

<b>Contra Costa County Community Choice Program DRAFT Implementation Budget (1)</b>	
<b>Project Management and JPA Formation</b>	
Project planning, program development and strategy support	\$150,000
JPA Agreement, CCE ordinance, General Counsel Services	\$100,000
Executive/staff salaries (initial 8 months)	\$400,000
Start up administrative costs (office rent, equipment, insurance, etc.)	\$150,000
<b>TOTAL:</b>	<b>\$800,000</b>
<b>Technical and Energy Services</b>	
Technical Feasibility Study/Comparative Analysis	\$175,000
Implementation Plan Development	\$50,000
Update operating budget; revenue modeling for finance discussions	\$10,000
Power Supply RFP, vendor selection and contract negotiations	\$50,000
Rate Design/Rate Setting	\$50,000
Utility Service Fees	\$75,000
Assistance with NEM/FIT programs, registrations and compliance	\$50,000
CCE Bond	\$100,000
<b>TOTAL:</b>	<b>\$560,000</b>
<b>Communications/Customer Enrollment*</b>	
Logo/Branding/Style Guide	\$25,000
Interactive website with 3 translations	\$45,000
Multilingual Collateral Design/Video	\$40,000
Printing	\$75,000
Earned and Paid Media	\$250,000
Community Outreach/Materials for Tabling	\$25,000
Customer Notifications (2 @ \$1.00 each)	\$400,000
<b>TOTAL:</b>	<b>\$860,000</b>
<b>Finance/Legal</b>	
Banking and Credit Services - RFP, Selection, Negotiation and Paperwork	\$45,000
Power Supply Contract - Legal Services	\$75,000
<b>TOTAL:</b>	<b>\$120,000</b>
<b>Regulatory/Legislative</b>	
Participation in Regulatory Proceedings/Legal	\$50,000
Monitoring and Reporting	\$25,000
<b>TOTAL:</b>	<b>\$75,000</b>
<b>Miscellaneous/Contingency</b>	
<b>TOTAL:</b>	<b>\$100,000</b>
<b>TOTAL:</b>	<b>\$2,515,000</b>

\*Assumes 2 notices to 200,000 customers in eligible cities and unincorporated County; includes cost of design, print and postage

**(1) Notes & Assumptions:**

1. All costs associated with program implementation are fully recoverable through early program revenues
2. This budget provides an estimate of project hard costs and does not include internal staff time
3. Approximately \$1.0 M of this budget could be covered by a third party line of credit put into place ~ 6 months prior to launch; pre-revenue credit will require a guaranty
4. This budget does not include the credit requirements for the cost of power, utility and supplier deposits, or Agency operational expenses