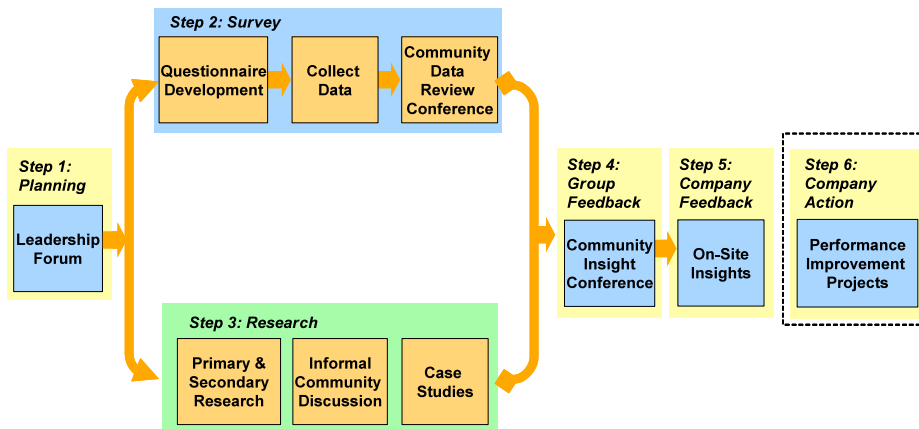


2011 TRANSMISSION & DISTRIBUTION BENCHMARKING COMMUNITY

The First Quartile Benchmarking Approach

An Electric T&D benchmarking community designed to deliver comprehensive performance benchmarks and detailed analysis of best practices, through a two-track research process.



Key Advantages

- 2-Track research process
- Significantly smaller, better focused survey than alternative utility benchmarking providers; Survey “refreshed” annually
- Web-based data entry
- Detailed analytics
- Highly responsive service
- Experienced 1QC delivery team

Scope of the Study

The annual survey will cover all major aspects of an Electric Distribution, Substation & Transmission organization including:

- Costs
- Reliability and customer response
- Safety
- Operations and maintenance
- Replacement and new business capital
- Vegetation management
- Staffing & outsourcing

Three detailed practice areas are studied on a rotating basis each year. For 2010 the research areas were:

- Improving new business performance
- Capital investment value management
- NERC requirements

The research topics for 2011 will be determined at the Leadership Conference.

Schedule of events for 2011

Leadership Forum	November 17-19 2010
Issue T&D Questionnaire	April 2011
Issue Statistical Report and Performance Profile Drafts	April-May
Community Data Review Conference	Late June
Issue Statistical Report and Performance Profile Draft and Final	June-July
Community Insight Conference	Late August
Develop and present specialized analysis and on-site presentations for Community Leaders	September-October

Pricing

Leaders	\$27,500
Members	\$19,500

* A nominal additional fee may be charged for additional operating companies reported

First Quartile Consulting
400 Continental Blvd, #600
El Segundo, CA 90245
www.1qcconsulting.com

BENEFITS AND OPPORTUNITIES

	Price	Community Membership	Community Leadership
Interest Groups	Free	\$19,500 Included	\$27,500 Included
Participate in webinars with other utilities with similar interests. Interest groups form and disband throughout the year			
Research Areas	\$2950	Included	Included
Share benchmarking data, initiatives and practices on key areas for research (topics change each year)			
Quarterly Benchmarking	\$4950	Included	Included
Track a few key <i>service</i> performance indicators (KPIs) quarterly to measure and compare performance throughout the year			
Community and Program Leadership			
Leadership Planning Forum to set the direction for the annual study			■
Leaders determine the research areas and which KPIs will be included in the Quarterly Benchmarking			■
Leaders guide the selection of interest groups throughout the year			■
On-Site Services			
On-site kick-off meetings to help prepare for data collection		■	■
On-site presentation to management team on gaps and opportunities			■
Comprehensive Analytics			
Rigorous data validation with 1QC Data Stewards and with other members		■	■
Key historical information on performance metrics gathered to show a three year history		■	■
On-line Database and Reporting			
Panels of like utilities to mitigate demographic differences		■	■
Customized data analysis		■	■
Create new graphs to match your internal metrics		■	■
Export the data to excel for your own analysis		■	■
Pick a subset of the report that just includes the pages you want		■	■
Community Characteristics			
Service delivery by experienced, knowledgeable consultants		■	■
Prompt, responsive service for inquiries and requests		■	■
On-line data entry and smooth data-handling interactions		■	■
Multiple data points on charts for multi-operating company utilities		■	■
Reports and Documents Provided			
Detailed statistical reports		■	■
Complete data with benchmarks, initiatives and insights		■	■
Individual company profiles of performance and demographics		■	■
Results presentations from 1QC and from community members		■	■
Case studies and panel summaries about key research subject areas		■	■
Community Interactions			
Provide input to survey elements at Leadership Forum			■
Review and validate data at the Data Review Conference		■	■
Hear results and presentations at the Insights Conference		■	■
Multiple attendees encouraged for each of the conferences		■	■
Share information with other community members outside the formal conferences		■	■