



## *UNLOCKING EVs AS A STRATEGIC GRID RESOURCE*



- SHAPE THE MARKET**
- DEMONSTRATE LEADERSHIP**
- STAY CURRENT**
- ACCESS EXPERTS**
- NETWORK WITH MARKET MAKERS**
- SAVE MONEY**

## ABOUT VGIC

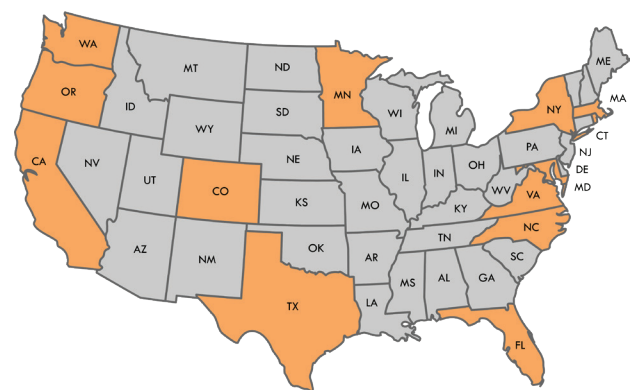
Join the group that envisions a future where electric vehicles and infrastructure offer more than transportation benefits: they manage and optimize charging costs, provide bankable grid services, offer critical backup power during outages, and more, all while creating an affordable, reliable, and zero-carbon future.

Vehicle-Grid Integration Council (VGIC) is the only national 501(c)(6) membership-based advocacy group committed to advancing the role of flexible EV charging and discharging through policy development, education, outreach, and research. Our state-level regulatory and policy efforts represents the needs of automakers, fleets, and technology providers.

### THE VGIC MISSION

The mission of VGIC is to support the transition to a decarbonized transportation and electric sector by ensuring the value from EV deployments and flexible EV charging and discharging is recognized and compensated in support of achieving a more reliable, affordable, and efficient electric grid.

### THE VGIC IS ENGAGED IN STATES ACROSS THE NATION



# MEMBERSHIP BENEFITS

## ADVOCACY & MARKET DEVELOPMENT

ASSOCIATE GENERAL LEADERSHIP

Access to bi-weekly Policy Working Group to determine high level policy priorities and shape market outcomes		●	●
Influence VGIC's advocacy on issues, technical standards, EV charging utility rate design, and charging program incentive design to accelerate VGI market growth and increase EV sales		●	●
Guide VGIC's long-term strategy and participate in strategic planning meetings (scoping and priorities), including scope of state policy advocacy			●
Shape regulatory advocacy directly through edits on to VGIC filings/comments			●

## MARKET & REGULATORY INTELLIGENCE

Receive comprehensive market and industry updates through monthly monitoring call	●	●	●
Receive quarterly education and fact finding on a variety of member-selected topics	●	●	●
Select the topics for quarterly education + fact finding			●
Receive solicitation notifications for procurement, pilot, and other funding opportunities		●	●
Receive personalized attention regarding VGI policy issues from VGIC policy team, as reasonable			●

## BUSINESS DEVELOPMENT AND NETWORKING

Build relationships with utilities, gov officials, market operators, potential clients through exclusive events, meetings, and working groups		●	●
Connect with key utility and government decision makers through one-on-one meetings			●
Access to invite-only VGIC Business Development Forum, Q4 2021	●	●	●

## ACCESS VGIC INDUSTRY EXPERTS

Facilitated, personalized introductions to key industry stakeholders, as appropriate			●
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## BRAND PROMOTION AS EV/VGI THOUGHT LEADER

Company listing on VGIC promotional materials, website, event presentations and filings	●	●	●
Brand visibility at VGIC events, media channels, and promotions	●	●	●
Prominent leadership recognition on VGIC webinars, articles, and other promotional materials			●

## MONETARY SAVINGS

Significantly reduced cost of regulatory activity through avoided governmental affairs and in-house legal staff expenses	●	●	●
Share costs to pursue your policy priorities through standing policy efforts or VGIC Special Projects	●	●	●

# VGIC MEMBERS | 2021

## LEADERSHIP CIRCLE



**HONDA**

**NISSAN**  
GROUP OF NORTH AMERICA

**NUVVVE**

STELLANTIS

**TOYOTA**

## GENERAL MEMBERS



## JOIN US IN 2021

General Member dues are determined based on the latest annual company revenue that is available.

### MEMBERSHIP LEVEL

### 2021 DUES

MEMBERSHIP LEVEL	2021 DUES
Associate*	\$3,000
General Tier (<\$5MM)	\$5,000
General Tier 2 (\$5MM - \$20MM)	\$12,500
General Tier 3 (>\$20MM)	\$16,500
Leadership Circle	\$44,900

\* Associate membership is reserved for not-for-profit entities, fleet managers, municipalities, CCAs, POUs, and IOUs

# VGIC | KEY ACCOMPLISHMENTS: 2020

## POLICY ENGAGEMENT

- Developed 23 unique regulatory filings
- Meet and greet with California Commissioners and Staff
- Co-authored letter to Governor Newsom's Task Force on Economic Recovery
- Featured on California Energy Commission's *Scaling VGI* Panel and Gridworks' *VGI Webinar*
- Press Release on Governor Newsom's Clean Transportation Executive Order
- Led diverse stakeholder coalition to engage with the California Public Utilities Commission on its implementation of landmark VGI legislation (SB 676)
- Built credibility with key agencies and policy staff through close communication and collaboration
- Active Contributor of V2G Alternating Current (AC) Interconnection Technical Subgroup
- Co-led VGI Working Group: Subgroup C on Policy Recommendations
- Directed outreach and discussion with Community Choice Aggregators
- Provided updates on key proceedings, including: EV rates and Transportation Electrification program applications, Submetering Protocol, Low-Carbon Fuel Standard Regulation, FERC Rulings and TE applications, LCFS regulation, FERC rulings

## POLICY OUTCOMES

- California Public Utilities Decision on implementation of SB 676 and VGI strategies adopts several key recommendations made by VGIC and represents a major development for California's VGI market.
- California Public Utilities Commission Decision on interconnection of V2G Direct Current (DC) and pilot interconnection pathways for V2G AC. This key decision acknowledges the role of the automotive industry in developing technical standards for V2G interconnection
- EVs added to scope of ongoing Self-Generation Incentive Program proceeding
- Vehicle-to-building backup power enabling technology pilot proposal recommended by California Public Utilities Commission Staff
- Up to 8% of utilities' Low Carbon Fuel Standard credit revenue must fund resiliency applications, including the use of EVs as backup power
- VGI Working Group Final Report released, with input from VGIC

## VGIC | TEAM



**ED BURGESS**  
SENIOR POLICY DIRECTOR

Ed is a leading expert in evaluation and design of policies and programs to advance the deployment distributed energy resources, demand-side management programs, energy storage and grid integration of renewable energy.



**SARAH BUSCH**  
SENIOR DEVELOPMENT MANAGER

Sarah manages market and membership development for VGIC. She is experienced in developing clean energy industries through non-profit group development and administration.



**ZACH WOOGEN**  
POLICY SPECIALIST

Zach is a consultant specializing in policy, regulatory, and market strategy efforts to advance the role of electric vehicles through leading market development practices.



**THANH NGUYEN**  
ENERGY POLICY JUNIOR ANALYST

Thanh supports VGIC's regulatory affairs and market intelligence efforts, providing policy and market research and analysis to advance electric vehicles' role in decarbonization. He has experience in climate and energy policy from the non-profit and private sectors.



**JAYLEENE WEST**  
PROGRAM ENGAGEMENT SPECIALIST

Jayleene optimizes the experience for the VGIC members. She is experienced in managing relationships between the private and public sector to advance renewable technologies that decarbonize the grid.



**LILY BACKER**  
MARKETING MANAGER

Lily manages marketing, communications, strategic partnerships, and events for VGIC. She brings 5 years of experience in marketing and business development for renewable energy and clean tech organizations.

## VGIC CORE PRINCIPLES

- Enable vehicle-grid integration
- Promote technology & business model neutral competition
- Collaborate broadly
- Maintain integrity and credibility

The Vehicle Grid Integration Council is an independent 501(c)6 organization operated and staffed by [Strategen](#). Strategen provides full-service support and staffing to ensure VGIC members meet their goals and achieve impact. After successfully launching and managing the California Energy Storage Alliance (CESA) for 10+ years, in 2019 Strategen was approached by EV industry stakeholders to create a new trade association dedicated to VGI advocacy.