

## FY2010 Appropriations Request Form

Office of Congresswoman Jackie Speier  
211 Cannon House Office Building  
Washington, D.C. 20515  
Phone: 202/225-3531  
Fax: 202/226-4183  
Website: [www.speier.house.gov](http://www.speier.house.gov)

Individuals/Organizations must respond to all questions on the form. Incomplete proposals will not be considered.

All requests will be evaluated before the 12<sup>th</sup> Congressional District's Citizens Oversight Panel. Appointments to appear before the panel must be made through Cookab Hashemi, chief of staff, at 202/225-3531 or [Cookab.Hashemi@mail.house.gov](mailto:Cookab.Hashemi@mail.house.gov). The panel will convene on the following days; Saturday, March 7, Friday, March 13 and Friday, March 20, 2009. All proposals must be submitted by March 2, 2009.

**Date Submitted:**

March 2, 2009

**Project Name:**

Section 131(c) Near-Term Transportation Electrification Program of the Energy Independence and Security Act of 2007

**Individual/Organization:** *(Is the grantee located in the 12<sup>th</sup> Congressional District?)*

Better Place, Inc. – Based in Silicon Valley, Better Place has announced ambitious plans to build the Better Place Bay Area network: an extensive EV transportation charging infrastructure network in the San Francisco Bay Area, which includes Representative Speier's 12<sup>th</sup> Congressional District.

**Amount Requested** *(if requesting report language, please attach.):*

\$95,000,000

**Appropriations Bill/Account/Relevant Authorization law/bill/status** *(e.g., "Public Law 107-111"; "FY2008 DOD Authorization", "Currently pursuing authorization through Agriculture Committee", "Safe Drinking Water Act" or "Hatch Act"):*

P.L. 110-140. Energy and Water Appropriations bill, Department of Energy, Energy Programs, Energy Efficiency & Renewable Energy account, Section 131(c) Near-Term Transportation Electrification Program of the Energy Independence and Security Act of 2007 (EISA 07)

**Local Contact** (*Please provide full contact information, including any relevant phone extensions, and indicate if there is a separate D.C. contact.*):

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**Organization’s Main Activities.** (*Please limit your response to 250 words and indicate whether it is a public, private, non-profit or private for-profit entity.*)

Founded in October 2007, Better Place is a private for-profit company that is developing electricity network infrastructure for charging electric cars powered by renewable energy. Better Place enables markets to switch to a sustainable transportation model, reducing oil dependency and greenhouse gas emissions, while fueling the “green” economy. With initial venture funding of \$200 million, Better Place deployments are currently underway in Israel and Denmark, with additional projects slated for Australia, Canada, California, and Hawaii.

Better Place’s business model allows consumers to subscribe to transportation as a service. Better Place builds the electric recharge network, buys batteries and clean electricity, and sells miles/kilometers to provide drivers a convenient, affordable, and sustainable alternative for mobility. Auto companies make the electric cars that plug in to the Better Place network of charging stations and battery swap stations. Energy companies provide the network’s power through growing renewable energy projects.

**Please show main items in the project and total cost in a simplified chart form.** (*Please include the amount of any Federal/State/Local/Private funds, including any in-kind resources.*)

The total project request is to fully fund the Section 131(c) Near-Term Transportation Electrification Program to the level authorized in EISA 07 of \$95,000,000, which will allow Better Place to compete for a grant under the program to develop the planned Bay Area EV network, implemented according to the following table:

<i>Phase</i>	<i>Description</i>	<i>Time</i>	<i>Cost</i>
I	Planning & Demonstration	0-12 months	\$150,000,000
II	Mass Deployment & Testing	12-24 months	\$270,000,000
III	Public Launch	<u>24-36 months</u>	<u>\$180,000,000</u>
		<b>3 years</b>	<b>\$600,000,000</b>

**Project Description, including a timeline, goals, expected outcomes and specific uses of Federal Funds.** *(Your response must focus on the requested funds rather than the organization's mission and general activities. Please limit your response to 250 – 500 words.)*

The total cost to fully fund the Section 131(c) Near-Term Transportation Electrification Program to the level authorized in EISA 07 is \$95,000,000. This Program provides grants for companies to develop large-scale transportation electrification projects. Fully funding Section 131(c) will allow Better Place to compete for a grant to facilitate deployment of the Bay Area Electric Vehicle (EV) recharging network (announced in November 2008). Deployment of a robust EV infrastructure network in a major metro region, such as the Bay Area, would require a total infrastructure investment of approximately \$600,000,000, phased in over a 3-year timeline:

- Planning & Demonstration (0-12 months – \$150,000,000): Undertake market, deployment, and solution planning, construct Municipal Showcase Zones and visitor centers for public education, and develop charge elements and service control center to fit the Bay Area market;
- Mass Deployment & Testing (12-24 months – \$270,000,000): Contractors and employees will deploy and test network infrastructure, including:
  - 500,000 charge spots to electrify home, office, retail, public street, and transportation hub parking spaces;
  - 200 battery exchange stations, providing range extension equivalent to internal combustion engines;
  - Service control center software that optimizes EV/grid interface; and
  - Select infrastructure enablement projects in partnership with private sector employers and major real estate developments;
- Public Launch (24-36 months – \$180,000,000): Support broad public adoption and continue deployment as demand grows, focusing on subscriber home charge spots and additional network layout adjustments.

**How will this earmark serve to expand the capacity of your organization and how will your organization sustain this work beyond the federal funding?** *(Your response must focus on the impact of the requested funds rather than the organization's long-term goals.)*

Fully funding the program to its EISA 07-authorized level of \$95,000,000 would allow Better Place to compete for a grant to facilitate deployment of the Bay Area Electric Vehicle (EV) recharging network, leverage additional private capital, and accelerate implementation.

**What is the local significance of this project?**

Better Place has announced ambitious plans to build the Better Place Bay Area network: an extensive EV transportation charging infrastructure network in the San Francisco Bay Area, which includes Representative Speier's 12<sup>th</sup> Congressional District. Better Place's Bay Area EV charging infrastructure network fits well with the State of California's defined plans for a sustainable transportation model. State and local governments have been working in partnership with the private sector to transition from fossil fuel-powered, greenhouse gas-emitting cars,

toward clean electric cars fueled by renewable energy and supported by an open network infrastructure.

From a national perspective, large-scale transportation electrification projects such as Better Place's Bay Area network will expedite the country's shift away from fossil-fuels, reduce America's dependence on foreign sources of energy, enhance U.S. energy security, and speed reductions in greenhouse gas emissions. Such projects promote domestic job creation associated with both infrastructure investment and U.S.-based manufacturing of electric drive vehicles and components. They also facilitate market development of the renewable energy technologies necessary to power the EV charging network. And they help provide consumers an affordable, sustainable alternative for personal mobility.

**How many residents of the 12<sup>th</sup> CD will benefit from this project?** (*i.e. jobs created, services rendered to, how many people, etc.*)

Better Place estimates that investment in the Bay Area EV network will total \$1 billion when the system is fully deployed. Pace of deployment will turn on the availability of capital, relying on a combination of funding streams and public/private partnerships. Initial proprietary modeling by McKinsey & Co. indicates that an aggressive Bay Area adoption goal of 2,000,000 EVs by 2016 would leverage \$21 billion in capital investment for infrastructure and batteries; create 20,000 initial and 181,000 ongoing jobs; and cut 8.8 million metric tons of carbon emissions by 2016.

**List any other organizations or state/local elected officials who have expressed support for the project in writing.** (*Please submit copies of support letters along with the proposal.*)

N/A

**Does the organization have any other funding requests for this project?** (*Federal, State, Local or private pending?*)

Better Place has submitted or will submit requests to fully fund the Section 131(c) Near-Term Transportation Electrification Program to the level authorized in EISA 07 to the following Members:

- Better Place Bay Area EV network: Sens. Feinstein and Boxer; Speaker Pelosi; Reps. Woolsey, Lee, Lofgren, Honda, Miller, Thompson, Tauscher, Speier, Stark, and Eshoo
- Electrify Hawaii Transportation project: Sens. Inouye and Akaka; Reps. Hirono and Abercrombie

**Has the organization previously received Federal funds for this project?** (*Please list any funds received [by fiscal year] and briefly describe how those funds were spent.*)

No.

**Please attach a list of your organization's staff and board members** (*if any*).

Senior Management

Shai Agassi, Founder and CEO

Idan Ofer, Chairman of the Board

Moshe Kaplinsky, CEO Better Place Israel

Evan Thornley, CEO Better Place Australia

Jens Moberg, CEO Better Place Denmark and Head of EMEA Business Development

Kiyotaka Fujii, Head of Better Place Asia Pacific-Japan

Lawrence Seeff, Head of Business Development, Americas

Aliza Peleg, Vice President, Operations

Joe Paluska, Vice President, Communications

Karen Alter, Vice President, Marketing

Sidney Goodman, Vice President, Automotive Alliances

Jason Wolf, Better Place California

Barak Hershkovitz, Vice President, Software Development

**Please attach any additional relevant materials.**