



CALIFORNIA ALLIANCE FOR COMPETITIVE ENERGY SOLUTIONS
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SURVEY SHOWS MAJORITY OF CALIFORNIANS WANT ENERGY CHOICE

Direct Access efforts of California Public Utilities Commission in line with consumers

Sacramento – A survey of California voters conducted earlier this year shows consumers support the ongoing efforts of the California Public Utilities Commission (CPUC) to re-establish electricity choice for energy buyers, the California Alliance for Competitive Energy Solutions (CACES) said today.

In a survey commissioned by CACES earlier this year, 90 percent of respondents supported the ability to choose energy providers. The overwhelming majority of those surveyed feel they'll benefit when energy companies have to compete for their business.

In addition, the survey results illustrated that environmental concerns have overtaken the cost of energy for some buyers, as 57 percent said they would choose environmentally responsible sources of energy versus 38 percent who would choose based on price alone. Rate stability and the potential for state economic benefits were also identified by respondents as important byproducts of a competitive energy market.

“California, the United States, and the world are facing a new reality when it comes to global energy costs and the impact on our climate of unfettered energy usage,” said Bill Dombrowski, President CEO of the California Retailers Association said. “California has often led the country in new trends, and the CPUC’s work toward re-introducing energy choice is putting the state in a leadership position in addressing climate change, building the California economy, and empowering consumers to do what’s best for their families’ energy needs.”

Beginning in 2007, the CPUC began proceedings to re-evaluate Direct Access in the state. This includes a fully scoped proceeding that encompasses three phases to address and evaluate all aspects to reopening direct access.

Other survey findings include:

- 66 percent agree that *Competitive rates for electricity will help stimulate the California economy*
- 71 percent agree that *Having power companies compete will help meet the growing need for power in California*
- 84 percent had a positive reaction to the ability to sign long-term, fixed-rate contracts and obtain stable prices versus what many have reported as “dramatic and unexpected” changes in their monthly utility bills
- 78 percent agree that energy competition may lead to the development of new energy technology, as was seen with the increase in new communication technology following deregulation of the telephone industry

About CACES

The California Alliance for Competitive Energy Solutions (CACES) is a coalition reaching out to Californians to show how access to electric energy options benefits people, businesses and enterprise while encouraging innovation in electricity production, supply and delivery. The CACES coalition includes a wide range of public and private entities, both small and large businesses, K-12 schools, universities, local governments, retailers, restaurants, manufacturing, health systems and electricity suppliers. Visit www.ca-aces.org

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