

# THE EEI EDGE: GETTING HANDS-ON WITH TECHNOLOGY

The Edison Electric Institute represents investor-owned utilities that provide power to more than 220 million Americans. That means their policy interests extend far beyond Congress.

The External Affairs Team monitors energy regulations at every level of government, tracks bills in every state and even engages on local issues. The team might track 500 pieces of legislation and 100 regulatory actions across 40 states in a single year. They operate a full-service public affairs shop internally just to help their members advocate.

“I don’t really care where the challenges to my member companies arise,” said Brad Viator, executive director of external affairs. “It can be in the state legislature. It can be at a local city council meeting. It can be at a public regulatory commission. It can be in the U.S. Congress. They’re all threats that have impact on my customers’ ability to do business.”

## The Single-Platform Goal

To get it all done, EEI invests a great deal—both time and money—in advocacy technology, going so far as to beta test features and help software companies shape their products. EEI had that relationship with both Phone2Action, which it uses for digital advocacy, and GovPredict, which it uses for legislative tracking.

Yet working on multiple platforms is inefficient. “I operate in an environment where, at any given moment, I might be utilizing four or five different tools,” Viator said.

So when Phone2Action acquired GovPredict and announced plans to create a single, end-to-end system with best-in-class features, Viator saw the vision immediately.

“With this merger, I think we’ll really start to see that functionality come together,” he said. “This is the beginning of the consolidation that’s necessary in this space for people like me to be successful.”

**Find out how advanced advocacy tools can drive engagement at your organization.**

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