



**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

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Order Instituting Rulemaking to Examine the)
Commission's Post-2008 Energy Efficiency Policies,)
Programs, Evaluation, Measurement, and) Rulemaking 09-11-014
Verification, and Related Issues) (Filed November 20, 2009)
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MOTION OF SIMPLE ENERGY, INC. REQUESTING PARTY STATUS

Justin Segall
Founder and Executive Vice President
SIMPLE ENERGY, INC.
1731 15th Street, Suite 200
Boulder, CO 80302
Telephone: (303) 800-5465
Email: Justin@SimpleEnergy.com

Dated: April 9, 2012

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In accordance with Rule 1.4 of the Commission’s Rules of Practice and Procedure, Simple Energy, Inc. (“Simple Energy”) respectfully submits this Motion for Party Status in Rulemaking R.09-11-014. Attached to this motion are Simple Energy’s opening comments to Administrative Law Judge Farrar’s Proposed Decision on Providing Guidance on 2013-2014 Energy Efficiency Portfolios and 2012 Marketing, Education, and Outreach issued on March 20, 2012.

Simple Energy is a company focused on assisting consumers become more energy efficient. Simple Energy has developed a software platform that incentivizes consumers to become more energy aware and efficient by allowing consumers to compare energy consumption against friends and neighbors and compete for virtual and real world prizes. As this proceeding establishes rules regarding the investor owned utilities (“IOUs”) energy efficiency programs for 2013-2014 and develops requirements for the IOUs’ behavioral programs, it implicates the business and policy interests of Simple Energy. Simple Energy’s entrance into this proceeding should not prejudice any party nor delay the schedule or broaden the scope of the proceeding. For these reasons, Simple Energy respectfully requests that the Commission grant this Motion for Party Status.

Services of notices, orders, and other communications and correspondence in this proceeding should be directed to Simple Energy at the address and email address below.

Respectfully submitted this 9th day of April, 2012,

/s/ Justin Segall

Justin Segall
Founder and Executive Vice President
SIMPLE ENERGY, INC.
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Boulder, CO 80302
Telephone: (303) 800-5465
Email: Justin@SimpleEnergy.com