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Sent: 12/22/2010 9:42:37 AM

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Cc: Jared Asch (jared@efficiencyfirst.org)

Bcc:

Subject: Request for addition to service list: Proceeding R. 09-11-014

Dear member parties to the CPUC Current Energy Efficiency Proceeding R. 09-11-014,

On behalf of 287 contractors employing over 4,000 workers in California, Efficiency First would like to be more involved in California energy efficiency policy making with the CPUC. We respectfully request your approval for Efficiency First to participate as a party to the Proceeding R. 09-11-014. Attached is the filled-out "Request for addition/change to official service list" form.

Efficiency First is a national non-profit trade association working to be the voice of the Home Performance industry and to advocate for policies that will create the foundation for a sustainable home retrofit market. Residential efficiency improvements can reduce energy waste in most homes by 20 to 40 percent and contractors are the driving force behind these energy improvements. Efficiency First wants to ensure that our member contractors are able to participate and be heard in the California state level policy making process. Being a party to this proceeding would allow our contractors to be able to weigh in on the policy that directly impacts their business and customers. Without their contribution, residential energy efficiency policy cannot successfully respond to market reactions and needs.

Thank you for taking our request into consideration.

Sincerely,

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