

# **EV Policy Blueprint for Action:** What are the high priority market interventions?

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**Wisconsin Electric Vehicle Policy Bootcamp**  
**June 2, 2021**



**Electrification  
Coalition**

# Near Term Opportunities



Light Duty Vehicles



EV & EVSE purchase incentives



Freight



Transit & School Buses



Charging Infrastructure and Rates



Access (Reform EV Fees, Direct Sales)



# State Policy Opportunities for LD Vehicle Advancements

## State/Public Fleets

Encourage and support fleet acquisition efforts

- Promote large scale public procurement programs / “EV First” procurement policies
- Require a percent of fleet purchases be EVs and policies that reduce up-front capital outlays
- Move towards innovative financing options (e.g. vehicle leases to capture tax credits, pay as you save)
- Provide education and training for decision makers and drivers

## Consumers

Expand EV access, awareness, and requirements

- Create monetary and non-monetary incentives (e.g. tax rebates, preferred parking access)
- Enhance direct sales channels for EV start-ups/EV-only manufacturers
- Provide dealership & consumer-facing education (e.g. ride and drives)
- Set sales targets



# State Policy Opportunities for Freight

## Freight policies

- **Adopt the goals in the Multi-State Medium- and Heavy- Duty MOU and supporting policies** -- financial and non-financial incentives, financing models, fleet owner/operator education
- **Establish public fleet procurement goals/targets** for medium/heavy duty trucks



# State Policy Opportunities for Buses

## Hop on and get moving

- **Set EV Bus Goals:** Vehicle acquisition targets
- **Update Procurement:** Adopt EV First policy, Revise specifications for EVs
- **Reduce Capitol Burden:** Pay as you save/on-bill financing. Combine cap-ex & op-ex budget lines
- **Provide Incentives:** Utility/rate-payer funding & partnerships

# Opportunities for Charging Infrastructure/Rates

## Low Carbon Fuel Standard

- Low-carbon fuel standard to require CO<sub>2</sub>e reductions in state fuel mix
- Regional interest from other states

## Utilities & EVSE

- Rate-payer utility investment in charging
- Funding for EVSE (enhanced tax credit, influenced VW funding)
- Bulk purchase discount programs
- Rebates for consumers installing chargers

## EV-Ready Buildings

- State-wide EV-ready building codes
- Local EV-ready building codes
- Update policies for Multi-Use Development charging

## Rate Design

- Time of Use Rates (especially MD/HD, bus)
- Address Demand Charges (especially MD/HD, bus)
- Direct utilities to file EV pilot programs and rate cases



# Support Access: EV Fees, Direct Sales

## Status

- EV Registration Fees \$100 annually
- WI does not allow EV direct-to-consumer sales

## Actions

- Reform the EV fee structure/ensure comparability to ICE vehicles
- EV OEMs support allowing direct sales to consumers

# Electrification Coalition

Changing the Future of Transportation

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