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## **Media Advisory**

**Case Study Series Adds Stories About Modern Advancements in Energy Infrastructure**  
*Through data-based programs, three utility leaders are helping customers conserve energy, reduce their carbon footprint and save money, too.*

As part of SGCC’s ongoing efforts to promote advances being made in the U.S. energy utility marketplace, three new case studies of CPS Energy, SnoPUD and WeatherBug Home & CenterPoint Energy have been published. Created by the Smart Grid Consumer Collaborative, the studies spotlight how Smart Meter / Smart Grid deployments by these utilities have engaged and enabled consumers to match the energy they use with their needs and lifestyles.

“These are great examples of how data is being used to benefit the customer,” said President and CEO of SGCC, Patty Durand.

**CPS Energy** is helping customers increase their energy efficiency through their “My Thermostat Rewards Program.” Participants agree to allow CPS Energy make adjustments to their thermostats during “Conservation Events” in exchange for a free Honeywell Programmable Thermostat installed (\$300 value) or a one-time \$85 bill credit if they opt to install their own unit.

**CenterPoint Energy, working with WeatherBug Home’s BYOT Program**, offers its customers two free services. They are fine tuning homeowners thermostat schedule every morning based on a 24 hour weather forecast equating to an average annual savings of \$100 per customer. They are also providing homeowners with a monthly report assessing their home HVAC system with targeted tips to make energy saving improvements.

**The Snohomish County Public Utility District (SnoPUD)** has installed more than 5 MW of clean renewable power since 2009. Through their Solar Express Program, customers looking to install grid connected PV panels on their property receive financial incentives and support.

In every case, the engagement strategies employed by the utilities have enabled customers to reduce their electricity bills or use more renewable energy in ways that fit their lifestyle and personal interests.

To learn more, visit [SGCC’s Smart Grid Customer Engagement Case Studies Library](#) and please join us at our [Fall Conference & Interactive Workshop September 21 and 22 in Chicago](#).