

## MEDIA ADVISORY



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### **SGCC Releases Its Sixth Smart Grid Customer Engagement Success Story** *The success story spotlights Florida Power and Light Company*

**ATLANTA, Dec. 8, 2014** – With more than 4.6 million smart meters and 11,500 additional intelligent devices installed with an \$800 million grid modernization program, financed in part by a grant from the U.S. Department of Energy, Florida Power and Light Company (FPL) has recently completed one of the largest and most comprehensive smart grid rollouts in the U.S., according to a [case study](#) issued by the [Smart Grid Consumer Collaborative \(SGCC\)](#).

In SGCC's [Customer Engagement Success Stories report](#), FPL is the sixth utility case study documented to illustrate how a thoughtful multipronged approach to communicating and educating customers, employees and other stakeholder groups on the benefits of a smarter grid can help accelerate smart grid adoption.

“Successful smart grid deployment by utilities are accomplished when certain steps are taken to integrate education and engagement into customer-facing smart grid efforts,” said Executive Director Patty Durand. “When a consumer feels empowered and educated around the overall benefits of the smart grid, then that enables them to manage their energy usage to meet their needs and their lifestyles.

[The Success Stories report](#) also features the strategies and components behind the efforts of CenterPoint Energy, Oklahoma Gas & Electric, San Diego Gas & Electric, Southern California Edison and Gulf Power to reach and successfully engage customers with the benefits of the smart grid, smart meters, demand response programs and technologies for home energy management.

To read and download the FPL case study, visit: [www.smartgridcc.org](http://www.smartgridcc.org).

#### **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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