

Energy Efficient Communities

Electric

Order Number **18230811**

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$133,825	\$0	\$0	\$84,310	\$0	\$18,760	\$5,250	\$1,400	\$0	\$0	\$0	\$243,545

Labor

FTE	Total
2.2	\$133,825

Overhead

FTE	Total
2.2	\$84,310

Information Services

This will only be used by Residential and Business sectors. These are the costs of Eas, event staffing, EES's PSE.com sites.

Marketing Labor

This will only be used by programs that utilize Marcom services. This is an allocation, based on Efficiency Communication's staff disbursement.

Units	Description	Total
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Marketing

Marketing--Third Party

Employee Expense

Educational development	\$7,000
Travel in territory at \$350/month	\$11,760

Outside Services

Lead Tracking software	\$5,250
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Materials

Community Profiles	\$1,400
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Miscellaneous

Direct Benefit to Customer

Direct Benefit to Customer

Program Support

Electric

Order# 18230810

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$213,900	\$0	\$0	\$134,757	\$0	\$4,200	\$50,000	\$4,200	\$10,200			\$417,257

Labor

FTE		Total
1.86	\$115,000	\$213,900

Overhead

FTE		Total
1.86		\$134,757

Information Services

Marketing Labor

Units	Description	Total
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Marketing

Marketing--Third Party

Employee Expense

Travel & Monthly Expenses	\$4,200
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Outside Services

3rd Party Development Study	Market Assessment Program Optimization	\$50,000
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Materials

Office expenses	\$4,200
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Miscellaneous

Software	\$2,400
Employee Training	\$7,800

Direct Benefit to Customer

Conservation Supply Curves

Electric

Order# 18230809

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$112,800	\$0	\$0	\$71,064	\$0	\$1,600	\$128,000	\$1,600	\$0	\$	-	\$315,064

Labor

FTE	Total
1.5	\$112,800

Overhead

FTE	Total
1.5	\$71,064

Information Services

This will only be used by Residential and Business sectors. These are the costs of Eas, event staffing, EES's PSE.com sites.

Marketing Labor

This will only be used by programs that utilize Marcom services. This is an allocation, based on Efficiency Communication's staff disbursement.

Units	Description	Total
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Marketing

Marketing--Third Party

Employee Expense

Travel & meals	\$1,600
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Outside Services

Conservation Potential Assessment (Cadmus Group)	\$128,000
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Materials

Office expenses	\$1,600
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Miscellaneous

Direct Benefit to Customer

Program Evaluation

Electric

Order# 18230802

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$166,750	\$0	\$0	\$105,053	\$0	\$14,000	\$1,282,000	\$3,500	\$260,000	\$ -	\$ -	\$1,831,303

Labor

FTE
1.45 **Total**
\$166,750

Overhead

FTE
1.45 **Total**
\$105,053

Information Services

Marketing Labor

Units **Description** **Total**

Marketing

Marketing--Third Party

Employee Expense

Travel expenses \$5,000
memberships \$9,000

Outside Services

Third party impact evaluations \$1,282,000
Customer surveys

Materials

Office expenses \$3,500

Miscellaneous

subscriptions \$260,000
Software

Direct Benefit to Customer

Rebates \$0

MARKET INTEGRATION / ELECTRIC

Electric

Order# **18230466**

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$0	\$0	\$170,625	\$81,000	\$0	\$14,000	\$0	\$0	\$0	\$0	\$0	\$265,625

Labor

Overhead

Labor \$ x 63% **\$81,000**

Information Services

Marketing Labor

FTE	Description	Total
0.7	Eff Comm labor	\$73,500
0.55	Corp Comm Labor temp staff	\$55,125
		\$42,000

Units	Description	Total
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Marketing

Marketing--Third Party

Employee Expense

\$14,000

Outside Services

Materials

Miscellaneous

Direct Benefit to Customer

Conservation Market Research

Electric

Order# **18230437**

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$263,200	\$0	\$0	\$165,816	\$0	\$3,200	\$508,000	\$3,200	\$1,600	\$0		\$945,016

Labor

FTE	Total
3.5	\$263,200

Overhead

FTE	Total
3.5	\$165,816

Information Services

This will only be used by Residential and Business sectors. These are the costs of Eas, event staffing, EES's PSE.com sites.

Marketing Labor

This will only be used by programs that utilize Marcom services. This is an allocation, based on Efficiency Communication's staff disbursement.

Units	Description	Total
Marketing		

Marketing--Third Party

Employee Expense

Travel & meals	\$3,200
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Outside Services

Incentive Prgm Best Practices (Res & C/I)	\$ 40,000	E-Source or other 3rd-Party secondary research & interviews with leading programs
Res Bldg Characteristics Study	\$ 80,000	RBSA site visit over-sample
Res. EE Communication Study	\$ 56,000	Web & social media usability & preferences, cust awareness benchmarking
Res Incentive Level Optimization Study	\$ 96,000	Conjoint analysis of incentives vs. information, financing, ARRA/tax credit
Res Trade Ally Mkt Study	\$ 40,000	Barriers and solutions to increased EE penetration from perspective of HVAC, W/H, Wx contractors
Res Prgm Design Research	\$ 40,000	Focus groups to test program design concepts
Green Communities Research	\$ 16,000	Community market profiles
Energy Advisor Customer Satisfaction	\$ 36,000	Satisfaction monitor similar to customer call center
Ind. Customer Decision Drivers Study	\$ 40,000	Key informant interviews with sample of industrial customers
C/I ARRA Impact Study (public/gov't sectors)	\$ 36,000	Key informant interviews with sample of gov't & education customers
Web Site Usability Research	\$ 28,000	Focus groups to test EE web site content
	<u>\$508,000</u>	

Materials

Office expenses	\$3,200
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Miscellaneous

Software	\$1,600
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Conservation Market Research

Electric

Order#

18230437

Direct Benefit to
Customer

MAINSTREAM GREEN / ELECTRIC

Electric

Order# **18230408**

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$168,000	\$0	\$0	\$0	\$0	\$0	\$343,000	\$0	\$0	\$0	\$0	\$511,000

Labor

FTE

PSE IT Labor / Web Development	\$113,000
PSE IT Labor / Web Maintenance	\$55,000

Total

Overhead

Information Services

Marketing Labor

Units

Description

Total

Marketing

Marketing--Third Party

Employee Expense

Outside Services

Web Development / IT	\$259,000
Web Content Curation	\$84,000

Materials

Miscellaneous

Direct Benefit to Customer

Local Infrastructure & Market Transformation

Electric

Order# 18230730

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$2,300	\$0	\$0	\$1,449	\$0	\$0	\$0	\$0	\$67,300	\$ -	\$ -	\$71,049

Labor

FTE 0.02 Total \$2,300

Overhead

FTE 0.02 Total \$1,449

Information Services

Marketing Labor

Units Description Total

Marketing

Marketing--Third Party

Employee Expense

Travel expenses
memberships

Outside Services

Materials

Miscellaneous

Memberships	E-Source	\$23,000
	Electric League	\$29,300
	CEE	\$14,000
	BOMA	\$1,000

Direct Benefit to Customer

Local Infrastructure & Market Transformation

Gas

Order# 18230698

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$2,300	\$0	\$0	\$1,449	\$0	\$0	\$0	\$0	\$40,553	\$ -	\$ -	\$44,302

Labor

FTE	Total
0.02	\$2,300

Overhead

FTE	Total
0.02	\$1,449

Information Services

Marketing Labor

Units	Description	Total
Marketing		
Marketing--Third Party		
Employee Expense		
Outside Services		
Materials		
Miscellaneous		
Memberships	E-Source	\$22,553
	ESC/Energy Svcs Ctr	\$18,000
Direct Benefit to Customer		

Marketing

Marketing--Third Party

Employee Expense

Outside Services

Materials

Miscellaneous

Memberships	E-Source	\$22,553
	ESC/Energy Svcs Ctr	\$18,000

Direct Benefit to Customer

Supply Curves

Gas

Order# 18230703

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$28,200	\$0	\$0	\$17,766	\$0	\$400	\$32,000	\$400	\$0	\$	-	\$78,766

Labor

FTE 1.5 **Total** \$28,200

Overhead

FTE 1.5 **Total** \$17,766

Information Services

This will only be used by Residential and Business sectors. These are the costs of Eas, event staffing, EES's PSE.com sites.

Marketing Labor

This will only be used by programs that utilize Marcom services. This is an allocation, based on Efficiency Communication's staff disbursement.

Units **Description** **Total**

Marketing

Marketing--Third Party

Employee Expense

Travel & meals \$400

Outside Services

Conservation Potential Assessment (Cadmus Group) \$32,000

Materials

Office expenses \$400

Miscellaneous

Direct Benefit to Customer

Program Evaluation

Gas

Order# 18230699

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$57,500	\$0	\$0	\$36,225	\$0	\$2,000	\$300,000	\$1,500	\$250	\$ -	\$ -	\$397,475

Labor

FTE	Total
0.5	\$57,500

Overhead

FTE	Total
0.5	\$36,225

Information Services

Marketing Labor

Units	Description	Total
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Marketing		\$0
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Marketing--Third Party

Employee Expense

Travel expenses memberships	\$2,000
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Outside Services

Third party impact evaluations Customer surveys	\$300,000
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Materials

Office expenses	\$1,500
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Miscellaneous

subscriptions Software	\$250
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Direct Benefit to Customer

Rebates	\$0
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Market Research

Gas

Order# 18230670

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$65,800	\$0	\$0	\$41,454	\$0	\$800	\$127,000	\$800	\$400	\$	-	\$236,254

Labor

FTE 3.5 **Total** \$65,800

Overhead

FTE 3.5 **Total** \$41,454

Information Services

This will only be used by Residential and Business sectors. These are the costs of Eas, event staffing, EES's PSE.com sites.

Marketing Labor

This will only be used by programs that utilize Marcom services. This is an allocation, based on Efficiency Communication's staff disbursement.

Units **Description** **Total**

Marketing

Marketing--Third Party

Employee Expense

Travel & meals \$800

Outside Services

Incentive Prgm Best Practices (Res & C/I)	\$ 10,000	E-Source or other 3rd-Party secondary research & interviews with leading programs
Res Bldg Characteristics Study	\$ 20,000	RBSA site visit over-sample
Res. EE Communication Study	\$ 14,000	Web & social media usability & preferences, cust awareness benchmarking
Res Incentive Level Optimization Study	\$ 24,000	Conjoint analysis of incentives vs. information, financing, ARRA/tax credit
Res Trade Ally Mkt Study	\$ 10,000	Barriers and solutions to increased EE penetration from perspective of HVAC, W/H, Wx contractors
Res Prgm Design Research	\$ 10,000	Focus groups to test program design concepts
Green Communities Research	\$ 4,000	Community market profiles
Energy Advisor Customer Satisfaction	\$ 9,000	Satisfaction monitor similar to customer call center
Ind. Customer Decision Drivers Study	\$ 10,000	Key informant interviews with sample of industrial customers
C/I ARRA Impact Study (public/gov't sectors)	\$ 9,000	Key informant interviews with sample of gov't & education customers
Web Site Usability Research	\$ 7,000	Focus groups to test EE web site content
	<u>\$127,000</u>	

Materials

Office expenses \$800

Miscellaneous

Software \$400

Market Research

Gas

Order#

18230670

Direct Benefit to Customer

MARKET INTEGRATION / GAS

Gas

Order# **18230732**

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
	\$0	\$73,125	\$34,700	\$0	\$6,000	\$0	\$0	\$0	\$0	\$0	\$113,825

Labor

Overhead

Labor *63% **\$34,700**

Information Services

Marketing Labor

FTE		Total
0.3	Eff Comm labor	\$31,500
0.2	Corp Comm labor	\$23,625
	Temp Staff	\$18,000

Units	Description	Total
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Marketing

Marketing--Third Party

Employee Expense

\$6,000

Outside Services

Materials

Miscellaneous

Direct Benefit to Customer

MAINSTREAM GREEN / GAS

Gas

Order# **18230737**

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$69,700	\$0	\$0	\$0	\$0	\$0	\$149,300	\$0	\$0	\$0	\$0	\$219,000

Labor	Description	Total
	PSE IT Labor / Web Development	\$45,700
	PSE IT Labor / Web Maintenance	\$24,000

Information Services

Marketing Labor

Units	Description	Total
Marketing		

Marketing--Third Party

Employee Expense

Outside Services	Description	Total
	Web Development / IT	\$113,300
	Web Content Curation	\$36,000

Materials

Miscellaneous

Direct Benefit to Customer

Program Support

Gas Order# 18230688

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$51,750	\$0	\$0	\$32,603	\$0	\$720	\$0	\$1,200	\$1,800			\$88,073

Labor

FTE		Total
0.45	\$115,000	\$51,750

Overhead

FTE		Total
0.45		\$32,603

Information Services

Marketing Labor

Units	Description	Total
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Marketing

Marketing--Third Party

Employee Expense

	Monthly expenses	\$720
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Outside Services

Materials

	Office expenses	\$1,200
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Miscellaneous

	Software	\$600
	Employee Training	\$1,200

Direct Benefit to Customer

Energy Efficient Communities

Gas

Order Number

Labor	Information Services	Marketing Labor	Overhead	Marketing	Employee Expense	Outside Services	Materials	Miscellaneous	Direct Benefit to Customer	Revenue	Total Budget
\$49,733	\$0	\$0	\$31,332	\$0	\$8,040	\$2,250	\$600	\$0	\$0		\$91,955

Labor

FTE	Total
0.9	\$49,733

Overhead

FTE	Total
0.9	\$31,332

Information Services

This will only be used by Residential and Business sectors. These are the costs of Eas, event staffing, EES's PSE.com sites.

Marketing Labor

This will only be used by programs that utilize Marcom services. This is an allocation, based on Efficiency Communication's staff disbursement.

Units	Description	Total
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Marketing

Marketing--Third Party

Employee Expense

Educational development	\$3,000
Travel in territory at \$350/month	\$5,040

Outside Services

Lead Tracking software	\$2,250
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Materials

Community Profiles	\$600
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Miscellaneous

Direct Benefit to Customer

Direct Benefit to Customer