



November 13, 2017

Via Electronic Mail

Customer Choice Program Team

customerchoice@cpuc.ca.gov

California Public Utility Commission | California Customer Choice Project

505 Van Ness Avenue

San Francisco, California 94102

Re: California Customer Choice Project

To Whom It May Concern:

Enclosed please find the comments of the American Coalition of Competitive Energy Suppliers ("ACCES") in response to the request for comment following the October 31, 2017 informal public workshop, An Evaluation of Regulatory Framework Options for an Evolving Electric Market.

Thank you in advance for your time and consideration. Please do not hesitate to contact our office with any questions or concerns.

Very truly yours,

A handwritten signature in black ink that reads "Suzanne Graziano-Publicover".

Suzanne Graziano-Publicover

Regulatory Consultant

American Coalition of Competitive Energy Suppliers

Enclosure

cc: ACCES members (via email)



**BEFORE THE
CALIFORNIA PUBLIC UTILITY COMMISSION
California Customer Choice:
An Evaluation of Regulatory Framework Options for an Evolving Electric Market**

The American Coalition of Competitive Energy Suppliers (“ACCES”) appreciates the opportunity to provide comments, following the October 31, 2017 informal public workshop, An Evaluation of Regulatory Framework Options for an Evolving Electric Market.

ACCES is a group of competitive electricity and natural gas suppliers committed to helping consumers better understand and take advantage of the benefits of choice and competition in the energy industry. As an organization, ACCES is focused solely on developing and delivering consumer education resources, in partnership with public service commissions, consumer advocates, utilities, and other suppliers. Our members are active in 18 states and serve over 2.4 million customers, including here in California. Our members are committed to consumer education in every competitive market in the country. ACCES’s efforts do not include advocacy, sales, or marketing activities.

The comments below respond to the list of questions issued with the notice of October 31, 2017 informal public workshop, An Evaluation of Regulatory Framework Options for an Evolving Electric Market, provide suggestions on consumer education around retail choice, offer ACCES’ resources and tools on the topic of introducing a comprehensive consumer education campaign should California decide to expand the state’s retail choice market.

Expanded access to energy choice could provide California residents and businesses the opportunity to identify and select the products and services that best meets their energy needs to power, heat and cool their homes, apartments and businesses. Consumers may gain access to benefits that matter to them, including the security that comes with a fixed-rate product, the ethical value of a renewable energy offer, or the additional benefits



that can be provided by an innovative competitive supplier, such as a home-warranty service or technology products like a smart thermostat.

ACCES strongly supports the guiding principles of the development of a choice market consisting of affordability, reliability, and the ability of retail energy to meet California's environmental goals. ACCES monitors the activity and emerging trends across all active choice markets, and recognizes that ensuring consumer protection, while also offering a valuable product are key to the evolution of a robust California marketplace.

Consumer Education Crucial to the Development of a Choice Market

Ultimately, an educated consumer base which understands the full range of energy choices available and can make informed decisions on their own behalf is vital to strengthening the overall energy market.

For its part, ACCES could assist in the development of additional educational materials, to make available not only to consumers directly on our website, but also available free of charge for use by the CPUC, the California Energy Commission, Office of Attorney General, Office of Consumer Affairs, and other approved agencies or organizations.

In the event the Commission allows further retail competition, ACCES pledges to work with the CPUC and offer its full range of educational materials to the CPUC to help ensure that consumers are aware of changes to their billing format and understand the terms of their service agreements, guaranteeing they are informed customers. We are pleased to offer the Commission full access to, and use of, all of our content, resources, and tools are available at no charge with or without the ACCES branding. ACCES prides itself in offering competitively neutral educational materials. We will work with Staff to tailor the resources and content to fit the specific needs of the California market, in all stages of development.



Conclusion

ACCES strongly believes that robust consumer education is vital to the long-term success of the marketplace. We look forward to continuing this discussion with interested parties regarding advancing energy choice in California for the benefit of all consumers. Please do not hesitate to contact us with any questions or concerns regarding our comments.

November 13, 2017

Respectfully submitted,

A handwritten signature in black ink that reads "Suzanne Graziano-Publicover".

Suzanne Graziano-Publicover
Regulatory Consultant
American Coalition of Competitive Energy Suppliers
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