2024

Goal: Informing, Engagement

Installs planned: Approx. 154,603

Tactic	Estimated Cost
Phase II: Informing Meter Installation	
90 day onsert ($0.05 average cost)	$ 7,730
60 day postcard ($0.80 average cost incl. postage)	$ 123,682
30 day letter ($0.55 average cost incl. postage)	$ 85,032
Outbound call	in-house
Doorhangers ($0.375 average cost)	$ 57,976
Phase III: Customer Engagement	
Paid Social Media	$ 5,000
Targeted Digital Advertising	$ 6,250
Onserts ($0.05 average cost)	$ 7,730
Email (three campaigns at $0.003 per email)	$ 1,391
HAN specific collateral/materials (could include direct mail)	$ 229,628
Post phase research	$ 50,000
Total	$ 574,420