

The Ambition Road Map

A Guide for State and Local Advocates to Continue the Electric Vehicle Transition

The U.S. needs to rapidly electrify its transportation system to avoid the worst impacts of climate change, improve air quality, curb pollution, protect human health, and remain globally competitive.

The emergence of a new federal government that is openly antagonistic to environmental policy has slowed the crucial adoption of clean, zero-emission transportation, but state- and local-level policies still offer a path forward.

Western Resource Advocates' new report, *The Ambition Road Map*, outlines key policies that can help maintain momentum for this critical transition. The report discusses 18 different types of

policies that state and local decision makers could pursue to further zero-emission transportation, with case studies to illustrate the effectiveness of these solutions.



INCENTIVES — PULLING THE MARKET AHEAD

Incentives can help to offset the upfront costs of electrified transportation. The most politically complex part of instituting incentive programs is determining how to fund them, so *The Ambition Road Map* focuses on eight potential revenue generating mechanisms and provides case studies to illustrate how they work in practice:

- **Tax Credits**
- **Feebate Programs**
 - Illinois Electric Vehicle Rebate Fund
- **Commodity Movement Fees**
 - Colorado “Green Enterprises”
- **Corporate Gross Receipts Fee**
 - Portland Clean Energy Fund
- **Sales Tax**
 - Denver Climate Protection Fund
- **Utility Funding**
 - Minneapolis Climate Legacy Initiative
- **Cap-and-Invest**
 - Washington Cap-and-Invest Program
- **Green Banks**
 - Montgomery County, Maryland;
 - Connecticut; Nevada



STANDARDS — PUSHING THE MARKET FORWARD

While incentives improve the financial case for electrification, standards are a direct electrification requirement that entities must meet or face a penalty for noncompliance. These policies are crucial for preventing backsliding and incentivizing regulated entities to drive the market forward. The report highlights four different types of standards:

- **Clean Car and Truck Standards**
- **Indirect Source Rules**
South Coast's WAIRE program
- **Government Fleet Electrification**
Hawaii and Miami-Dade County Fleet Electrification Programs
- **Rideshare Electrification Requirements**
California Clean Miles Standard

ENABLING POLICIES — COMPLEMENTARY MEASURES TO AID THE EV TRANSITION

Policy support is also needed to update antiquated processes that could hinder the switch to electrified transportation. These policies do not directly incentivize or require electrification but improve processes that are essential to scaling up the EV transition. The report highlights six enabling policies.

- **EV Building Codes**
- **EV Battery Second-Life Policy**
- **Modernizing Utility Processes to Expedite EV Charger Development**
- **Right-to-Charge Policies**
- **Updating Permitting for EV Charging**
- **Standardizing and Improving EV Charging Experiences**



The transition to clean, zero-emission transportation is more urgent than ever, and federal rollbacks are not the end of the road. State- and local-level decision makers have the power to get in the driver's seat and lead this essential effort.



Find more state- and local-level policies, as well as detailed case studies, in WRA's *Ambition Road Map*.

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