



# Entergy New Orleans, Inc. 2009 Energy Efficiency Programs

## Residential Program Overview

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# Program Descriptions - Residential



## Residential Energy Solutions

- provides incentives and assessments to assist residential customers in adopting energy efficiency measures.
- In 2009, anticipated participation from approximately 375 customers.



## Residential Market Transformation

- New home construction.
- provides incentives, technical, and third-party validation of energy efficiency standards for builders.
- In 2009, anticipated customer participation is 300+ homes.



## Hard-to-Reach Standard Offer

- provides incentives to low income residents for energy efficiency projects.
- The QLR component will work through service industry employers to provide EE assistance to lower income workers.
- In 2009, anticipated participation from 750 customers.

# Program Process Timetables

## Completion Timeframe

- |   |                           |     |
|---|---------------------------|-----|
| ■ <b>Agreement for Programs</b>               | Mid December              | '08 |
| ■ <b>Program Design Phase</b>                 | January                   | '09 |
| ■ <b>Program Infrastructure Phase</b>         |                           |     |
| ■ <b>Deemed Savings Development</b>           | January-February          |     |
| ■ <b>Application/Data Storage Development</b> | February–early March      |     |
| ■ <b>Contractor Recruiting, Training</b>      | Jan–March; ongoing        |     |
| ■ <b>Program Roll-out Phase</b>               | Throughout<br>1st Quarter | '09 |



## Overview

## Eligibility

## Incentives

## Process

# Residential Energy Solutions

- Designed for all residential customers that want to make investments in energy efficiency upgrades in their home.
- Industry contractors and suppliers become “Program Partners” and the service providers who can offer ENOI customers incentives directly for energy efficiency products and services.
- Program Recruits/Trains contractor partners
- Program Performs on-going QA/QC on partner projects.
- Get started quickly developing contractor workforce



**Overview**

**Eligibility**

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# Residential Energy Solutions

- Industry Contractors eligible: All contractors that sign the program “Partnering Agreement” and best practices guidelines
  - Confirms have all necessary licenses
  - Work performed will meet all customer service, program equipment, and installation guidelines
  - Have customer dispute resolution process
  - Agrees to program QA/QC measures
  - Adhere to program advertising guidelines
- Customers Eligible: Offered to all ENOI retail electric residential customers.



## Overview

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# Residential Energy Solutions

- Average anticipated incentive is \$300 per project (homes may have more than one project).
- Phase I includes developing contractor workforce.
- Deemed Savings for the New Orleans market are in development to determine kW and kWh savings and final incentive amounts for EE installations.
- In 2009, anticipated number of participating customers is approximately 375.
  - Funds will be allocated on a first-come, first-served basis until fully allocated.
- Phase II will include assessments.



**Overview**

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# Residential Energy Solutions

1. Identify New Orleans industry contractor and supplier partners.
2. Train on program requirements and program best practices while continuing additional contractor recruiting
3. Perform Energy Assessments
4. Contractors:
  - Install EE projects
  - Give customer program incentives
  - Provide program required documentation
  - Program reimburses contractor for approved submissions



## Overview

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# Residential Market Transformation

- Designed to provide incentives to residential builders to encourage construction of energy efficient new homes.
- Train and recruit builders/supporting contractors to construct New Homes to the program energy efficiency guidelines (contractor synergies with other programs).
- Promote the benefits of purchasing energy efficient homes to customers.
- Program performs QA/QC on completed homes to ensure proper eligibility.



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Process

# Residential Market Transformation

- Eligible to participate:
  - All residential builders that construct homes in ENOI territory and build to the program's energy efficiency guidelines.
  - Includes single family homes, duplex homes, and major remodeling projects (at least 50%)



**Overview**

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## Residential Market Transformation

- Average anticipated incentive \$275/home
- Deemed Savings for the New Orleans market are in development to determine kW and kWh savings and final incentive amounts for EE installations.
- In 2009, anticipate customer participation is 300+ homes.
- Incentives are reserved on a first-come, first-served basis until fully allocated.




<b>Overview</b>
<b>Eligibility</b>
<b>Incentives</b>
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## Residential Market Transformation

- Certified Energy Efficiency Raters inspect and rate homes, giving a rating score.
- Raters submit monthly reports, including required program information.
- Program confirms required information, performs QA/QC process.
- Program provides eligible home with program incentives.



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# Hard to Reach-Standard Offer

- Designed to provide incentives for energy efficiency projects to residential customers that qualify as low income.
- Additional QLR (Quality of Life/Employee Retention) component works with employers of service industries to identify next tier of lower income residents.
- Applications received via an on-line process to reserve funds for eligible energy efficiency projects.
- Dates for applications to be determined and communicated to eligible customers via low income agencies / recruited employers.



## Overview

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# Hard to Reach-Standard Offer

- Phase I Eligible Customers: Offered to ENOI retail electric residential customers that have met DOE's weatherization low income guidelines.
- Phase II Eligible Customers: For employees of companies that have signed the QLR program agreement.
- Program Sponsors: Customers may self-sponsor, alternatively, energy services providers may submit the applications on behalf of the customer.



## Overview

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# Hard to Reach-Standard Offer

- Average anticipated incentive \$650/customer
- Deemed Savings for the New Orleans market are in development to determine kW and kWh savings and final incentive amounts for EE installations.
- Energy efficiency measures and specific incentive amounts still in development
  - (Insulation, caulking, windows, duct sealing, others)
  - In 2009, anticipated participation from 750 customers
  - LOW INCOME: Phase I – 500 customers. Funds are reserved on a first-come, first-served basis until fully allocated as will be defined by the on-line SOP process.
  - QLR APPROACH Phase II – 250 customers. Allows the next level of low income segment that is not eligible through the DOE Weatherization program but also does not have disposable income to afford energy efficiency projects.
  - Over time, may develop into an alternative program for lower income residents.



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## Hard to Reach-Standard Offer

1. Phase I - Perform Outreach to low income service agencies regarding the program details.
2. List on-line application date for projects.
3. Phase I Enrollment – identify 500 customers
4. In parallel, perform outreach for QLR process with potential employers willing to survey its employees for home efficiency upgrade opportunities.
5. Phase II Enrollment - QLR projects are eligible – identify 250 customers.
6. If undersubscribed in either phase, open enrollment for all eligible customers.
7. Program QA/QC projects and grants program incentive to customers.



**Thank you**