



# The Data-Driven Policymaker

White House Electric Vehicle Datathon

*Nick Nigro, Atlas Public Policy*

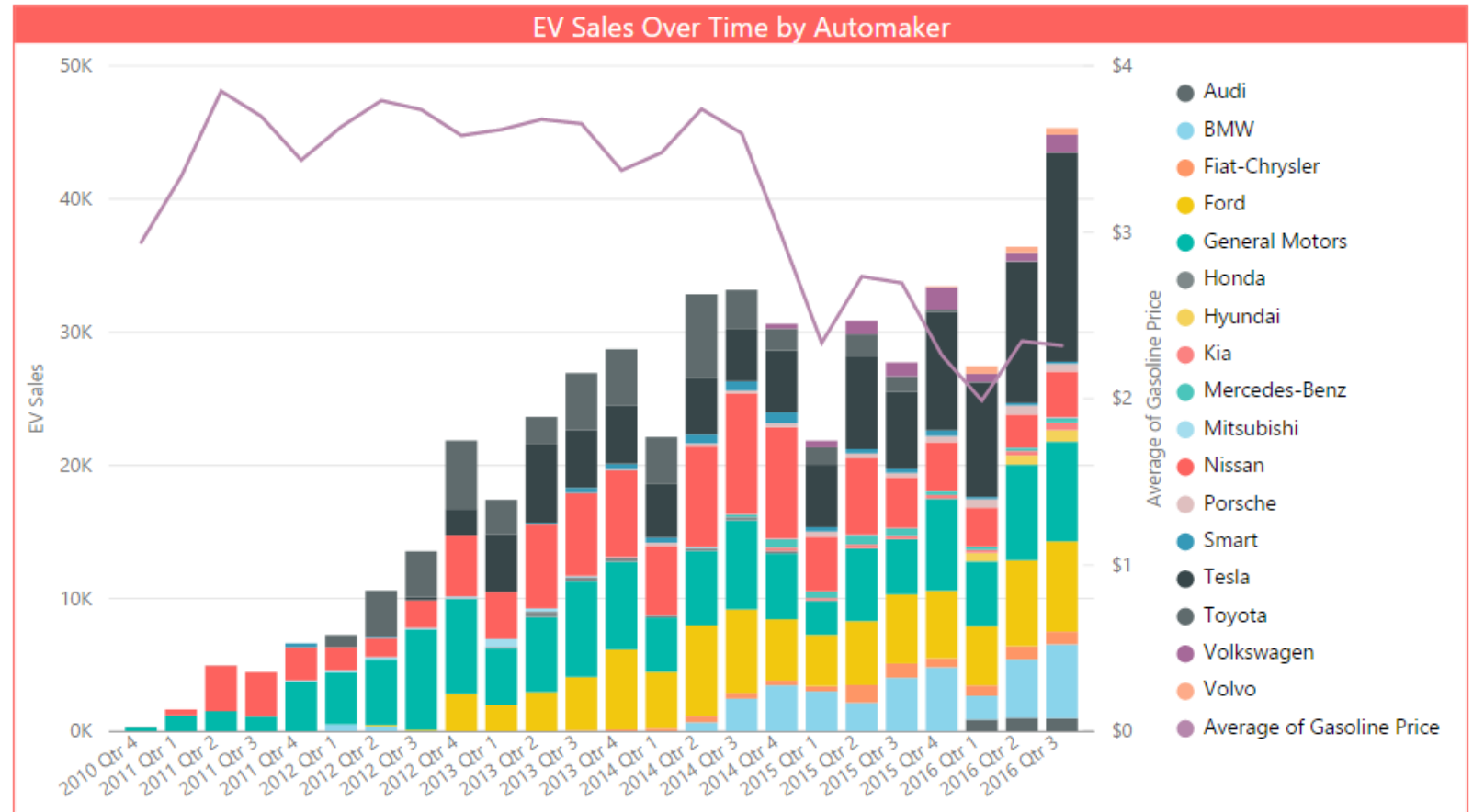
*November 29, 2016*

# EV Market is Evolving Rapidly

- State and local policy, available technology, and market conditions are constantly evolving
  - *Defining “what’s working?” requires analysis of local and time-based data to identify trends and glean insights*
- Groundswell of support to make more datasets publicly available
  - More like “little data” than “big data”
  - Are common data sharing methods possible?
  - Can data sharing be a general requirement for publicly-funded projects?
- Policymakers using data-driven approach to develop and evaluate policies and programs
  - **Problem #1:** Misunderstandings result from local market data being largely inaccessible to researchers, advocacy community, policymakers, and industry
  - **Problem #2:** Other public information is collected by many (“human intelligence”) in a way that’s redundant and error-prone

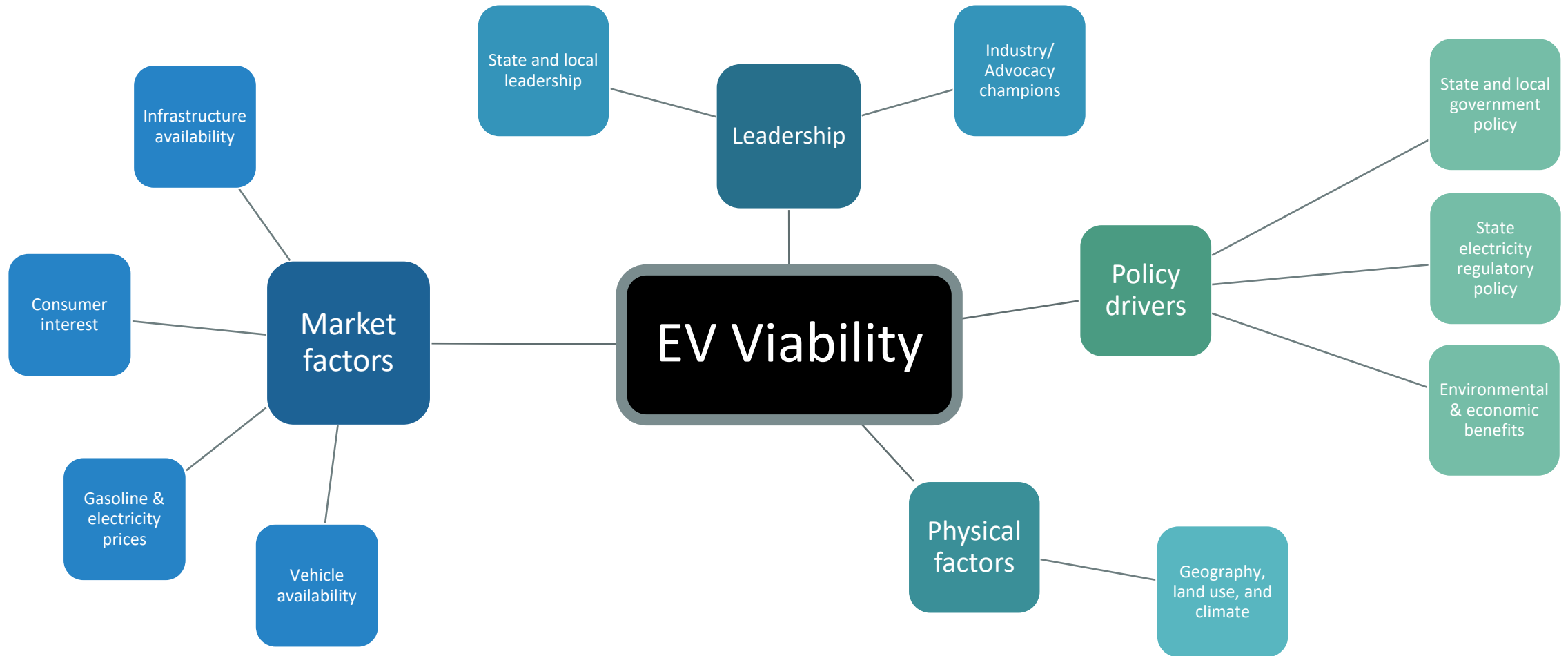
# Our Goal: Identify & Evaluate Factors Driving EV Market

- Must drill down from national level and understand regional markets
- State and local policies and activities are greatest drivers of EV adoption
  - All leading markets have supportive policies and programs
- Many additional factors create EV adoption opportunities and barriers
  - Supportive policies do not guarantee success
  - Intrastate market success can vary greatly



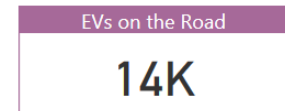
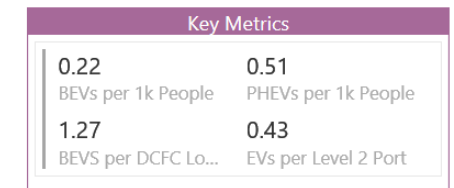
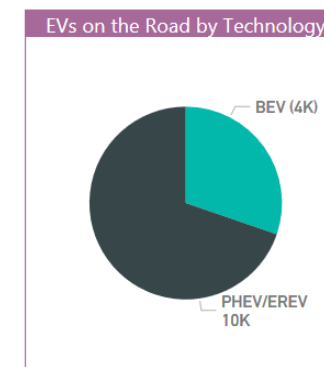
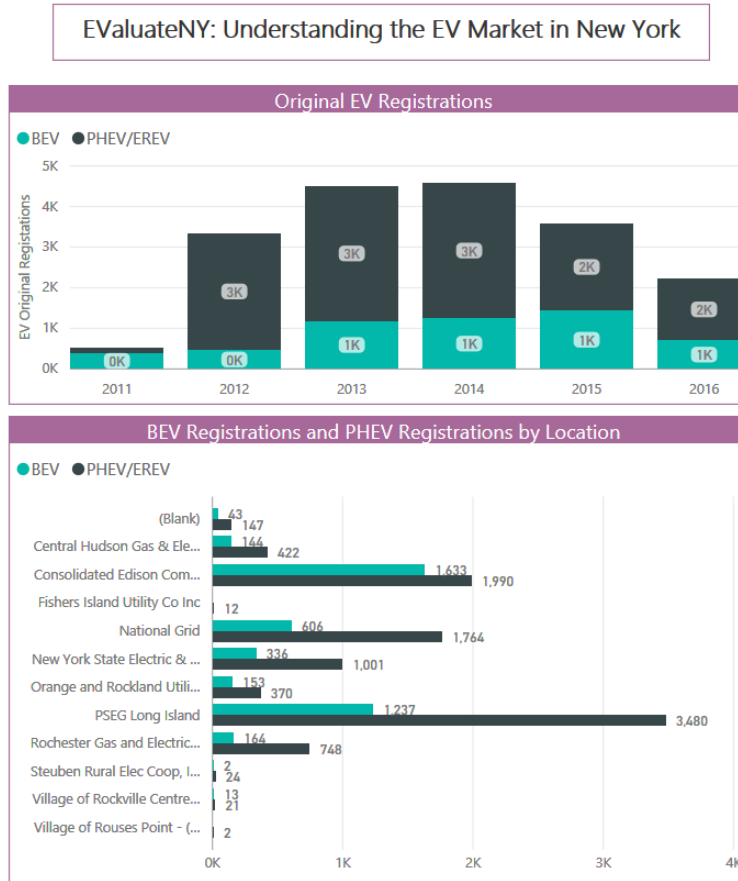
Source: Analysis of data from [hybridcars.com](http://hybridcars.com) & [U.S. Energy Information Administration](http://www.eia.doe.gov)

# Regional Factors Drive EV Market Success



# Understanding EVs in New York: *EValueateNY*

- New York using publicly available data to evaluate EV market
  - Relational database allows for easy comparison of multiple factors by location over time
- Quickly gain insights
  - Identify opportunities
  - Evaluate program effectiveness
  - Conduct preliminary research
  - Share findings



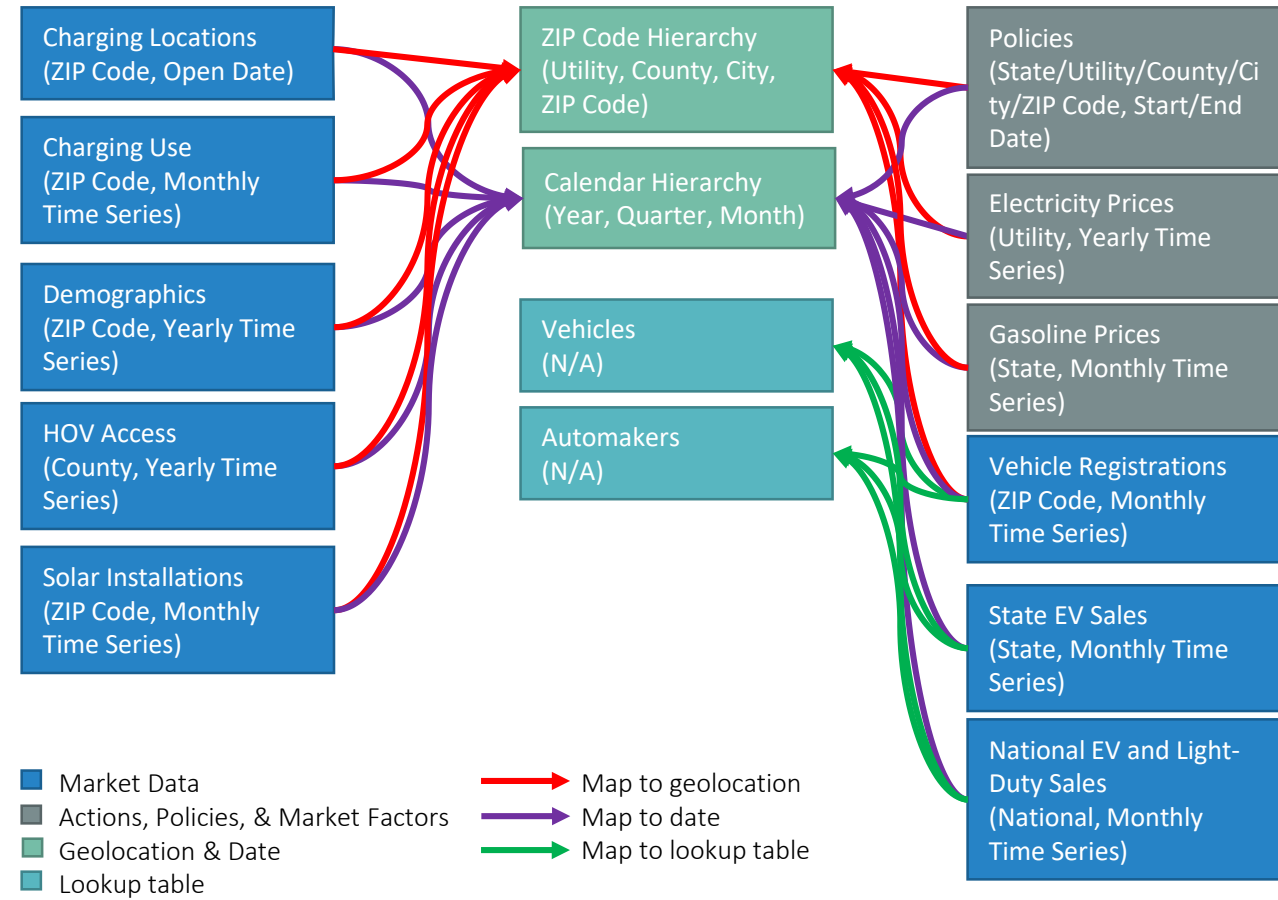
More info is available at <http://atlaspolicy.com/evaluateny>

# Easier Access to Public Data is Needed

- New software makes connecting public datasets much easier
  - “Self service” analytics platforms like Microsoft Power BI and Tableau
- Success depends on better Web APIs and human intelligence
  - Encourage information sharing
  - Help stakeholders realize mutual benefits

***The public policy field must adapt to a data-driven world***

## EValuateNY Relational Database



Source: Atlas Public Policy



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