

This table includes more of a sliding scale for the advisory service for partners that is working well so that the City can adjust those services as needed and Canopy can come in under the 25k threshold as well.

Item	Description	Fee
One-time start up work	Customized, white-labeled website for La Crosse <ul style="list-style-type: none"> <li>State of the art website in terms of graphics, design, and user interface.</li> <li>PW: electric. With local information and education for residents on home and vehicle electrification, rebates, and incentives. This will serve as the front-door to the Canopy platform for all residents and can highlight your key messages, campaigns, and priorities. It can be connected by simply adding a button on your existing website, or it can replace your website if you're ready for an upgrade.</li> </ul>	One-time \$5k
Platform	Localized Canopy Platform <ul style="list-style-type: none"> <li>Personalized experience on the core platform with education and information tailored to each resident re: what makes the most sense for their home, step-by-step guides for each upgrade, and planning tools for individuals. Including localization of rebates and incentives, contractors, and local fuel pricing, and email drip campaigns and nudges to follow up.</li> <li>Data and reporting on usage, interests, actions taken, upgrades completed, emissions reductions, etc.</li> </ul>	\$9.5k annually
Advisory	1-on-1 advisory service for residents <ul style="list-style-type: none"> <li>Unlimited low-touch support via email (~75% of people use self-service guides and email support)</li> <li>High-touch support via phone and video calls. We can scale up based on max volume of calls:               <ul style="list-style-type: none"> <li>\$5k for up to 80 calls/year</li> <li>\$20k for up to 320 calls/year</li> <li>\$40k for up to 640 calls/year</li> </ul> </li> <li>Training / capacity building</li> <li>for local staff or volunteers to handle advising workflow as desired</li> </ul>	\$5k-\$40k annually, depending on max volume.
	<b>Total Cost:</b>	<b>\$14.5k + advisory fee if needed</b>