



Entergy New Orleans Integrated Resource Plan Public Meeting  
Focusing on Demand Side Management  
and Energy Efficiency Initiatives

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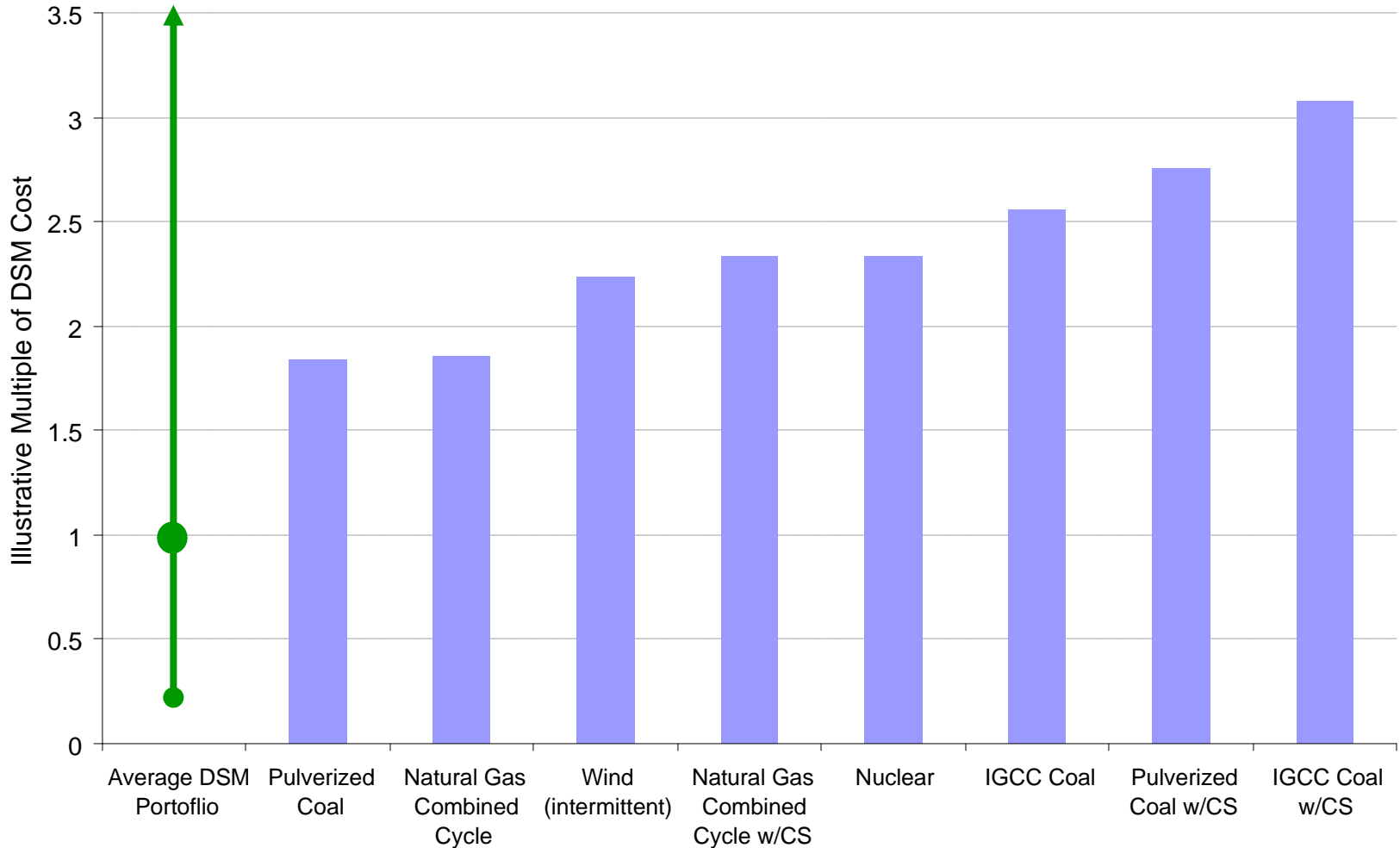
# Objectives of a DSM Potential Study

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1. To determine how much energy (kWh) and demand (kW) could realistically be removed from the grid...
  - With which programs and technologies
  - At what cost
  - Over what time period
2. Taking into account...
  - The unique characteristics of the customer base
  - The amount of DSM that will occur naturally or through codes and standards
  - Cost-effectiveness of the DSM relative to generation alternatives

# While it is Widely Understood That Certain DSM Programs Can Cost Significantly Less Than Generation Alternatives...

**Illustrative Costs of Various Generation Technologies** *(not Entergy specific)*



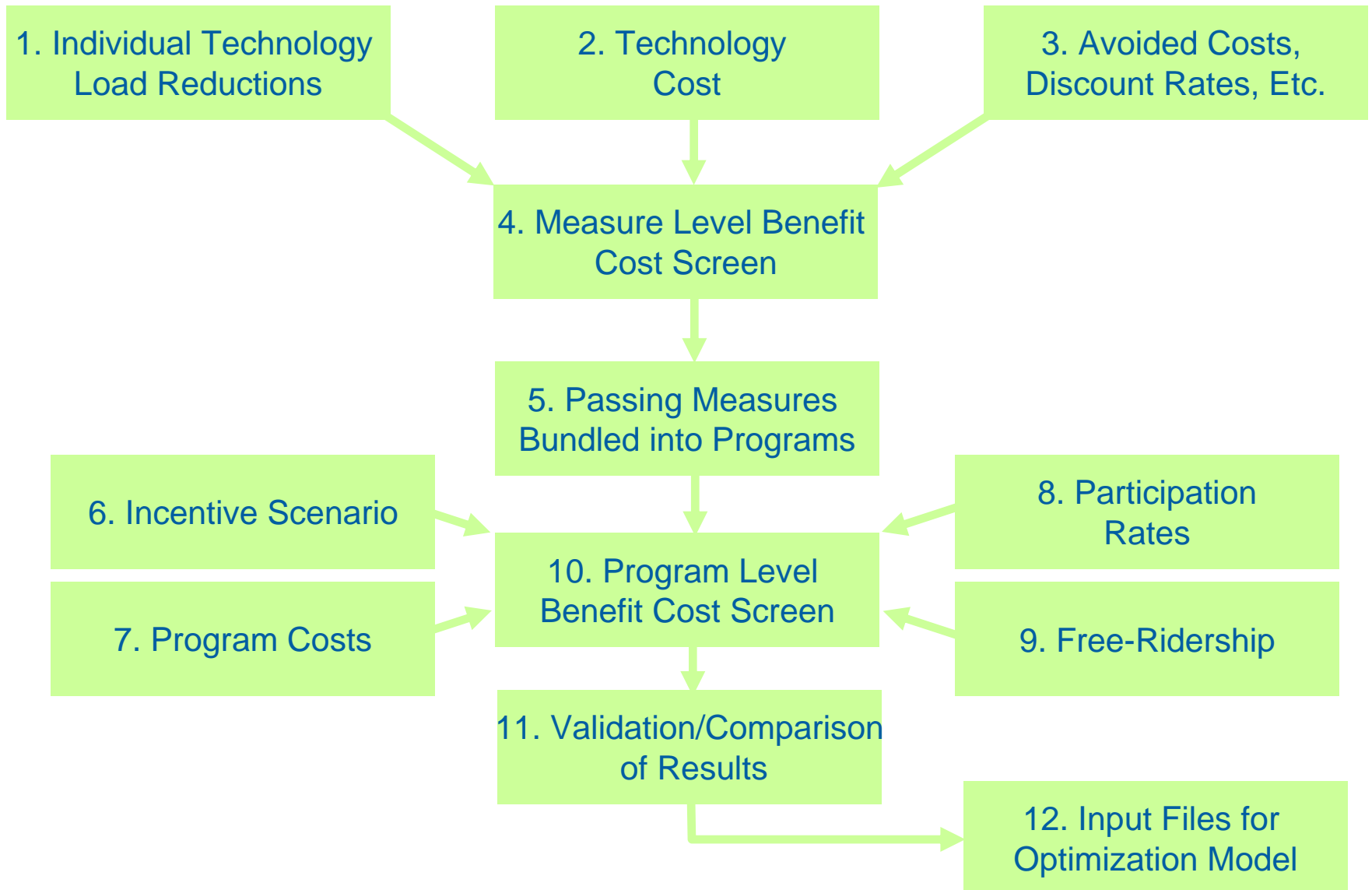
## The Amount of DSM Available is Limited, and its Cost Varies by Program...

*2017 Energy Potentially Available from Various Residential ENO DSM Programs*

Program	Energy MWh Potential	10 Year Cumulative Program Cost (Thousands)
In-Home Display	10,133	\$2,194
DHW System - Setpoint, Insulation, Low Flow	9,931	\$270
New Construction	9,813	\$2,042
Appliances - Window AC	7,571	\$1,728
Lighting	7,440	\$248
TOU - Enabling	6,785	\$4,983
HVAC Equipment	4,626	\$4,741
TOU - No Enabling	3,393	\$2,152
HVAC System - AC Tuneup	1,793	\$245
Performance Benchmarking	1,080	\$306
Refrigerator Turn-In	854	\$121
DHW Equipment	497	\$51
DR	0	\$11,477
<b>Total</b>	<b>63,917</b>	<b>\$30,559</b>

The goal is to develop a menu of realistic options for further analysis

# Process of Conducting a DSM Potential Study



# Components of the Benefit Cost Test

