

# The Problems:

- ✓ Non Attainment
- ✓ 60% Oil Imported
- ✓ 2/3 Used in Transportation
- ✓ Transportation 97% Dependent on Oil



# Federal Role?

Mandates = Rules

or

Incentives = Markets

# Don't Lose Site of Goal



# The CLEAR ACT

The **C**lean **E**fficient **A**utomobiles **R**esulting  
from **A**dvanced **C**ar **T**echnologies **A**ct

# Arizona... Good Model for Bad Policy

- Too Much Zeal Overreached on Credits  
Used Vehicle Conversions
- Lack of Dedication

# Look before You Leap



# 7 Principles for Policy Making



# 1. Incentives Focus on Consumers – Not Production

## 2. Chicken and Egg Problem

*Three Legged Stool*

*Snowballing Effect*

# 3. Broad in Scope

The One and the Many

Small to Large

# 4. Bang for Buck

# 5. Environmental/Social Benefit

# 6. Coalitions

# Protect against Predators



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# 7. Bipartisanship



# Policy Principles

1. Target Consumers
2. Chicken and Egg
3. Broad in Scope
4. Bang for Buck
5. Social Benefit
6. Coalitions
7. Bipartisan