

A LETTER TO THE PRESIDENT OF THE UNITED STATES

March 22, 2012

President Barack Obama
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Mr. President:

Nearly two years ago, a broad-based coalition of over 45 companies and organizations issued an open letter calling on policy makers to “adopt the goal of giving every household and business access to timely, useful and actionable information on their energy use.” We have since worked together with the Administration on ways to further the goal of giving consumers more tools to monitor and manage their energy use.

In June 2011, the Administration released “A Policy Framework for the 21st Century Grid: Enabling Our Secure Energy Future.” The Framework included the recommendation that, “Building on recent efforts, state policymakers and regulators should continue to consider how to develop policies and strategies to ensure that consumers receive timely access to, and have control over, machine-readable information about their energy consumption in a standard format.”

In keeping with this spirit of customer enablement, the “Green Button” has emerged as a critical step to “unleash the forces of innovation in homes and businesses.”

The Green Button is a clear manifestation of the vision outlined in our 2010 letter and the subsequent Policy Framework, providing consumers with an easy way to gain access to their energy information in a form that can easily be shared with trust partners and applications. The solution offered by the Green Button is timely, and puts the power to decide into the hands of consumers. We believe that future steps will include other important information, such as price and generation source information. The approach of the Green Button addresses many of the critical privacy questions by giving the consumer direct control over how their data is shared, consistent with the federal framework on privacy.

We applaud the vision of the Administration for pushing this initiative forward. But, more importantly, we applaud those utilities that have stepped up to this challenge and implemented the Green Button for their consumers. This has already led to new applications for consumers that enable power management and greater access to renewable solar installations. The more utilities that sign on to provide the Green Button, the more we expect to see innovation, energy savings, and benefits for consumers.

Respectfully,

Alliance to Save Energy
The American Council for an Energy-Efficient Economy (ACEEE)
BT
The Climate Group
Demand Response and Smart Grid Coalition (DRSG)
Digital Energy & Sustainability Solutions Campaign (DESSC)
Energy Future Coalition
EnergyHub
EnerNOC, Inc.
Environmental Defense Fund
GE Energy
Google Inc.
Green Electronics Council
Hewlett Packard
Intel
Itron
The Information Technology Industry Council (ITI)
Johnson Controls, Inc.
Kleiner Perkins Caufield & Byers
Opto 22
Panasonic Corporation of North America
Schneider Electric
Telecommunications Industry Association (TIA)
Tendril
U.S. Green Building Council
VantagePoint Capital Partners
Verizon

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