Consumer Value Matrix ES & DEER Committee

Consumer Seqment	Small Business	Small Commercial	Retail	Office Bldg	Institutional Non-profit	Institutional for Profit	Residential
Perceived Value							
Reduced Costs							
Avoid non-compliance Penalties							
Conservation Incentives							
Reliable Service							

Cost Effectiveness Matrix ES & DEER Committee

WHPA ES&DEER Committee	Cost Effectiveness Definition I	Matrix Based on Consumer Valuation

Consumer Segmen	t	Small Business	Small Commercial	Retail	Office Bldg	Institutional Non- profit	Institutional for Profit	Residential
Valuation Tools								
Simple Payback								
Internal Rate of Return								
Return on Investment								
Return on Net Assets								