



SmartGrid
consumer
collaborative

2016

MEMBERS MEETING & Interactive Workshop

Chicago, Illinois

September 21–22, 2016

**Establishing a Game Plan:
Exploring SGCC's Strategy**

Presenters



Patty Durand

President & CEO

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Tim Wolf

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Itron



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Director, Innovation
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Mark Brown

Senior Customer
Programs Officer

Fayetteville Public
Works Commission

Mission

To serve as a trusted source of information for industry stakeholders seeking a broad understanding of consumers' views about grid modernization, electricity delivery, and energy usage, and for consumers seeking an understanding of the value and experience of a modern grid.



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Vision

Most consumers have a broad understanding about the benefits of a modern grid, and engaged consumers are informed and have a positive experience with energy technology.



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Objectives	Goals
<p>Provide meaningful content and programs across each stage of grid modernization</p>	<ol style="list-style-type: none"> 1. Research, educate and support utilities and industry stakeholders involved in AMI deployment 2. Determine how to and then serve advanced grid (post AMI or non AMI) utilities and industry stakeholders 3. Repurpose existing research and materials to support underserved markets, including MUNI's and Co-ops via NRECA and APPA; retail energy providers; and trusted consumer advocates
<p>Provide leadership and be a trusted source nationally</p>	<ol style="list-style-type: none"> 1. Provide value to industry stakeholders by contributing meaningful content to energy trade media 2. Plan and execute a national media campaign to educate consumers about the experience of the smart grid 3. Monitor and provide thought leadership about targeted areas where there is movement in the smart energy industry including smart cities, gas & water utilities, areas adopting solar/wind (DER), e.g. NY, CA, IL
<p>Ensure SGCC can deliver on its mission, priorities and goals</p>	<ol style="list-style-type: none"> 1. Grow SGCC membership 2. Seek sponsorships to support in person conferences and program projects 3. Manage finances for a healthy and financially sound organization that supports the strategic plan 4. Ensure Board involvement and engagement