

Granite State Electric Company d/b/a National Grid
GreenUp Service Proposal
Docket No. DE 09-225
Exhibit 4
April 9, 2010

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Request: Please identify the administrative and customer outreach and education costs the Company anticipates it will incur for the GreenUp program.

Response: The Company estimates the following administrative and customer outreach and education costs associated with the GreenUp program:

Cost	Incurred Amount	To Be Incurred	Description
Billing System Costs	\$3,950.00		National Grid has implemented the necessary changes to its billing system to allow billing for GreenUp in New Hampshire.
Billing System Costs for large C & I customers		\$1,600.00	The cost for changing National Grid's billing system should the Commission require National Grid to include Commercial/Industrial Customers in the GreenUp Offering.
Billing System Costs to exclude EAP Customers		\$800.00	The cost for changing National Grid's billing system to exclude low income customers from the GreenUp Offering.
Customer Outreach and Education Cost		\$35,800.00	The cost for marketing the GreenUp program in year one including: print ads, developing and printing brochures, direct marketing through the Company's website.
Revised Administrative Costs		\$10,650.00	The list of administrative duties and responsibilities, including estimated time and labor costs for GreenUp, which total \$10,650 per year.
Total Estimate	\$3,950.00	\$48,850.00	

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The Company's Revised Administrative Costs consist of the following:

Task	Description	Hours/Year	Analyst Cost @ \$75.00/hour
Supplier Inquiries	This includes responding to supplier inquiries, billing inquiries, manual enrollments, manual drops	26	1,950.00
Bill Inserts	Twice Yearly Customer Bill Inserts	32	2,400.00
Monthly Reports to Suppliers	Customer by Product Monthly Report Customer by State Monthly Report	36	2,700.00
Ad hoc GreenUp Requests	Miscellaneous requests including mailings, letters, ad-hoc reports, etc.	48	3,600.00
Total Estimate		142	\$10,650.00

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