

UNLOCKING EVs AS A STRATEGIC GRID RESOURCE



- SHAPE THE INDUSTRY
- DEMONSTRATE LEADERSHIP
- GAIN MARKET INTELLIGENCE
- ACCESS EXPERTS
- NETWORK WITH MARKET MAKERS

ABOUT VGIC

AN OPPORTUNITY TO ADVANCE VGI

The electric grid is transitioning toward a decarbonized, distributed future – and the millions of **electric vehicles** (EVs) on the road today have **untapped potential** as crucial, flexible resources to support this evolution. Managed charging, bidirectional **vehicle-to-everything** (V2X) technology, and distributed energy resource (DER)-paired charging solutions offer additional benefits, including reduced charging costs, backup power, and payment for exports. **Vehicle-Grid Integration Council** (VGIC) is the industry’s definitive voice working to unlock these benefits.

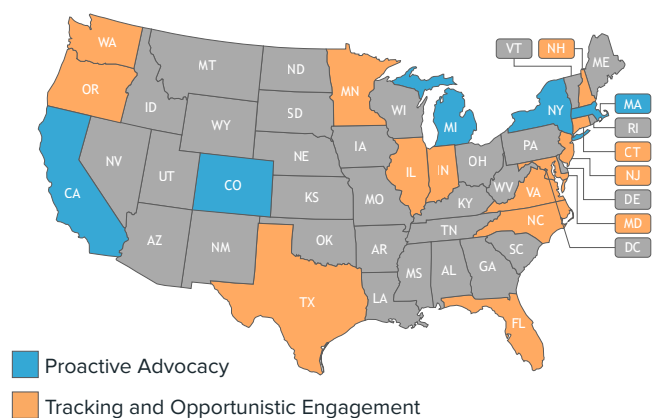
VGIC is a national 501(c)(6) nonprofit trade association focused on accelerating the role of smart EV charging and discharging through policy development, education, outreach, and research. VGIC is the only association dedicated to growing the market to recognize and compensate the value of **vehicle-grid integration** services.

VGIC’S APPROACH TO THE VGI MARKET TRANSFORMATION IS TO:

- Promote technology and business model-neutral competition
- Prioritize integrity and credibility
- Support collaborative engagement with all stakeholders and VGI champions

Join VGIC to plug in and help shape this emerging industry.

VGIC SHAPES OUTCOMES ACROSS THE NATION



VGIC MEMBERS / 2024

LEADERSHIP CIRCLE



GENERAL MEMBERS



ASSOCIATE MEMBERS



JOIN VGIC

Dues are determined based on the most recent annual company revenue that is available. For the latest membership dues, please visit vgicouncil.org/join-vgic.

| MEMBERSHIP LEVEL | 2024 DUES |
|---------------------------------|-----------|
| Associate* | \$4,000 |
| General Tier 1 (\$0 - \$5MM) | \$6,800 |
| General Tier 2 (\$5MM - \$20MM) | \$16,700 |
| General Tier 3 (>\$20MM) | \$22,000 |
| Leadership Circle | \$59,000 |

* Associate membership is reserved for municipal utilities, public and private fleets, rural electric cooperatives, and community choice aggregators.

MEMBERSHIP BENEFITS

ADVOCACY & MARKET DEVELOPMENT

ASSOCIATE GENERAL LEADERSHIP

| | ASSOCIATE | GENERAL | LEADERSHIP |
|---|-----------|---------|------------|
| Influence VGIC's advocacy on priority issues, including interconnection, EV charging utility rate design, and charging program incentive design to accelerate VGI market growth | | ● | ● |
| Access to three, topic-based Policy Working Groups to determine VGIC policy and shape market outcomes | | ● | ● |
| Guide VGIC's long-term growth and participate in strategic planning meetings, including annual scoping efforts | | | ● |
| Directly shape regulatory advocacy on VGIC filings, including comments, testimony, and other targeted intervention | | | ● |

MARKET & REGULATORY INTELLIGENCE

| | ASSOCIATE | GENERAL | LEADERSHIP |
|--|-----------|---------|------------|
| Access to Monthly Plug-in Call to receive comprehensive market and industry updates | ● | ● | ● |
| Receive notifications for new funding opportunities, procurements, pilots, rates, programs, and other commercial opportunities | | ● | ● |
| Receive personalized attention regarding VGI policy issues from VGIC staff, as reasonable | | | ● |

MONETARY SAVINGS

| | ASSOCIATE | GENERAL | LEADERSHIP |
|---|-----------|---------|------------|
| Share costs to pursue your policy priorities through standing policy efforts or VGIC Special Initiatives | ● | ● | ● |
| Significantly reduce cost of regulatory activity through avoided governmental affairs and in-house legal staff expenses | | ● | ● |

MEMBERSHIP BENEFITS (CONTINUED)

BUSINESS DEVELOPMENT AND NETWORKING

| | | | |
|--|---|---|---|
| Access Member Portal resources, including VGIC's Membership Directory | ● | ● | ● |
| Build relationships with utilities, government officials, market operators, and customers through exclusive VGIC events, including meetings and webinars | | ● | ● |
| Access to invite-only sessions at VGIC's Annual Member Meeting | ● | ● | ● |
| Connect with key utility and government decision makers through one-on-one meetings | | | ● |

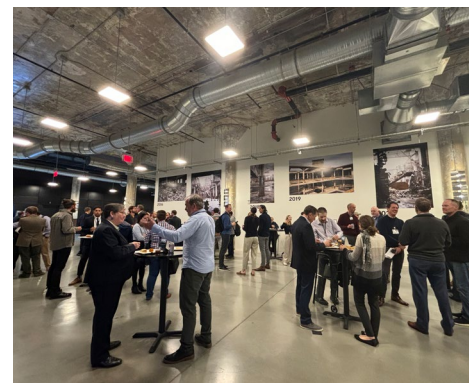
ACCESS VGIC INDUSTRY EXPERTS

| | | | |
|--|--|--|---|
| Facilitated, personalized introductions to key industry stakeholders, as appropriate | | | ● |
|--|--|--|---|

BRAND PROMOTION AS VGI THOUGHT LEADER

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

EVENT PHOTOS



VGIC KEY ACCOMPLISHMENTS / 2023

ADVOCACY AND ENGAGEMENT

- Developed over 150 unique regulatory filings
- Hosted, featured on, or moderated dozens of speaking engagements and outreach, including:
 - U.S. Department of Energy
 - National Association of Regulatory Utility Commissioners
 - California Energy Commission
 - California Public Utilities Commission
 - New York Department of Public Service
 - Massachusetts EV Stakeholder Working Group
 - Colorado EV Coalition
 - Society of Automotive Engineers
 - Smart Electric Power Alliance
 - Forth Roadmap
 - ACT Expo
 - V2G Business, Policy, and Technology Forum
 - Intersolar / Energy Storage North America
 - EV Charging Summit and Expo
- Signed V2X Memorandum of Understanding with U.S. Department of Energy
- Deepened credibility with policymakers and agency staff through close communication and collaboration
- Grew trusted relationships with the nation's largest and most innovative utilities
- Grew readership of quarterly newsletter by more than 3.5x since 2022

POLICY OUTCOMES

- Helped establish the nation's first scalable VGI aggregation program for load reduction and V2G exports ([CA ELRP](#))
- Led partnership to create the nation's first [V2G Export Rate](#)
- Shaped and secured the largest [V2X Pilots](#) in the U.S.
- Secured approval of [submetering](#) in CA, and a path forward for telematics-based VGI in CA and NY
- Published tone-setting [recommendations](#) for advancing the connection of V2X equipment
- Contributed to the release of up to \$300 million in [CEC funding](#) for VGI solutions
- Unlocked Automated Load Management and DER-paired charging as crucial tools to accelerate charger connection and stretch investments in CA, NY, and MA
- Shaped inputs for the first Integrated Resource Plan to model VGI resources
- Served as the lead advocate for VGI considerations within CA Advanced Clean Cars II Rule
- Contributed to the managed charging programs, technical standards recommendations, and demand charge alternatives in NY
- Advocated for favorable VGI rules in MA Clean Peak Standard program
- Solidified the rules for streamlined [V2G interconnection in CA](#)
- Provided key input to US DOE, DOT, EPA, and IRS on the implementation of IJJA and IRA

VGIC / TEAM



ZACH WOOGEN
INTERIM EXECUTIVE DIRECTOR

Zach leads VGIC's regulatory, policy, and market development efforts. His expertise includes rate and program design, interconnection rules and regulations, managed charging, and V2X technology in the leading VGI markets.



SHANNON MCGUIRE
SENIOR OPERATIONS MANAGER

With eight years of experience in the nonprofit and government sectors, Shannon focuses on VGIC's business operations, including membership management, engagement, retention, and overall satisfaction.



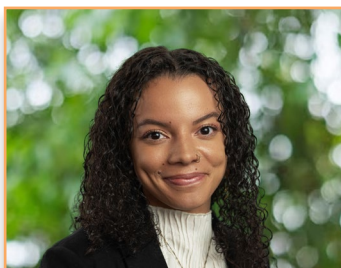
THANH NGUYEN
SENIOR ANALYST

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



ALBERT TAPIA
ANALYST

Albert focuses on policy and regulatory efforts for VGIC and is passionate about the deployment of V2G technology. He previously worked closely with public utilities to interconnect solar and battery storage projects.



SHANTÉ WILLIAMS
SENIOR SPECIALIST

Shanté serves as a point of contact for smooth onboarding and membership experience. She offers extensive know-how and a diverse background in program management, social work, and volunteering.



TODD ZERANSKI
MARKETING DIRECTOR

Todd leads on marketing, brand communications, public relations, and strategic partnerships. He has a background in the clean energy and sustainability industry, following several years as a global affairs and commodities journalist.



VICKY TRAN
MARKETING COORDINATOR

Vicky supports VGIC's marketing efforts through event planning and execution, e-mail outreach, and social media campaigns. With five years of experience, she specializes in executing inclusive and engaging events.



VGIC

VEHICLE
GRID
INTEGRATION
COUNCIL

JOIN VGIC TO PLUG IN AND SHAPE THIS EMERGING INDUSTRY

Vehicle-Grid Integration Council is a national 501(c)6 nonprofit trade association operated and staffed by [Strategen Consulting](#). Strategen advises and empowers leading organizations — utilities, government agencies, NGOs, and industry clients — to design innovative, practical solutions that capture the promise of a clean energy future. 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. To learn more, visit vgicouncil.org.