



Google.org's RechargeIT Initiative: Getting Policymakers to Plug-In

Plug-in electric cars and trucks have the potential to dramatically reduce America's oil dependence, improve our national security, and help fight global warming. Google.org's RechargeIT initiative is working to accelerate the commercialization of plug-in vehicles and the widespread adoption of vehicle-to-grid (V2G) technology. We have created our own demonstration fleet at Google and given more than \$1 million in grants to support the adoption of plug-ins. We also will soon announce a series of investments in companies whose innovative approach, team, and technologies will enable widespread commercialization of plug-ins and V2G.

Public policy will also play a crucial role in driving innovation and commercializing new plug-in technologies. That is why we're co-hosting a conference with the Brookings Institution to highlight the role that government can play. This conference comes at a critical time of record-high gas prices, increased interest in electric vehicles, and pending Presidential and Congressional elections.

We hope this conference will raise awareness about plug-ins and help produce specific and actionable policy solutions for the next U.S. President and Congress. At a minimum, we believe the following measures are needed:

- **Funding for federal research and development** - Federal R&D support is key to driving development of new technologies. Power management devices, grid integration technologies, and better battery technology to increase the range and efficiency of plug-in vehicles all must be further developed to electrify the transportation sector. The Federal government can play a critical role in helping to jumpstart the necessary R&D efforts.
- **Investment in infrastructure** - Putting millions of plug-in cars and trucks on the road will require deployment of recharging stations and new power management hardware and software. The U.S. government should start investing in the infrastructure necessary to support this transformation.
- **Financial incentives to spur early adoption** - Federal tax credits jump-started the mass market for hybrid technology. A comparable set of incentives for initial marketability of plug-in vehicles could similarly boost the momentum and mass market availability of plug-ins.
- **Modernized regulatory system** - Reform of current utility rate design in many states is necessary to permit real-time pricing of electric power, which will assist consumers in choosing to recharge during off-peak periods.
- **Uniform data protocols** - The U.S. government should foster national uniform data collection and publication protocols for electric vehicles and V2G, including mpg standards, tailpipe emissions, and carbon reductions.

For more on plug-in policy options, please visit <http://www.rechargeit.org>