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VIA ELECTRONIC POSTING
Comment List: 2013-sp-update-ws

Mr. David Mallory
California Air Resources Board
1001 I Street,
Sacramento, CA 95814

Subject: Importance of User-Centered Technology Innovations to Achieve Long-Term GHG Reductions

PARC appreciates the opportunity to comment on the development of the first update to the *AB 32 Scoping Plan*. PARC is well known for its 40 years of contributions as a technology leader in Silicon Valley and its foundational contributions to the computer revolution, including invention of the personal computer, graphical user interface, Ethernet, and the laser printer.

Today PARC is making investments to drive a similar transformational leap in the energy sector; leading to greenhouse gas (GHG) reductions throughout the entire California economy. To be similarly transformational, however, energy technologies must be based on a deep understanding of end user needs, preferences, and motivations, with the right balance between user inputs and automation. These tenants are integral to PARC's current portfolio of technology developments spanning affordable and efficient renewable energy sources, safe and practical electric vehicles, and energy management systems that balance the economic benefits of electricity usage with its broader costs and impacts.

We believe that it is critical that the development and implementation of next generation energy systems must be based on a model of customization, so that different communities and individuals can strike the appropriate balance across GHG reduction, economic growth, resource utilization, and environmental justice goals.

PARC's impact in computing resulted from this very combination of user-centered technology development with emphasis on adaptability and user customization. Key to PARC's success in these developments were:

1) Application of social sciences to understand how people use and adopt new technologies
2) Multi-disciplinary teams of world-class researchers spanning both physical and information sciences to deliver high impact technologies
3) Strong focus on business models and partnerships to effectively commercialize new technologies

As an institution that is focused on wide commercial deployment of transformational technologies, PARC urges CARB to consider ways to strengthen and promote GHG reduction policies, including expenditures of Cap and Trade Auction Proceeds, so that these three key elements are utilized to maximize the benefits of AB 32 for all Californians. Investing Cap and Trade Auction proceeds in such Research, Development and Deployment of transformational technologies can pay huge dividends over the timeframes sought by AB 32. The Scoping Plan update should provide a strong signal that California is committed to investing in these transformational technologies, and enable institutions that combine technical, social, and commercial capabilities to contribute their full talents towards our common goals.

PARC applauds California's vision and leadership in addressing the GHG challenge, and we look forward to partnering with CARB to contribute our scientific, social, and business skills to help make clean, affordable, and easy-to-use energy technologies available to everyone.

Respectfully submitted,

Steve Hoover, CEO
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