



# ORA

*Office of Ratepayer Advocates  
California Public Utilities Commission*

505 Van Ness Avenue  
San Francisco, California 94102  
Tel: 415-703-2381  
Fax: 415-703-2057

**JOSEPH P. COMO**  
Acting Director

<http://ora.ca.gov>

April 16, 2015

Honorable Lois Wolk  
California State Senate  
State Capitol, Room 5114  
Sacramento, CA 95814

**RE: SB 765 (Wolk) Support**

Dear Senator Wolk:

The Office of Ratepayer Advocates (ORA) is the independent consumer advocate within the California Public Utilities Commission (CPUC). ORA's statutory mandate is to obtain the lowest possible rates for utility services consistent with reliable and safe service levels. ORA also advocates for customer and environmental protections in connection with utility service.

ORA supports your SB 765, as amended on April 6, 2015, to promote energy efficiency market transformation. SB 765 would advance California's commitments to increase energy efficiency, help customers lower their bills, and avoid costly build-out of fossil fueled infrastructure. SB 765 would allow the CPUC to select a California Market Transformation Administrator, independent from utility administrators, to implement market transformation initiatives to achieve comprehensive, long-term, and cost-effective energy savings.

Currently, ratepayers fund more than \$1 billion annually to support utilities' energy efficiency resource acquisition programs such as appliance rebates. While these programs provide predictable energy efficiency savings, they are not necessarily designed to facilitate long-term transformation in consumer and business behavior to reduce energy demand. Your bill would provide much needed legislative guidance to make market transformation a policy priority, and require that efforts be coordinated across demand-side energy management programs at the CPUC.

We look forward to working with you on ensuring that California energy efficiency programs deliver market transformation and measurable long-term savings to ratepayers.

If you have any questions or would like to discuss this matter further, please call ORA's Legislative Advisor, Rebecca Lee at (916) 327-1407 or me at (415) 703-2381.

Respectfully,

Joseph P. Como, Acting Director  
Office of Ratepayer Advocates