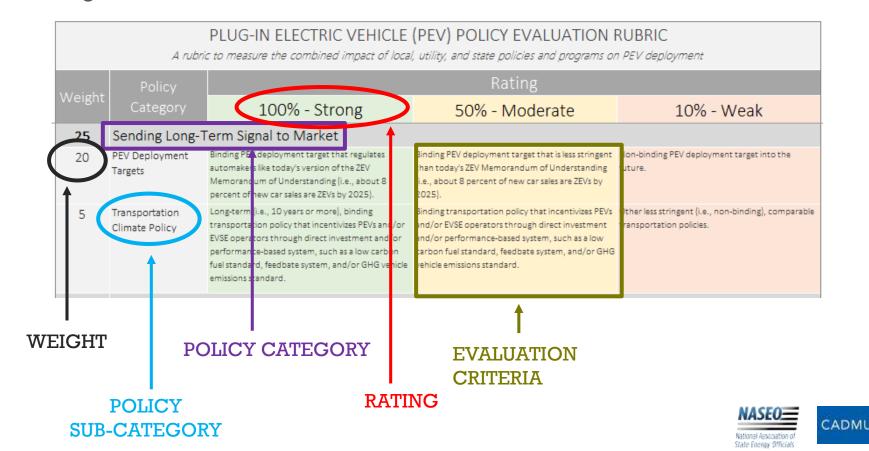


■ Policies in the Tool are categorized into six "Policy Categories" and 14 "Policy Sub-Categories"

Policy Category	Policy Sub-Categories	Weight
Sending Long-Term Signal to Market	PEV Deployment Targets Transportation Climate Policy	20 5
Reducing PEV Operational Costs	Non-Financial Incentives Residential PEV Electricity Rates and Programs PEV Fees Other Operational Costs	4 4 1 1
Improving Economic Viability of EVSE	EVSE Installation EVSE Operations	10 10
Improving PEV and EVSE Planning	PEV and EVSE Planning PEV-Ready Building Codes and Zoning Ordinances Streamlined EVSE Permitting	2 2 1
Increasing Awareness and Education	Marketing and Communication Fleets	9
Reducing Upfront Costs	Vehicle Purchase Incentives	30



■ For a metro area, users collect information on PEV policies and identify the best fitting "Rating" for each policy using the "Evaluation Criteria" as a guide. The score for that Policy Sub-Category is calculated by multiplying the assigned Rating and Weight.



- Policy Category: Improving Economic Viability of Charging
- **Policy Sub-Category:** EVSE Installation

Moight	Policy	Rating				
Weight	Category	100% - Strong	50% - Moderate	10% - Weak		
10	EVSE Installation	Policy/program(s) satisfies 1 or more of the following: 1. Provides more than \$5,000 financial incentive per public, workplace, or multiunit dwelling L2 charging station installation. 2. Provides more than \$10,000 financial incentive per DCFC installation. 3. Provides more than \$1,000 financial incentive for single-family dwelling L2 charging station installation. 4. Enables residents in multi-family dwelling to install L1 or L2 charging stations in public areas. Policy/program(s) satisfies all of the following: 4. Program is easy to find on the website or through other media. 5. Program has a long-term funding stream.	Policy/program(s) satisfies 1 or more of the following: 1. Provides more than \$1,000 financial incentive per public, workplace, or multiunit dwelling L2 charging station installation. 2. Provides more than \$5,000 financial incentive per DCFC installation. 3. Provides more than \$500 financial incentive for single-family dwelling L2 charging station installation. Policy/program(s) satisfies all of the following: 4. Program is easy to find on the website or through other media. 5. Program has a long-term funding stream.	Policy/program(s) satisfies 1 of the following: 1. Provides more than \$1,000 financial incentive per public, workplace, or multiunit dwelling L2 charging station installation. 2. Provides more than \$5,000 financial incentive per DCFC installation. 3. Provides more than \$500 financial incentive for single-family dwelling L2 charging station installation.		



■ **Policy Category:** Reducing Upfront Costs

NOTE: Policies that reduce the upfront vehicle cost are evaluated on a continuous scale using the equation below. Update cells in light grey cells to calculate total policy value (shown in dark grey cell).

Total Points = $(0.3/((1+e^{(-0.0006 * (Incentive -2000)))))) * (Type) * (Comms) * (Long)$

TOTAL POINTS	27.50		
INCENTIVE	\$6,000	Incentive level: Total dollar value of all upfront incentives of a given type (\$).	
TYPE	10	Type of incentive: ☐ 10 for a rebate at the time of vehicle purchase; ☐ 7 for a rebate after purchase; ☐ 5 for a tax credit after purchase.	
COMMS	2	Communications and marketing of incentive: 2 for a well-advertised incentivized; 1 for a poorly advertised incentive.	
LONG	5	Longevity of funding: □ 5 for funding provided through secure, long-term (i.e., 10 years or greater) mechanism that is resistant to legal challenges and shifts in governance (e.g., secure, cap-and-trade revenues); □ 2 for funding provided through semi-secure mechanism with some uncertainty due to legal challenger or shifts in governance; □ 1 for funding provided year-to-year based on legislative oversight.	



+ Contact Information

Thank You

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