

PLUG-IN ELECTRIC VEHICLE POLICY IMPACT RUBRIC

ASSESS THE STRENGTH OF YOUR JURISDICTION'S POLICIES

WHAT IS THIS RUBRIC?

The Plug-In Electric Vehicle (PEV) Rubric enables jurisdictions to self-assess the strength of their light-duty PEV policies on a scale of 1 to 100. A higher score implies a stronger set of policies. There are 13 Policy Categories in the Rubric. As illustrated in the graphic below, Policy Categories fall into three tiers based on their impact on light-duty PEV adoption. Tier 1 policies have the most impact and Tier 3 have the least. This Rubric is intended for state government offices, such as State Energy Offices, local governments, utilities, regional government bodies, and other stakeholders who are interested in supporting PEV adoption.

HOW DO I USE THE RUBRIC?

Estimate a score out of 100 by following three steps:

- 1. Screen:** For each of the 13 Policy Categories below, assess whether your jurisdiction has policies at the local, utility, or state level. Do not include federal policies.
- 2. Score:** For each Policy Category, assess the strength of those policies using the scoring criteria provided below. Each Policy Category has a maximum point value shown at the top. If no policy exists, score that Policy Category as zero.
- 3. Sum:** Sum all policy categories to obtain a total score out of a maximum of 100.

See the [Supporting Material](#) document for examples of scoring, frequently asked questions, and literature on each Policy Category.

WHAT PEV POLICIES ARE MOST EFFECTIVE?

TIER 1	<ul style="list-style-type: none"> • Vehicle Purchase Incentives 	<ul style="list-style-type: none"> • Vehicle Adoption Standards 	
TIER 2	<ul style="list-style-type: none"> • EVSE Installation Support • Non-Residential Rates 	<ul style="list-style-type: none"> • Streamlined Permitting, Building Codes, Zoning, and Ordinances • Transportation Sector Carbon Pricing 	
TIER 3	<ul style="list-style-type: none"> • Education and Awareness Campaigns • HOV Lane, Parking, and Other Preferred Access Transportation Policies 	<ul style="list-style-type: none"> • Residential PEV Rates • Fleets • Dealership Programs 	<ul style="list-style-type: none"> • PEV and EVSE Planning • PEV Fee Penalty

VEHICLE PURCHASE INCENTIVES (20 POINTS MAXIMUM)

Policies that reduce upfront vehicle costs through direct rebates, tax credits, or sales tax exemptions. Use Rule #1 through Rule #3 to sum all non-federal vehicle incentives. Use Rule #4 to apply point adders.

Rule #1: If incentives exist at more than one level of government, sum the incentive values. If an incentive is restricted to a certain group of vehicle buyers, do not add it to the sum.

Rule #2: If one or more incentive is tiered (e.g., battery size), use the average incentive of all tiers

Rule #3: Identify the point value in the table to the right that is closest to the sum identified in Rule #1 and Rule #2.

Rule #4: Apply the adders in the table below, if applicable.

Incentive	Points	Incentive	Points
\$1,000	2	\$3,500	11
\$1,500	4	\$4,000	12
\$2,000	6	\$4,500	13
\$2,500	8	\$5,000	14
\$3,000	10		

Point Adders

	Points (Select All That Apply)
Equity Adder: If one or more incentive is tiered by income level or includes another equity criterion.	+2
Incentive Timing: 1. If the largest incentive value in the sum used in Rule #3 is a rebate or sales tax exemption that occurs at the time of vehicle purchase. 2. If the largest incentive value in the sum used in Rule #3 is a rebate that occurs after some delay (such as three months later).	+3 OR +2
Longevity of Incentive: If the largest incentive value in the sum used in Rule #3 is funded for two years or more.	+1

VEHICLE ADOPTION STANDARDS (20 POINTS MAXIMUM)

Publicly stated vehicle purchase mandates and targets related to the total number or fraction of new PEV sales and lease share. Examples include the ZEV Standard and PEV sales targets.

Criteria	Points (Select One)
Binding PEV sales requirements of less than 100% aimed at automakers, such as the ZEV Standard or feebates. Requirements include a financial penalty for non-compliance. Points only available if policy is currently enforced.	18
Same as above, but the policy is not currently being enforced.	14
Non-binding PEV deployment target aligned with reaching more than 50% PEV sales share by 2040.	2
100% Requirement Adder: Jurisdiction has binding requirement to reach 100% ZEV sales aimed at automakers that includes a financial penalty for non-compliance.	+2

EVSE INSTALLATION SUPPORT (10 POINTS MAXIMUM)

Programs or policies that reduce the cost of or facilitate the installation of EVSE.

Criteria	Number of Criteria Met (Select One)		
	At Least Two	At Least Four	At Least Five
1. Supports at least 80% of make-ready costs and equipment costs of DCFCs.			
2. Provides more than \$5,000 financial incentive per public, workplace, or multi-unit dwelling Level 2 charging station plaza.			
3. Provides more than \$50,000 per DC fast charger (DCFC) charging pedestal.			
4. Provides more than \$1,000 financial incentive for single-family dwelling Level 2 charging station.	2	8	10
5. Program is easy to find on website or through other media.			
6. Program has a long-term funding stream (such as earmarked revenue sources).			

NON-RESIDENTIAL PEV RATES (10 POINTS MAXIMUM)

PEV-specific or low-load factor rates for commercial and industrial sites.

Criteria	Program Effect on Demand Charges for PEVs (Select One)	
	Reduces	Eliminates
PEV-specific or low-load factor utility rates for commercial and industrial sites designed to reduce demand charges and other, similar demand-based charges. Program is easy to find and navigate on the website. Program has widespread eligibility and applicability.	5	10

STREAMLINED PERMITTING, BUILDING CODES, ZONING AND ORDINANCES (10 POINTS MAXIMUM)

Policies, programs, zoning, ordinances, statutes, and standard conditions that ease, encourage, or require EVSE installation.

Criteria	Number of Criteria Met (Select One)		
	At Least Two	At Least Four	At Least Five
<ol style="list-style-type: none"> Zoning ordinances and codes establish PEV charging as a permissible use and do not classify PEV charging stations as conditional use or prohibited use. EVSE permit approvals are fast-tracked relative to other permits. A government website or checklist is easy to find and clearly describes permitting requirements and process. Building code requires 20% or more of new parking spots to be PEV-ready with sufficient electrical capacity at 208/240 volt and 40 amperes per space with a dedicated branch circuit. Building code requires some portion of new parking spots to be PEV-ready with sufficient electrical capacity. Building code requires all new parking spaces to be EV-capable with a properly sized trunk line and subpanels. Jurisdiction uses anti-internal combustion engine vehicle policies, signage, and enforcement to maximize the use of public chargers. 	4	7	10

TRANSPORTATION SECTOR CARBON PRICING (10 POINTS MAXIMUM)

Policies that shift consumer behavior through market-based, technology-neutral approaches, such as clean fuel standards, feebates, and other similar policies. These policies strengthen the investment environment and facilitate a funding mechanism.

Criteria	Number of Criteria Met (Select One)	
	Achieves One	Achieves Both
<ol style="list-style-type: none"> Long-term (10 years or more) binding transportation policy that incentivizes PEV adoption through a carbon pricing scheme, such as a carbon tax, cap-and-trade, low carbon fuel standard, or feebate system. Policy generates revenue for PEV owners or EVSE operators, such as a low carbon fuel policy to reduce carbon intensity by 10% to 15% over 10 years. 	5	10

EDUCATION AND AWARENESS CAMPAIGNS (5 POINTS MAXIMUM)

Campaigns aimed at increasing PEV education and awareness of vehicle buyers, dealership, and other stakeholders.

Criteria	Number of Criteria Met (Select One)	
	At Least One	All
<p>The jurisdiction has government or utility policies/programs that:</p> <ol style="list-style-type: none"> Support a large-sized promotional campaign, such as education, social media, outreach, or workplace charging programs. Provide medium- to long-term funding to support the policy/program (more than one year). Have one or more campaigns aimed at raising education and awareness among low- and moderate-income households. 	2	5

HOV LANE, PARKING, AND OTHER PREFERRED ACCESS TRANSPORTATION POLICIES (5 POINTS MAXIMUM)

Policies that ease travel and parking for PEV drivers relative to drivers of conventional vehicles. Users should only assess policies that can be reasonably implemented in their jurisdiction.

Criteria	Number of Criteria Met (Select One)	
	Some	Four or More
1. HOV lanes: Access to HOV lanes for PEVs. 2. Parking: Free or preferred parking for PEVs. 3. Tolls: Fee waivers for PEVs on tolls. 4. Ferries: Fee waivers for PEVs on ferries.	2	5
5. Other preferred access transportation policies: For example, green zones and geofencing that restrict access for internal combustion engine vehicles.		

RESIDENTIAL PEV RATES (4 POINTS MAXIMUM)

PEV-specific rates for households, smart chargers, or both.

Criteria	Number of Criteria Met (Select One)	
	Exactly Three	Four or More
1. PEV-specific charging rates or favorable TOU rates or incentives for PEV charging. 2. Program is easy to find and navigate on the website. 3. Widespread eligibility of program (offered by all utilities serving the metro region and to all residential customers).	2	4
4. Smart meter program in support of PEV charging. 5. Program designed to encourage low- and moderate-income households.		

FLEETS (3 POINTS MAXIMUM)

Government or commercial fleet electrification programs or policies requiring the adoption of PEVs.

Criteria	Goal for Fleet Electrification (Select One Score for Top Row)	
	10% of vehicle stock are PEV	30% of vehicle stock are PEVs
Requirement to procure PEVs in the entire city-owned fleets over next 10 years.	1	2
Commercial Fleet Adder: Jurisdiction has binding requirement to electrify commercial fleets (e.g., transportation network companies)	+1	

DEALERSHIP PROGRAMS (2 POINTS MAXIMUM)

Programs and policies that either (1) incentivize automotive dealerships to sell PEVs or (2) allow automakers to directly sell PEVs to buyers.

Criteria	Number of Criteria Met (Select One)	
	One	Both
1. Incentive for dealerships of at least \$500 per PEV sale. 2. Policy that allows automakers to sell PEVs directly to buyers.	1	2

PEV AND EVSE PLANNING (1 POINT MAXIMUM)

PEV planning, strategy development, and collaboration activities organized by the government or utility.

Criteria	Achieves Both Items
1. PEV readiness plan or similar planning document published in the prior five years for city or state. 2. Has active partnerships and collaborations on advancing PEV sales, such as Clean Cities Coalitions, dealership, nonprofit coalitions, car clubs, or advocacy groups.	1

PEV FEE PENALTY (-2 POINTS MAXIMUM)

Annual fees on PEVs. Apply a penalty of -2 if a jurisdiction imposes a PEV road usage fee that is equivalent to or more than the annual gas tax paid by gasoline vehicle drivers (of approximately \$100 per year). If a jurisdiction has a PEV road usage fee of less than \$100 per year, apply a penalty of -1.