



## **MISSION:**

To transform the electric grid to achieve a sustainable energy future.

## **GOALS:**

### **Aggregate**

- Achieve optimal representation in the membership from across the entire electricity value chain.
- Maintain a membership size and dues structure that will provide adequate diversity to fulfill the mission and goals of the organization.

### **Collaborate**

- Ensure active member participation through WGs, urgent action teams, and other collaborative modes.
- Strengthen and support the relationship with other stakeholders including key state and federal policymakers.
- Cultivate broad outreach and continued collaboration with complementary organizations in the U.S. and abroad.

### **Educate**

- Provide compelling collateral materials on various areas of smart grid including original research.
- Establish and maintain the Alliance's leadership position as a resource on smart grid through communications and other related efforts.
- Develop smart grid evaluation criteria for legislators, regulators and media.

### **Policy**

- Influence national vision for smart grid through the advocacy of well-reasoned smart grid policies at the federal, state, and local levels.
- Influence agency interpretation of smart grid policies.