



**FILED**

11-10-11

08:17 AM

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

Order Instituting Rulemaking to Examine the  
Commission's Post-2008 Energy Efficiency Policies,  
Programs, Evaluation, Measurement, and Verification, and  
Related Issues.

R. 09-11-014  
(November 20, 2009)

**MOTION OF  
STAPLES MARKETING COMMUNICATIONS  
FOR PARTY STATUS**

November 9, 2011

Jim Staples  
Staples Marketing Communications  
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STAPLES MARKETING COMMUNICATIONS  
FOR PARTY STATUS**

Pursuant to Rules 11.1 and 1.4 of the Rules of Practice and Procedure of the Public Utilities Commission of the State of California ("Commission"), Staples Marketing Communications, Inc. (SMC) hereby requests that it be allowed to intervene and become a party in the above-captioned proceeding.

SMC is a full-service marketing and outreach agency serving utility and municipal clients in California and states outside California. In particular, SMC specializes in marketing and outreach for energy efficiency and green programs. Most relevant to this proceeding, SMC provided the Spanish-language component of the Flex Your Power program between 2003 and 2009.

As established in the Order Instituting Rulemaking ("OIR"), "the purpose of this rulemaking is to consider the Commission's Post-2008 Energy Efficiency Policies, Programs, Evaluation, Measurement, and Verification regarding the Statewide Marketing, Education & Outreach Program."

SMC wishes to participate in this proceeding for the purpose of offering our insights based on our experience with the Statewide Marketing, Education & Outreach Program prior to 2010.

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Dated: November 9, 2011

Respectfully submitted,

A handwritten signature in black ink that reads "Jim Staples". The signature is written in a cursive style with a large, sweeping initial "J".

Jim Staples  
President, Staples Marketing Communications  
[staples@staplesmarketing.com](mailto:staples@staplesmarketing.com)