

## MEDIA ADVISORY



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### **SGCC Executive Director to Share Smart Grid Consumer Insights at NARUC 2015 Summer Committee Meeting**

**ATLANTA – July 13, 2015** – Today, the Smart Grid Consumer Collaborative (SGCC) announces that Executive Director Patty Durand will present the latest findings from SGCC's [Consumer Pulse Wave 5 and Market Segmentation study](#) at the National Association of Regulatory Utility Commissioners (NARUC) 2015 Summer Committee Meeting.

“Participation in the [NARUC 2015 Summer Committee Meeting](#) demonstrates SGCC’s commitment as a thought leader in the smart grid consumer space and how we are working to engage industry stakeholders around what consumers want from their electricity utility, in order to advance a consumer-safe, consumer-friendly smart grid,” explains Patty Durand, SGCC’s executive director.

Durand will participate on a panel titled, “Real data about customer wants and needs.” Her presentation will provide an overview of the *Consumer Pulse* survey’s new segmentation framework designed to help smart grid stakeholders better understand U.S. consumers according to their values and attitudes about energy.

**WHAT:** Panel: “Real data about customer wants and needs”

**WHEN:** 4 p.m., Monday, July 13, 2015

**WHERE:** New York Marriott Marquis Hotel in New York City

For more information about the NARUC 2015 Summer Meeting and to download a free summary of the *Consumer Pulse Wave 5* study, please 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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