



Entergy New Orleans, Inc.

2009 Energy Efficiency Programs

Overview

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About CLEARResult

- Founded in 2003 by senior executives with nearly two decades of success creating and delivering energy efficiency programs at local, state, regional, national, and international levels.
- Collectively the Management Team has implemented more than 100 energy efficiency and renewable energy programs.
- CLEARResult is currently:
 - Staffed with more than 60 working professionals
 - Developing and implementing:
 - More than 50 EE programs in
 - Six southern states TX, AR, OK, NM, NV & LA
 - Serving fifteen utilities



Today's Objectives

- **ENOI Energy Efficiency Programs Approach**
 - Market Transformation - Importance
 - Solutions approach – adaptable and expandable
 - Boost NO Economy - Stimulate Business/Income
- **Program Descriptions and Timetables**

Why Market Transformation

- Market Transformation (MT) has an energy efficiency (EE) focus, yet addresses barriers to customers becoming more energy-efficient that are not solely first-cost related.
- MT places emphasis on education, awareness and training which affect transaction decisions
- MT becomes less costly per unit with wide adoption

Market Transformation

Cash and Non-cash Incentives

- **Cash Incentives** – Paid directly to customer for the end benefit - here EE installations.
- **Non Cash Incentives** – Resources necessary to overcome the barriers to get the end benefit to the customer
 - Training, Education, Building Infrastructure
- **Questions**
 - Which is better?
 - Which have a greater impact?
 - What should be the balance?
 - How can you determine the balance?



Market Transformation

- **Market Transformation:** intervention through market dynamics, driven by consumer self-interest
- **Let's Define EE Market Transformation as:**

“...the result of a **series of actions** in which the market acts in manner **consistent with the desired outcome**, without the need for **intervention by the outside funding.**”



Market Transformation

Good for New Orleans Economy

The market transformation approach to EE creates a sustainable industry, creating demand, creating jobs, building businesses and increasing cash flow to rate payers with more efficient energy use.

Over time, rate payers/utilities provide less incentives and the market drives the industry

. . . How?

Program Design - Solutions

- Assess the level of existing energy efficiency infrastructure.
- Build a model of what you think the program should be
- Test the balance between cash and non-cash incentives to determine the level of each needed to move the market. It's much easier to increase than reduce incentives later.
- Build enthusiasm among your most important market participants.
 - Provide outreach to the local contracting community
- Create a Program Shell (Solutions), by which, over time, you expand the number of contractors, expand the types of contractors and measures, and shift program resources to fill in ongoing needs until self sustained

Summary: Program Objectives




ENOI's goals for the design of the energy efficiency programs that will be offered include:

- Creating programs that provide immediate energy savings benefit for ratepayers – to market quickly (1st quarter '09)
- Use programs and concepts that have proven to work in multiple utility jurisdictions.
- Positively impact the skills, attitudes and knowledge regarding energy efficiency in the local community
- Creating a sustainable market for energy efficiency in the ENOI service territory across market sectors
- Promoting lower cost supply options for ENOI ratepayers
- Expand employment opportunities in the community

ENOI 2009 Energy Efficiency Programs

Managed by 20 year experienced EE Austin Energy Manager

Residential:

-  **Residential Energy Solutions**
-  **Residential Market Transformation**
-  **Hard-to-Reach Standard Offer**
 - **Has market Transformation component**

Small Commercial & Industrial:

-  **Small C&I Energy Solutions**

Large Commercial & Industrial

-  **Large C&I Energy Solutions**

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.

Program Descriptions

Residential



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 Descriptions

C&I



Large Commercial & Industrial Energy Solutions

- provides technical and business support for C&I customers to evaluate the best energy efficiency options.
- In 2009, anticipated participation from 10 -15 customers.



Small Commercial & Industrial Energy Solutions

- provides direct incentives to small C&I customers to facilitate the adoption/installation of energy efficiency measures.
- Contractors trained and authorized to issue program incentives directly to customers.
- In 2009, anticipated participation from 40 -60 customers.



Program Process Timetables

	<u>Completion Timeframe</u>	
■ Agreement for Programs	Mid December	'08
■ Program Design Phase	January	'09
■ Program Infrastructure Phase		
■ NO Deemed Savings Development	January-February	
■ Application/Data Storage Development	February–early March	
■ Contractor Recruiting, Training	Jan–March; ongoing	
■ Program Roll-out Phase	Throughout 1st Quarter	'09



Thank you