



NASEO
National Association of
State Energy Officials



PEV Policy Evaluation Rubric

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PEV Policy Evaluation Rubric:

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

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

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- 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.

PLUG-IN ELECTRIC VEHICLE (PEV) POLICY EVALUATION RUBRIC				
<i>A rubric to measure the combined impact of local, utility, and state policies and programs on PEV deployment</i>				
Weight	Policy Category	Rating		
		100% - Strong	50% - Moderate	10% - Weak
25	Sending Long-Term Signal to Market			
20	PEV Deployment Targets	Binding PEV deployment target that regulates automakers like today's version of the ZEV Memorandum of Understanding (i.e., about 8 percent of new car sales are ZEVs by 2025).	Binding PEV deployment target that is less stringent than today's ZEV Memorandum of Understanding (i.e., about 8 percent of new car sales are ZEVs by 2025).	Non-binding PEV deployment target into the future.
5	Transportation Climate Policy	Long-term (i.e., 10 years or more), binding transportation policy that incentivizes PEVs and/or EVSE operators through direct investment and/or performance-based system, such as a low carbon fuel standard, feedbate system, and/or GHG vehicle emissions standard.	Binding transportation policy that incentivizes PEVs and/or EVSE operators through direct investment and/or performance-based system, such as a low carbon fuel standard, feedbate system, and/or GHG vehicle emissions standard.	Other less stringent (i.e., non-binding), comparable transportation policies.

WEIGHT (indicated by a black arrow pointing to the weight column)
POLICY SUB-CATEGORY (indicated by a blue arrow pointing to the Policy Category column)
POLICY CATEGORY (indicated by a purple arrow pointing to the Policy Category column)
RATING (indicated by a red arrow pointing to the Rating column)
EVALUATION CRITERIA (indicated by a green arrow pointing to the Evaluation Criteria column)

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- **Policy Category: Improving Economic Viability of Charging**

- **Policy Sub-Category: EVSE Installation**

Weight	Policy Category	Rating		
		100% - Strong	50% - Moderate	10% - Weak
10	EVSE Installation	<p>Policy/program(s) satisfies 1 or more of the following:</p> <ol style="list-style-type: none"> 1. Provides more than \$5,000 financial incentive per public, workplace, or multi-unit 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. <p>Policy/program(s) satisfies all of the following:</p> <ol style="list-style-type: none"> 4. Program is easy to find on the website or through other media. 5. Program has a long-term funding stream. 	<p>Policy/program(s) satisfies 1 or more of the following:</p> <ol style="list-style-type: none"> 1. Provides more than \$1,000 financial incentive per public, workplace, or multi-unit 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. <p>Policy/program(s) satisfies all of the following:</p> <ol style="list-style-type: none"> 4. Program is easy to find on the website or through other media. 5. Program has a long-term funding stream. 	<p>Policy/program(s) satisfies 1 of the following:</p> <ol style="list-style-type: none"> 1. Provides more than \$1,000 financial incentive per public, workplace, or multi-unit 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.

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■ 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).

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

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: <input type="checkbox"/> 10 for a rebate at the time of vehicle purchase; <input type="checkbox"/> 7 for a rebate after purchase; <input type="checkbox"/> 5 for a tax credit after purchase.
COMMS	2	Communications and marketing of incentive: <input type="checkbox"/> 2 for a well-advertised incentivized; <input type="checkbox"/> 1 for a poorly advertised incentive.
LONG	5	Longevity of funding: <input type="checkbox"/> 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); <input type="checkbox"/> 2 for funding provided through semi-secure mechanism with some uncertainty due to legal challenge or shifts in governance; <input type="checkbox"/> 1 for funding provided year-to-year based on legislative oversight.

+ Contact Information



Thank You

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