



James “Jamie” Fine works to reduce the impacts of energy systems used to power buildings, transport and service people, and produce and move goods. His areas of research and advocacy include design and implementation of market-based policy and optimizing the environmental and rate payer benefits of smart grid investments. Most recently, Dr. Fine has participated in CPUC proceedings and working groups related to residential rate reforms, electric vehicle integration and distributed resources planning. As well, working with researchers at Temple, Harvard, Columbia and elsewhere he has curated EDF-sponsored research into how choice architectures and decision-modes influence Californians’ reactions to changing electricity pricing plans.