



Dorothy Rothrock
Vice President, Government Relations

DOCKET

11-AAER-1

DATE Sept 29 2011

RECD. Sept 29 2011

September 29, 2011

California Energy Commission
Dockets Office, MS-4
1516 Ninth Street
Sacramento, CA 95814-5512

RE: **DOCKET NO. 11 – AAER-1**
2009 RULEMAKING PROCEEDING ON APPLIANCE EFFICIENCY
REGULATIONS – PHASE II

Dear Commissioners:

The California Manufacturers & Technology Association files these comments for the above-captioned proceeding with regard to appliance efficiency standards that may be considered for many consumer and commercial products made or used by CMTA members.

The state has an interest in promoting the efficient use of energy to limit costs on consumers and impacts on the environment. However, a regulatory standard for minimum energy efficiency for a particular appliance or consumer electronics product may not be the optimum way to achieve energy savings while meeting other consumer goals.

We urge the Commission to answer the following questions as it determines whether to proceed with a regulatory proceeding on the products listed in the Notice of Scoping Workshop.

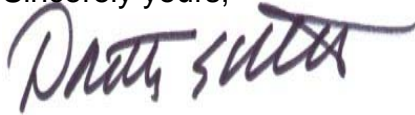
1. Have projections of energy savings fully accounted for the prospective impact of existing programs and initiatives, including ENERGY STAR and industry initiatives?
2. Would a state standard be duplicative, inconsistent or federally preempted?
3. Are some products rapidly evolving and turning over in the market and therefore regulations could stifle innovation and harm consumers?
4. Is the data being relied upon to determine the need for regulation up to date, and are appropriate industry standards being used to measure energy use?

The Commission should allow innovation and consumer demand and preferences drive energy efficiency improvements wherever possible. Such an approach is particularly

important when consumer behavior could intentionally or accidentally negate a product feature designed to save energy but instead disturbs the consumer experience. The Commission should only impose appliance standards as a last resort, where significant energy savings could be achieved only through a regulatory standard that does not unduly raise costs or otherwise reduce value for the consumer.

Thank you for considering our views as you finalize the scope of the 2011 proceeding for appliance efficiency standards.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Dorothy Rothrock", with a stylized flourish at the end.

Dorothy Rothrock