

PRESS RELEASE



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Comverge, Southern California Edison win SGCC CLEAR Awards

Organizations serve as role models in development of smart grid consumer education programs

San Diego, Calif. – January 30, 2013 – The Smart Grid Consumer Collaborative (SGCC) recognized organizations Comverge and Southern California Edison (SCE) each with a CLEAR Award on Monday, January 28, for their excellence in customer outreach. The awards recognize one utility and one non-utility, respectively, who serve as role models within SGCC and the industry, and in the development and implementation of consumer education programs.

“Educating consumers is key to successful implementation of smart grid,” said SGCC Executive Director Patty Durand. “SGCC members are doing excellent work, as are non-SGCC members; we want to recognize them for what they have accomplished.”

The selections were based on the following five behaviors and how the organizations made smart grid **CLEAR** to consumers:

Consumers first: Organization has demonstrated a true, consumer-centric approach in the development and implementation of consumer education and awareness programs;

Leadership: Organization has exhibited initiative in the area of consumer education and is recognized as a consumer advocate and thought leader in the industry;

Excellence: Organization has demonstrated innovation and imagination in the creation of consumer-facing initiatives and programs;

Authenticity: Organization has demonstrated a high level of integrity in engaging with consumers and other key stakeholders in the industry; and

Results: Organization has been able to demonstrate, in a quantifiable way, a direct impact on consumer awareness and behavior.

Comverge delivers a comprehensive suite of intelligent energy management solutions that enable utilities, grid operators, and commercial and industrial organizations to optimize their energy usage in order to reduce costs, meet regulatory requirements, and support sustainability initiatives. With 30 years of experience helping customers implement innovative demand-side management programs, Comverge has deployed more than five and a half million energy management devices, recruited more than one million residential customers into mass market demand response programs, had 75 million utility customer interactions and served thousands of commercial and industrial customers.

“Customer engagement and education programs can not only help increase energy efficiency, but also lead to increased participation in proven, long-term load management and conservation programs,” said R. Blake Young, CEO and President of Converge. “We’re honored to be recognized by the SGCC for our efforts in providing solutions that help utilities reduce base load by educating and inspiring residential customers to become more energy aware.”

Southern California Edison began installing smart meters in 2009, and followed that by introducing smart-meter enabled programs and services in 2010. Today, close to 5 million customers now have access to a suite of new tools enabled by the Edison SmartConnect program and customers are adopting these services in record numbers. By providing customers with the tools needed to reduce their electricity usage, SCE is targeting a reduction in peak load of 1,000 Megawatts and in greenhouse gases of 365,000 tons per year, which equates to removing about 79,000 vehicles from the road. As a result of the Edison SmartConnect, SCE already has seen reduced residential energy consumption, improved customer experience and increased operational efficiency.

“Southern California Edison has implemented the Edison SmartConnect program in a way that focuses on educating and increasing awareness among our customers about the benefits of adopting smart meter-enabled tools and programs,” said Larry Oliva, SCE director of Tariff Programs and Services. “Today, close to 15 million customers in our service territory have access to and are signing up for smart meter-enabled programs and services, which are further empowering them to become better managers of their electricity usage, as well as save energy and money.”

About Smart Grid Consumer Collaborative

Smart Grid Consumer Collaborative (SGCC), is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly, consumer-safe and consumer-approved smart grid. Membership is open to advocacy groups, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education.

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