



3rd Edition

April 30 - May 2, 2024 San Diego

V2G Business, Policy and Technology Forum

Addressing Challenges, Achieving the Potential of V2G

Engaging the Customer in the V2G Equation

www.V2gforum.com

The industry is in the early stages of realizing the potential of vehicle-to-grid (V2G): significant challenges include standards harmonization, identifying use cases and business models, the complexity of V2G versus other DERs, competing jurisdictions and more. Working through these issues and enabling utilities, automakers, charging network operators and others to achieve the V2G promise is of keen interest.



The 3rd edition of the **V2G Business, Policy & Technology Forum**, April 30 – May 2, 2024 in San Diego will convene top industry players, working groups, utility professionals and others who are focused on the successful development and implementation of V2G in the United States. If V2G is important to the future of your organization, don't miss this opportunity to shape the direction of this key technology.

The conference theme is Engaging the Customer in the V2G Equation -- What are the motivations and key factors that would attract and sustain the involvement of all customer segments in a thriving V2G ecosystem? The event dives deeply into the V2G customer segments and use cases, including residential, fleet, commercial / workplace, school bus and the aggregators which help to manage the operational aspects of this domain. We dedicate a total of three hours to direct involvement in breakout working sessions to fully immerse the participants in each of the panel topics.

90-minute Plenary Sessions with multiple panelists will be held on each of the following topics:

- 1) Technology Platforms and Standards for Scaling V2G
- 2) Fleet and Workplace V2G
- 3) Hammering out the Business and Regulatory Case for V2G
- 4) How to introduce win-win-win value in Residential V2G
- 5) Results of the Southern California Edison V2G EPIC Project

Forum Audience:

- Executives at investor-owned, municipal, and rural utilities
- Automotive professionals interested in EV charging
- Grid operations engineers and planners
- EV program managers and fleet managers
- EV and EVSE manufacturers
- Battery manufacturers
- Charging network operators
- Regulatory and standards professionals
- Technology and software vendors

Host Utility:



Gold Sponsors:



Organized by:



Agenda

Tuesday, April 30, 2024

Overall Theme: V2G Education and Background

12:00 - 5:00 pm

Registration and Check-in

1:00 - 4:00 pm

Pre-Conference Workshop 1

Vehicle-to-Grid 101: Standardization and Communication Protocols -- Preparing a Road for V2G



- The hurdles to mass deployment of vehicle to grid in the North America electrical system
- The state of standardization of technologies and policies for V2G
- The key technology standardization activities and progress
- The challenges in implementing V2G in the emerging charging infrastructure
- How to participate in designing and building a V2G infrastructure in North America

1:00 - 1:45 pm

Session 1: Introduction to V2G and Challenges to Mass Deployment

1:45 - 2:30 pm

Session 2: Technical Standards for V2G and State of Standardization

2:30 - 2:45 pm

Coffee Break

2:45 - 3:30 pm

Session 3: The V2G Technology Standardization Challenge: Competing Charging Infrastructures

3:30 - 4:30 pm

Session 4: How to Contribute to Realizing the V2G Potential

4:30 - 5:00 pm

Discussion and Q&A

Workshop Facilitator:



James Mater

Co-Founder and Director of Strategy, Smart Grid

QualityLogic

[profile](#)

1:00 - 4:00 pm

Pre-Conference Workshop 2

Vehicle-to-Grid 101: Policy and Regulatory Landscape -- Rules of the Road to V2G

- The state of utility regulation, transportation sector regulations, and related policies that can support or challenge V2G projects
- Key ongoing V2G policy development activities and progress
- Building a comprehensive, consistent, and sustainable VGI and V2G policy landscape in the U.S.
- The challenges in implementing V2G within the emerging charging infrastructure priorities
- Utility rate design options and trends for V2G

- 1:00 - 1:45 pm Session 1: Introduction to VGI, V2G, and Challenges to Mass Deployment
1:45 - 2:30 pm Session 2: Utility Interconnection Rules, Procedures, and Best Practices
2:30 - 2:45 pm Coffee Break
2:45 - 3:15 pm Session 3: The V2G Business Model Challenge: Unlocking Fair V2G Compensation and Supporting Market Transition
3:15 - 4:00 pm Session 4: How to Contribute to Realizing the V2G Potential

[view detailed agenda](#)

Workshop Facilitator:



Zach Woogen
Senior Policy Manager
Vehicle-Grid Integration Council (VGIC)
[profile](#)

4:00 - 6:00 pm
Networking Drink Reception

Wednesday, May 1, 2024

Overall Theme: Engaging the Customer in the V2G Equation

What are the motivations and key factors that would attract and sustain the involvement of all customer segments in a thriving V2G ecosystem?

8:00 - 9:00 am
Morning Coffee

9:00 am - 9:30 am
Opening Keynote Address



Joel Levin
Executive Director
Plug In America
[profile](#)

9:30 am - 10:45 am
Scaling of V2G: Technology Platforms, Standards and Interoperability

- Progress towards standardization of V2G technology
- Progress towards interoperability (standards adoption, certifications and maturity)
- Progress on utility program development (tech infrastructure for managing V2G)
- Critical path challenges to getting to V2G



Moderator:

Danielle Weizman

Business Development Manager, Clean Transportation

San Diego Gas & Electric

[profile](#)



Timothy Zgonena

Principal Engineer, Distributed Energy Resources Equipment and Systems

UL

[profile](#)



Jordan Smith, P.E.

Consulting (Principal) Engineer, Grid Technology Innovation

Southern California Edison

[profile](#)



Andrew Price

Senior Business Development Manager

Clean Power Research

[profile](#)



Gordon Lum

Chief Technology Officer

Kitu Systems

[profile](#)

10:45 - 11:15 am

Networking Coffee Break

11:15 am - 12:30 pm

Fleet and Workplace Charging: What do fleet and workplace owners/operators think about V2G?

- Understand current thinking/plans for V2G among fleet/workplace owners and operators
- What is the potential value (to fleet/workplace owners/operators, utilities, ratepayers) of fleet/workplace V2G
- What do they need to accelerate their plans for adopting V2G technology and business?



Jacqueline Piero
US Head of Policy & Regulatory
The Mobility House
[profile](#)



Ralph Adams
V2X Lead & Director of Utility
Partnerships
BorgWarner
[profile](#)

Additional panelists TBA

12:30 - 1:30 pm

Lunch Break

1:30 - 3:00 pm

How to Introduce Win-Win-Win Value in Residential V2G

- What is the potential value of residential V2G?
- What are the critical elements that need to come together to make residential V2G attractive for customers, utilities, vendors and others?
- Progress on addressing the factors for residential V2G



Moderator:
Sarah Swickard
Vehicle Grid Integration Manager
PG&E
[profile](#)



Alissa Harrington
Automotive and Charging
Partnerships
WeaveGrid
[profile](#)



Alex Pawlowski
Sr. Regulatory Strategy Specialist
Product Strategy & Mobility
Kia
[profile](#)



Dan Fletcher
Founder and Head of Ecosystems
dcbel
[profile](#)

3:00 - 3:30 pm

Networking Coffee Break

3:30 - 5:00 pm

Roundtable Discussion Groups I: Attendee introductions and views on top challenges facing V2G -- Progress to date since first V2G Forum

5:00 - 7:00 pm

Networking Drink Reception

Thursday, May 2, 2024

8:00 - 9:00 am

Morning Coffee

9:00 am - 10:30 am

Hammering Out the Business and Regulatory Case for V2G

- Progress on developing policy and business cases for V2G
- Who is working on this issue
- What can be done at the national and state levels to accelerate development of policy and economic incentives for V2G?
- How do we address the compensation issue for various stakeholders?



Moderator:

Blake Heidenreich

Strategic Advisor
Transportation Electrification
Southern California Edison

[profile](#)



Stephen Lassiter

Public Policy Director

Sunrun

[profile](#)



Rima Oueid

Senior Commercialization
Executive, Office of Technology
Transitions

U.S. Department of Energy

[profile](#)



Steve Letendre, PhD

Senior Director of Regulatory
Affairs

Fermata Energy

[profile](#)



Zach Woogen

Senior Policy Manager

Vehicle-Grid Integration Council (VGIC)

[profile](#)

10:30 - 11:00 am

Networking Coffee Break

11:00 - 12:30 pm

Roundtable Discussion Groups II: Interest group discussions by topic: V2G national policy, V2G AC, Cyber Security, Utility Movement from Pilot to Deployment, etc.,

12:30 - 1:30 pm

Lunch Break

1:30 - 3:00 pm

Results of the Southern California Edison V2G EPIC Project

- V2G AC, Cyber Security, and Requirements Harmonization working group reports
- V2G EPIC project findings and recommendations



Jordan Smith, P.E.

Consulting (Principal) Engineer, Grid Technology Innovation

Southern California Edison

[profile](#)



John H. Holmes

Paratelic Systems

Sustainability Business Innovation

American Honda Company

[profile](#)



Sunil Chhaya, Ph.D.

Senior Technical Executive, EV-Energy System Integration

Electric Power Research Institute (EPRI)

[profile](#)



Dr. Glenn Skutt

Chief Technology Officer

Fermata Energy

[profile](#)

3:15 - 4:15 pm

Working Group Discussion: Making V2G Happen -- How do we do it?



"Great! Didn't think I could learn much more on the topic but the Forum was very enlightening."

- Joshua McDonald, Consulting Engineer, Southern California Edison

"Excellent conference. Gathering of so many diverse experts provided a clearer statement of problems and gaps but above

all focused on solutions. Great networking!"

- Bjoern Christensen, Managing Director, Next-Dimension Advisors

"Great attendance and mix of attendees"

- Russel Vare, Auto OEM Partnerships, Kaluza



"Excellent, outstanding! Relevant, focused and high-value"

- Ted Witham, PE, Eaton Corporation

"Very informative. The ability to talk to experts in the field as well as meet potential partner was the most valuable aspect"

- Shannon Anderson, Senior Planner, EV Infrastructure and V2X Strategy, Nissan North America

"Everything was well organized, ran smoothly, and was on time. Lots of great discussion"

- Sammy Nabahani, Solutions Engineer, WeaveGrid



"Really glad I attended -- good connections and ideas"

- Gregory Kresge, Senior Manager, Utility Engagement and Transportation Electrification, World Resources Institute

"Excellent. The wealth of experience present was terrific, breakout sessions helpful, and networking was essential"

- Brian Gregory, Compliance Leader, Emporia Energy

"A great conference to hear from industry-leading contributors and the advancement and needs of the V2G community. Additionally, a good networking space."

- Nathan Wang, Product UL Solutions

"Great to see people in person who are highly involved in V2G"

- Yukihiro Hatagishi, EV Electronics Lead / V2X OBC, Diamond Electric Mfg. Corporation

Past Participants Include

ABB E-Mobility
AIO Electric
Alliance for Automotive
Innovation
American Center for Mobility
Autel Energy
Automotive OEM
BC Hydro
BMW AG
BorgWarner Inc
California Air Resources Board
California Energy Commission
CALSTART
CHAdEMO NA
Chariot Energy
Chrysler Group LLC
Customized Energy Solutions
CybSecBCML
dcbel
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DER Security Corp
Derapi
Diamond Electric
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General MicroGrids
General Motors
GM Energy
Honda
Hoosier Energy
Idaho National Laboratory
IEEE
IEMS
Innovation Core SEI
Integrant Analytics Ltd
Interstate Renewable Energy
Council (IREC)
Kaluzza
Keysight Technologies
Kitu Systems
Landis+Gyr
Lucid Motors
Lumian Foundation
Mercedes-Benz R&D North
America
Michigan Energy Innovation
Business Council
National Grid
National Renewable Energy
Laboratory (NREL)
Next-Dimension
NineDot Energy
Nissan North America

Nuvve
Pacific Gas and Electric
Pacific Northwest National
Laboratory
Paratelic Ventures
Peninsula Clean Energy
PG&E
QCells
QualityLogic
Quanta Technology
Rhombus Energy
Rimot
S&P Global
Salt River Project
San Diego Gas & Electric
Siemens
SMA America
Smart Electric Power Alliance
SMUD
Southern California Edison
Stellantis
Sunnova
Sunrun
TeMix Inc.
Tesla
The Climate Center
The Mobility House
Toyota
U.S. Department of Energy
UL
University of Delaware
Utilidata
Vehicle-Grid Integration Council
WeaveGrid
WiTricity Corporation
World Resources Institute
Xcel Energy



Sponsorship Options

Platinum - \$6,000

- Recognition as official Lunch, Wi-Fi or lanyard sponsor (website, onsite signage and tent cards)
- Tabletop exhibit space
- 4 complimentary passes
- Top-level logo visibility on event website and in all marketing communications
- Top-level logo recognition throughout the conference, during breaks and session introductions
- Virtual Exhibits display page / booth (available for full year after close of Summit)
- Opportunity to help guide overall program
- White paper or executive interview published on event website
- Attendee list
- Special introductions and one-to-one meetings facilitated by SGO
- Corporate description with link on Sponsors page
- Post-conference communication with attendees

Gold - \$4,000

- Recognition as official Coffee Break sponsor (website, onsite signage and tent cards)
- Tabletop exhibit space
- 3 complimentary passes
- Attendee list
- Virtual Exhibits display page / booth (available for full year after close of Summit)
- Special introductions and one-to-one meetings, facilitated by SGO
- Logo visibility on event website and in all marketing communications
- Logo recognition throughout the conference, during breaks and session introductions
- Corporate description with link on "Sponsors" page
- Post-conference communication with attendees

Silver - \$3,000

- Tabletop exhibit space
- 2 complimentary passes
- Attendee list
- Virtual Exhibits display page / booth (available for full year after close of Summit)
- Prominent logo visibility on event website and in all marketing communications
- Prominent logo recognition throughout the conference, during breaks and session introductions
- Corporate description with link on "Sponsors" page

Bronze - \$2,000

- 1 complimentary pass
- Attendee list
- Virtual Exhibits display page / booth (available for full year after close of Summit)
- Prominent logo visibility on event website and in all marketing communications
- Prominent logo recognition throughout the conference, during breaks and session introductions
- Corporate description with link on "Sponsors" page

To arrange your participation, contact:

Daniel Coran, Program Manager, dcoran@smartgridobserver.com, +1-815-310-3343

Event Partners



Founded in late 2017, the [Alliance for Transportation Electrification](http://www.evtransportationalliance.org) is a nonprofit trade association uniting a broad coalition of utilities, manufacturers, electric vehicle supply equipment vendors, engineering firms and others to promote electric vehicles in state-level policy across North America. Visit www.evtransportationalliance.org



[Vehicle Grid Integration Council \(VGIC\)](http://www.vgicouncil.org) is a national 501(c)(6) membership-based advocacy group committed to advancing the role of electric vehicles and smart EV charging through policy development, education, outreach, and research. Visit www.vgicouncil.org



The Smart Electric Power Alliance (SEPA) is a nonprofit organization that envisions a carbon-free energy system that is safe, affordable, reliable, resilient and equitable. SEPA has a very specific role in the journey towards carbon-free. Our mission is to accelerate the electric power industry's transformation to a modern energy future through education, research, standards, and collaboration. Visit www.sepapower.org



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In collaboration with partners and communities, WRI's Electric School Bus Initiative aims to build unstoppable momentum toward an equitable transition of the entire U.S. school bus fleet to electric by 2030, bringing health, climate and economic benefits to children and families across the country and normalizing electric mobility for an entire generation. For more information on the Initiative, visit www.wri.org/initiatives/electric-school-bus-initiative



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The [SunSpec Alliance](http://www.sunspec.org) is a trade alliance of more than 170 solar and storage distributed energy industry participants, together pursuing information standards to enable "plug & play" system interoperability. SunSpec standards address operational aspects of solar PV power and energy storage plants on the smart grid -- including residential, commercial, and utility-scale systems. Visit www.sunspec.org



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Event Venue:

DoubleTree by Hilton San Diego Mission Valley

7450 Hazard Center Dr, San Diego, CA 92108

[>> Directions in Google Maps](#)



About the Organizer



[The Smart Grid Observer](#) is an online information portal and weekly e-newsletter serving the global smart energy industry. SGO hosts a number of conferences each year focused on issues of high relevance for the global clean energy industry. The goal is to foster information exchange and high-quality, one-to-one networking among industry professionals. Topics include EV charging infrastructure, grid modernization, V2G, cyber security, carbon capture and storage, EV battery innovation and more. For a list of upcoming and recent Forums, [click here](#)

Registration

Early Bird Main Conference, Standard Rate - Equipment and software providers, consultants, and services providers <i>Available until March 29, 2024 - \$995.00 thereafter. Access to sessions, lunches and networking coffee breaks on May 1-2, as well as presentation PDFs and attendee list</i>	\$895.00
Early Bird Main Conference – utilities, academic, government and non-profit organizations <i>Available until March 29, 2024 - \$895.00 thereafter. Access to sessions, lunches and networking coffee breaks on May 1-2, as well as presentation PDFs and attendee list</i>	\$795.00
Early Bird Conference plus workshop, Standard Rate - Equipment and software providers, consultants, and services providers <i>Available until March 29, 2024 - \$1,390.00 thereafter. Includes pre-conference workshop on April 30</i>	\$1,290.00
Early Bird Conference plus workshop – utilities, academic, government and non-profit organizations <i>Available until March 29, 2024 - \$1,290.00 thereafter. Note -- .org, .edu or .gov email address required for non-utility registrants</i>	\$1,190.00
Workshop only	\$495.00

Register securely online at www.v2gforum.com/register