



2023-2025 Strategic Plan

GOAL: THOUGHT LEADERSHIP

GridWise will expand its influence as a thought leader articulating the benefits of grid modernization

Our Strategies and 2023 Tactics:

1. Position GridWise as the leader in data collection, analysis, and distribution for grid modernization to inform policies and investments at the state and local level.
 - GMI Readiness Report
2. Act as a facilitator of successful grid modernization implementation
 - Policy Council meetings: provide perspectives on State and Local implementation of IJJA
 - Technology Council meetings: provide member case studies on technologies and partnerships which feed into GridWise Alliance working papers and technology portfolio
 - Collaborations with NASEO, NARUC, AASHTO, NASUCA, NGA
 - Reinvigorate the Grid Caucus
3. Build the reputation of the GridWise Alliance as the expert on strategies for grid modernization.
 - Technology Portfolio online
 - Published papers (Near Term investments in...)
 - FOUR GridWise Forum events
 - Communication strategy that includes video distribution and social media content
 - Increase our contact list of state, local, state officials for outreach
 - gridCONNEX
4. Lead development of policies and implementation strategies to meet longer term reliability, resilience and decarbonization goals

GOAL: GRID ECOSYSTEM COMMUNITY

GridWise will broaden its member community

Our Strategies and 2023 Tactics:

1. Expand GridWise membership into a representative community reflecting all segments of the grid ecosystem
 - Membership drive to recruit and retain a strong utility presence
 - Board Membership Committee: reviewing our membership structure and identify target members in each category
 - Develop a strategy for board presence industry events
2. Demonstrate the Relevance of the work GridWise conducts on behalf of its members and stakeholders
 - Publish and send Year in Review to all member companies



GOAL: STEWARDSHIP

GridWise will strengthen its foundation to ensure continued impact and influence

Our Strategies and 2023 Tactics:

(Fiduciary responsibility of the board – board committees to build out tactics)

1. Diversify revenue streams for the GridWise Alliance
 - Seek out grants and build the ability to write grant applications
 - Develop strategy for sponsorship / advertisement on website and for products
2. Build a reserve fund
3. Build and retain a GridWise Alliance team with the knowledge, connections, and experience to represent the GridWise mission to all levels of government and the public
 - Ensure the bylaws & policies/procedures provide clarity on process for search for CEO leadership