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Smart Grid Consumer Collaborative Grows to 70 Members

Membership up 40 percent since January with balanced growth among utilities, consumer advocates, regulators, vendors, and researchers

ATLANTA - September 8, 2011 - The Smart Grid Consumer Collaborative (SGCC), an independent non-profit group specializing in research and education on consumer engagement for the smart grid era, now has 70 members, an increase of 40 percent since January 2011, when it had fifty.

“We’ve gained a balanced representation of members from for-profit and nonprofit sectors,” said Patty Durand, SGCC executive director. “One of the things that makes SGCC unique is that we embrace all stakeholders, including consumers.” The SGCC gained roughly the same number of research, consumer advocacy, environmental, professional non-profits, and local and federal organizational members as they did technology vendors and utilities.

New members include Aclara, American Council for an Energy-Efficient Economy, Arizona Public Service Commission, Bonneville Power Administration, DTE Energy, Efficiency 2.0, Electric Power Research Institute, Energy Hub, ENMAX, Georgia Institute of Technology, iControl Networks, Kansas City Power and Light, Landis+Gyr, Market Strategies International, Michigan Public Service Commission, North Carolina Department of Commerce Energy Division, Office of the Ohio Consumers Counsel, Office of the People’s Counsel for the District of Columbia, Ohio Partners for Affordable Energy, Oracle, Pacific Northwest National Laboratory, PEPCO Holdings, Southwest Research Institute, Tech America, Tendril, and Vermont Institute for Energy & Environment.

SGCC members pool resources to fund research needed to shape consumer friendly, modernized 21st century power systems across America. Three new primary research efforts in the next six months will provide unprecedented analysis of consumer behavioral segments and delve into the overt and hidden messages in consumer communications to date.

About the Smart Grid Consumer Collaborative (SGCC)

The SGCC is a consumer focused nonprofit organization aiming to promote the understanding and benefits of modernized electrical systems among all stakeholders in the United States. Membership is open to all consumer and environmental advocates, technology vendors, research scientists, and electric utilities for sharing in research, best practices, and collaborative efforts of the group. Join @ www.smartgridcc.org.

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