

**Neil Brodie**

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**From:** Neil Brodie  
**Sent:** November 11, 2016 3:29 PM  
**To:** Rosemarie Leclair  
**Subject:** bill comparison  
**Attachments:** intro page.pdf; showdist - small bus.pdf; showdist - residential.pdf; rates\_chart\_US-CAN\_total.pdf; rates\_chart\_US-CAN\_avg-k.pdf

I have been working with PA to make the messaging here informative, with the message in the opening narrative of each page with the technical info in the footnotes. I was trying to balance making the pages instantly accessible to a non-industry user without too much technical info upfront to scare them away but still have the technical info for those who are interested.

The “intro page” is where people will land as they click thru the site. From there a user will enter into a page that can cycle thru each of the comparison websites.

The rendering of the screen captures here is a bit clunky with the page breaks but they look good on the web.

I will be bringing these on Monday to show Andrew so he is ready for them going live next week.

Neil

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