



Entergy Services, Inc.  
639 Loyola Avenue  
P. O. Box 61000  
New Orleans, LA 70161-1000  
Tel 504 576 2984  
Fax 504 576 5579  
hbarton@entergy.com

Harry M. Barton  
Senior Counsel  
Legal Department -- Regulatory

February 13, 2017

**Via Hand Delivery**

Ms. Lora W. Johnson, CMC  
Clerk of Council  
Room 1E09, City Hall  
1300 Perdido Street  
New Orleans, LA 70112

**Re: Entergy New Orleans, Inc.'s Report Identifying its Choice of Third Party Administrator for the New Orleans Energy Smart Programs (Docket No. UD-08-02)**

Dear Ms. Johnson:

Enclosed please find an original and three copies of the following documents to be filed into the record of the above-captioned Docket on behalf of Entergy New Orleans, Inc. ("ENO"):

1. ENO's Application for Approval of the Implementation and Cost Recovery Plan for Program Years 7 Through 9 of the Energy Smart Plan;
2. A CD-ROM containing the April 1, 2017 – March 21, 2020, Program Years 7, 8, and 9 Energy Smart Demand Side Management Plan, together with Appendices thereto; and
3. ENO's Energy Smart Implementation Plan Filing Report.

Please file an original and two copies of each of these items into the record for the above-referenced matter, and return a date stamped copy to our courier. Please note that certain attachments to ENO's filings, which are designated as Highly Sensitive Protected Materials, are being provided to the appropriate parties and to the Council's Advisors pursuant to the Council's Official Protective Order.

Thank you for your assistance with the matter.

Sincerely,

Harry M. Barton

HMB\bkd  
Enclosures  
cc: Official Service List UD-08-02 (via electronic mail)

**BEFORE THE  
COUNCIL OF THE CITY OF NEW ORLEANS**

**IN RE: RESOLUTION REGARDING     )**  
**PROPOSED RULEMAKING TO     )**  
**ESTABLISH INTEGRATED         )**  
**RESOURCE PLANNING            )**         **DOCKET NO. UD-08-02**  
**COMPONENTS AND REPORTING    )**  
**REQUIREMENTS FOR            )**  
**ENERGY NEW ORLEANS, INC.     )**

**APPLICATION OF ENERGENCY NEW ORLEANS, INC.  
FOR APPROVAL OF THE IMPLEMENTATION AND COST RECOVERY PLAN  
FOR PROGRAM YEARS 7 THROUGH 9 OF THE ENERGY SMART PLAN**

Energy New Orleans, Inc. (“Energy New Orleans” or “ENO”) respectfully submits this Application for Approval of the Implementation and Cost Recovery Plan for Program Years 7 Through 9 of the Energy Smart Plan (the “Application”), and in support of this Application, ENO respectfully states as follows:

**I.**

ENO is an electric and gas utility organized and operating under the laws of Louisiana, with its general office and principal place of business at 1600 Perdido Street, Building 505, New Orleans, Louisiana 70112. ENO manufactures, produces, transmits, distributes, and sells electricity to approximately 198,000 residential, commercial, industrial, and governmental consumers in Orleans Parish, except in Algiers. ENO also provides natural gas service throughout Orleans Parish, including Algiers, serving approximately 106,000 retail gas customers.

## II.

ENO serves approximately 22,000 customers in the 15<sup>th</sup> Ward of Orleans Parish, more commonly known as Algiers. Prior to September 1, 2015, customers in Algiers were served by Entergy Louisiana, LLC (“ELL”). In Council Resolution No. R-15-194, dated May 14, 2015, the Council approved the transfer of service to the customers in Algiers from ELL to ENO, effective September 1, 2015. ENO’s retail sales of electricity and service in Algiers are subject to the jurisdiction of the Council.<sup>1</sup>

## III.

In July 2009, ENO submitted a filing in which it detailed the specifics of the design and funding levels for programs to be included in the Energy Smart Plan programs (*e.g.*, selection of a third party administrator, verification of deemed savings calculations, proposed goals and targets). On September 17, 2009, Council Resolution No. R-09-483 approved the Energy Smart Plan programs as designed and found ENO’s programs to be just, reasonable, and in the public interest, including funding levels, allocations, goals, and targets recommended by ENO.

## IV.

In April 2011, ENO and the third party administrator, CLEAResult, implemented the Energy Smart Plan programs and began offering programs to ENO electric customers. ENO filed status reports as outlined and required by Council Resolution R-11-52. In October 2012, ENO and Entergy Louisiana LLC implemented energy efficiency programs for the first time in Algiers as approved by Council Resolution No. R-12-391.

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<sup>1</sup> Although Resolutions issued prior to R-15-194 related to Energy Smart refer to ENO and ELL collectively as the “Companies.” At times, this Application changes past references to “the Companies” to refer to “ENO” alone.

**V.**

Council Resolution No. R-13-17, dated January 24, 2013, stated that the Council wanted to consider ENO's Supplemental Implementation and Cost Recovery filings in concert with the public process established in the Integrated Resource Planning ("IRP") Docket (Docket No. UD-08-02) and such other recommendations as may be provided by intervenors and the Council's Advisors in a timely fashion, and directed ENO to make its Supplemental Implementation and Cost Recovery filing for the continuation of Energy Smart programs after Program Year 3.

**VI.**

In accordance with Council Resolution No. R-12-393, on April 1, 2013, in order to assure the continuity of the Energy Smart Plan, the Companies filed with the Council implementation and cost recovery plans for future energy efficiency and demand side management programs based on optimal levels contained in their IRP filings or other such programs as determined by the Council.

**VII.**

After consideration of the Companies' Implementation and Cost Recovery filing and in recognition of the fact that there remained some unresolved issues with respect to ENO's IRP, the Council, in Resolution No. R-13-363 stated:

[T]o assure that the existing Energy Smart and NOLA Wise programs continue without interruption until a final order in the instant docket determining the appropriate level of DSM, program selection, DSM related expenditures, cost recovery, incentives and rate mechanisms is rendered, the Council finds it in the public interest to provide the necessary funding to continue the existing Energy Smart programs to assure continuity of energy efficiency programs in New Orleans through the end of calendar year 2014. In furtherance of this finding, ENO is directed to confer with the Advisors on the details for implementation of the extension of the existing Energy Smart Programs, as discussed herein, for subsequent filing with the Council and its approval no later than January 2014. In the extension of the Council's existing Energy Smart Program through December 2014, as ordered herein, the Council will continue to allow ENO to recover Lost

Contribution to Fixed Costs and the existing ROE incentive as provided for in Attachments G and H to the now expired ENO FRP.

### **VIII.**

The Council approved Resolutions Nos. R-14-122, R-14-227 and R-14-509, which extended the ENO and ELL-Algiers Energy Smart programs for the period from April 1, 2014 through March 31, 2014, respectively. Subsequently, Resolution No. R-14-509 required the Companies to file implementation plans, which detailed their plans to extend the programs until successor programs could begin.

### **IX.**

Pursuant to Resolutions Nos. R-14-509 and R-13-363, on December 29, 2014, the Companies proposed their Supplemental Implementation and Cost Recovery Plan for the energy efficiency programs for the two-year period, April 1, 2015 through March 31, 2017 (Program Years 5 and 6). Council Resolutions Nos. R-15-140 and R-15-499 approved the programs, budgets and kWh savings goals for Program Years 5 and 6. In addition, Resolution No. R-15-140 required ENO to issue a Request for Proposals (“RFP”) for a Third Party Administrator for Energy Smart programs for the three-year period, April 1, 2017 through March 31, 2020. In accordance with Resolution No. R-15-140, ENO conducted a RFP and ultimately selected CB&I Environmental and Infrastructure, Inc. (“CB&I”) as the Third Party Administrator, Accelerated Innovations, LLC as the Behavioral Program Implementer, and ADM Associates as the Third Party Evaluator. Resolution No. R-17-31 dated January 26, 2017 approved these selections and required ENO to file an implementation plan for Program Years 7-9. Pursuant to the same resolution, ENO files this Implementation Plan for Program Years 7-9. A summary description of the proposed programs is set forth below:

## Residential Programs

**Home Performance with Energy Star (“HPwES”)** – This program will achieve long term, significant cost-effective electricity savings through the use of local auditors and contractors who will help residential customers analyze their energy use and identify opportunities to improve efficiency, install low-cost energy-saving measures, and identify and implement more comprehensive home efficiency projects. Examples of measures in this program include weatherization, duct-sealing, smart thermostats, and LED and other direct installs.

**Energy Smart for Multifamily** - This new program targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The program will address their unique needs, which are often overlooked, through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education.

To meet the needs of New Orleans’ high percentage of renters and the unique housing stock of double and triple shot guns, the multi-family program will expand to include complexes with less than 4 units and to target property owners with portfolios of multiple dwellings.

**High Efficiency AC Tune Up Program** - The Energy Smart High Efficiency AC Tune-Up Program will provide residential customers with a comprehensive set of options to lower the energy consumption and cost associated with keeping their homes cool and comfortable in the summer. Customers with functioning ACs can improve the efficiency of their units with the help of a comprehensive AC Tune-up. The AC Tune-up offerings will be cross-promoted with the other programs, both residential and commercial, and, will help create a transformed AC market in the New Orleans.

**Residential Lighting and Appliances** - The objective of the Lighting and Appliances initiative is to increase awareness and sales of efficient lighting and appliances to ENO’s residential population. The program will offer customers the opportunity to purchase, largely through retail locations, a variety of discounted products that are ENERGY STAR qualified or better. The two main program activities include (1) retailer recruitment and merchandizing, and 2) administration of the incentive process (including program tracking).

**Residential Direct Load Control** – This new program is an opt-in load control initiative that will allow ENO to cycle off a participant’s home CAC condenser during peak events. To minimize discomfort, the enabling technology will allow the air-handler fan to remain powered to circulate air throughout the house. The program – which will be delivered by a turn-key implementation contractor – will employ load control technology both radio switches (installed directly on the CAC) and smart thermostats (installed in the customer’s home) to control participants’ AC units.

**Behavioral Program** – ENO’s behavioral program will offer customers advice on behavioral changes which can help lower their electric bills. ENO proposes to extend the pilot phase of this program through the end of Program Year 7. This extension will allow ENO, stakeholders and the Council to analyze the results and determine how the program should be deployed as a full program in Program Years 8 and 9. The program is designed to motivate customers to make behavioral changes which result in kWh savings.

**Schoolkits Program** – The Schoolkit program will continue to target middle school students in the New Orleans area. The CB&I team will work with local schools to enhance energy efficiency lessons and provide students with energy efficiency kits that they will use in their homes.

**Low Income Program** – ENO’s Low Income program is designed to offer qualifying customers free energy efficiency projects ranging from direct install measures including LEDs and water savings measures to smart thermostats and comprehensive envelope measures. CB&I will work with ENO to identify and qualify customers for participation.

### **Commercial Programs**

**Large Commercial & Industrial Solutions** - The primary objective of the Large Commercial and Industrial Solutions Program (Large C&I) is to provide a solution for larger (greater than 100 kW demand) nonresidential customers interested in energy efficiency through a prescriptive or custom approach. The Large C&I program is designed to generate significant energy savings, as well as a longer-term market penetration by nurturing delivery channels, such as design professionals, distributors, installation contractors, and Energy Service Companies (“ESCO”s).

**Small Business** - ENO’s Small Business program will provide small businesses and other qualified non-residential customers the opportunity to achieve electricity savings through the use of the program. The program will help small business customers analyze facility energy use and identify energy efficiency (“EE”) improvement projects.

**Publicly Funded Institutions** – The Publically Funded Institutions program is a new public sector program that is targeted to local publically funded institutions. The program should assist end use customers in overcoming barriers that are specific to public funded groups. Through hands on expertise and consulting, the program benchmarks the partner’s energy use, and identifies a roadmap to success for the partners.

## **X.**

CB&I and ENO have prepared three potential funding scenarios for Program Years 7-9. The first funding scenario keeps the same level of funding as Program Year 6 throughout Program Years 7-9. The second scenario uses funding levels that would be required to increase

savings by 0.2% annually and attempt to put the programs on a track to achieve kWh savings that amount to 2% of total annual sales. The third scenario uses the funding levels in the Final 2015 IRP. The potential Program Year 7-9 funding scenarios and kWh savings are as follows:

<b>ENO Legacy</b>					
	Program Costs	Lost Contributions to Fixed Costs	Utility Performance Incentive (12.5% of program costs)	Total Costs	MWh Savings
Scenario 1	\$19,847,192	\$3,350,815	\$2,480,899	\$25,678,906	68,664
Scenario 2	\$33,699,431	\$5,824,522	\$4,212,429	\$43,736,381	119,355
Scenario 3	\$25,390,334	\$4,097,447	\$3,173,792	\$32,661,573	83,964

<b>ENO Algiers</b>					
	Program Costs	Lost Contributions to Fixed Costs	Utility Performance Incentive (12.5% of program costs)	Total Costs	MWH Savings
Scenario 1	\$2,087,516	\$372,261	\$260,940	\$ 2,720,717	6,830
Scenario 2	\$2,867,089	\$467,962	\$358,386	\$ 3,693,437	8,586
Scenario 3	\$2,535,737	\$ 415,788	\$316,967	\$ 3,268,492	7,629

## **XI.**

In conjunction with the Plan, ENO is also filing the attached Implementation Plan Filing Report, which includes estimates for Lost Contribution to Fixed Costs (“LCFC”) and Utility Performance Incentive and a discussion of the Plan’s potential impact on the Algiers Fuel Adjustment Clause.

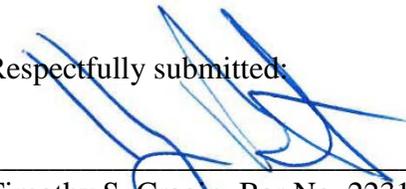
In support of the requests set forth herein, ENO submits this Application for Approval of ENO’s Implementation and Cost Recovery Plan for Program Years 7 Through 9 of the Energy Smart Plan.

**WHEREFORE**, ENO respectfully requests that this Council issue a Resolution:

1. Approving ENO's proposal for the implementation of the DSM programs as set forth herein through March 31, 2020;
2. Identifying the Council's desired level of funding for Program Years 7, 8, and 9 and the associated kWh savings recommended for the programs;
3. Approving a cost-recovery mechanism;
4. Approving the continued usage of the current lost contribution mechanism;
5. Approving the recommended performance incentive mechanism along with the recommended calculation for the amount of incentive provided for reaching 100% of goal;
6. Approving the continuation of a Behavioral Pilot during Program Year 7 with the intention of evaluating, at the end of Program Year 7, how the program will be implemented in Program Years 8 and 9; and
7. Granting all other general and equitable relief that the law and the nature of this proceeding may permit or require.

Respectfully submitted:

BY:



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Timothy S. Cragin, Bar No. 22313  
Brian L. Guillot, Bar No. 31759  
Alyssa Maurice-Anderson, Bar No. 28388  
Harry Barton, Bar No. 29751  
639 Loyola Avenue, Mail Unit L-ENT-26 E  
New Orleans, Louisiana 70113  
Telephone: (504) 576-2984  
Facsimile: (504) 576-5579

**ATTORNEYS FOR ENTERGY  
NEW ORLEANS, INC.**

## **CERTIFICATE OF SERVICE**

**Docket No. UD-08-02**

I hereby certify that I have this 13<sup>th</sup> day of February 2017, served the required number of copies of the foregoing report upon all other known parties of this proceeding, by the following: electronic mail, facsimile, overnight mail, hand delivery, and/or United States Postal Service, postage prepaid.

Lora W. Johnson  
Clerk of Council  
Council of the City of New Orleans  
City Hall, Room 1E09  
1300 Perdido Street  
New Orleans, LA 70112

Pearlina Thomas, Chief of Staff  
W. Thomas Stratton, Jr., Director  
Council Utilities Regulatory Office  
City of New Orleans  
City Hall, Room 6E07  
1300 Perdido Street  
New Orleans, LA 70112

David Gavlinski  
Acting Chief of Staff  
New Orleans City Council  
City Hall, Room 1E06  
1300 Perdido Street  
New Orleans, LA 70112

Rebecca Dietz  
City Attorney Office  
City Hall, Room 5E03  
1300 Perdido Street  
New Orleans, LA 70112

Norman S. Foster  
Department of Finance  
City Hall, Room 3W06  
1300 Perdido Street  
New Orleans, LA 70112

Hon. Jeffery S. Gulin  
3203 Bridle Ridge Lane  
Lutherville, GA 21093

Clinton A. Vince, Esq.  
Presley R. Reed, Jr., Esq.  
Emma F. Hand, Esq.  
Dentons US LLP  
1900 K Street, NW  
Washington, DC 20006

Basile J. Uddo, Esq.  
J.A. "Jay" Beatmann, Jr.  
c/o Dentons US LLP  
The Poydras Center  
650 Poydras Street, Suite 2850  
New Orleans, LA 70130-6132

Walter J. Wilkerson, Esq.  
Kelley Bazile  
Wilkerson and Associates, PLC  
The Poydras Center, Suite 1913  
650 Poydras Street  
New Orleans, LA 70130

Joseph A. Vumbaco, P.E.  
Victor M. Prep  
Joseph W. Rogers  
Legend Consulting Group Limited  
8055 East Tufts Avenue  
Suite 1250  
Denver, CO 80237-2835

Errol Smith, CPA  
Bruno and Tervalon  
4298 Elysian Fields Avenue  
New Orleans, LA 70122

Kathryn J. Lichtenberg, Esq.  
Timothy S. Cragin, Esq.  
Brian L. Guillot, Esq.  
Alyssa Maurice-Anderson, Esq.  
Harry M. Barton, Esq.  
Entergy Services, Inc.  
Mail Unit L-ENT-26E  
639 Loyola Avenue  
New Orleans, LA 70113

Jeff Cantin, President  
Heather Pohnan  
Gulf States Renewable Energy Industries  
Association  
643 Magazine Street, Suite 102  
New Orleans, LA 70130

Rick Boyd  
The Folger Coffee Company  
14601 Old Gentilly Road  
New Orleans, LA 70129

Fred M. Mazurski, CEM, CDSM  
Energy USG Corporation  
550 West Adams Street  
Chicago, IL 60661-3676

Casey DeMoss, CEO  
Logan Atkinson Burke  
Alliance for Affordable Energy  
4035 Washington Avenue  
New Orleans, LA 70125

Gary E. Huntley  
Entergy New Orleans, Inc.  
Mail Unit L-MAG-505B  
1600 Perdido Street  
New Orleans, LA 70112

Seth Cureington  
Polly S. Rosemond  
Derek Mills  
Entergy New Orleans, Inc.  
Mail Unit L-MAG-505B  
1600 Perdido Street  
New Orleans, LA 70112

Joseph J. Romano, III  
Suzanne Fontan  
Therese Perrault  
Danielle Burleigh  
Entergy Services, Inc.  
Mail Unit L-ENT-4C  
639 Loyola Avenue  
New Orleans, LA 70113

Michael L. Winberry  
Jacobs Technology Inc.  
13800 Old Gentilly Rd., Bldg. 320  
New Orleans, LA 70129

Ernest L. Edwards, Jr.  
Beirne, Maynard & Parsons, L.L.P.  
601 Poydras Street  
Suite 2200  
New Orleans, LA 70130-6097

Joshua Smith  
Staff Attorney  
Sierra Club Environmental Law Program  
85 Second Street, 2nd Floor  
San Francisco, CA 94105

Mark Zimmerman  
Air Products and Chemicals, Inc.  
7201 Hamilton Boulevard  
Allentown, PA 18195-1501

Karla Loeb  
Benjamin Norwood  
Skelly McCay  
Posigen Solar Solutions  
2424 Edenborn Ave., Suite 550  
Metairie, LA 70001

Andreancecia Morris  
Tessa Hartley  
Greater New Orleans Housing Alliance  
4640 S. Carrollton Ave., Suite 160  
New Orleans, LA 70119

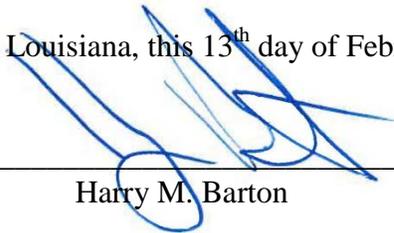
Robert L. Suggs, Jr., CEO  
South Coast Solar, LLC  
2605 Ridgelake Drive  
Metairie, LA 70002

Luke F. Piontek,  
Judith Sulzer,  
Roedel, Parsons, Koch, Blache, Balhoff  
& McCollister  
1515 Poydras Street, Suite 2230  
New Orleans, LA 70112

Myron Katz  
Building Science Innovators, LLC  
302 Walnut Street  
New Orleans, LA 70118

James E. Thompson III  
Sewerage and Water Board  
625 St. Joseph St., Room 201  
New Orleans, LA 70165

New Orleans, Louisiana, this 13<sup>th</sup> day of February 2017.



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Harry M. Barton



**ENTERGY NEW ORLEANS, INC.**

# April 1, 2017 – March 31, 2020 Program Years 7, 8, and 9 Energy Smart Demand Side Management Plan

February 13, 2017

## PREPARED BY

CB&I Environmental & Infrastructure, Inc.  
1100 Poydras Street, Suite 2775  
New Orleans, LA 70112  
Contact: Atticus Doman  
[atticus.doman@cbi.com](mailto:atticus.doman@cbi.com)

## PREPARED FOR

Derek Mills  
Entergy New Orleans  
1600 Perdido Street  
New Orleans, LA 70112  
[dmills3@entergy.com](mailto:dmills3@entergy.com)

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## Summary

Entergy New Orleans, Inc. (ENO) selected CB&I Environmental & Infrastructure, Inc. (CB&I) as the Third Party Administrator (TPA) to deliver the Energy Smart portfolio of energy efficiency programs for the period of April 1, 2017 to March 31, 2020. CB&I will be retained by ENO to implement, deliver, administer and conduct Quality Control/Quality Assurance (QC/QA) and some measurement and evaluation of the energy conservation and demand side management programs as approved by the New Orleans City Council (Council).

The Demand Side Management (DSM) plan outlined in this document details the proposed design, budgets, and savings targets for the Energy Smart portfolio in Program Years 7, 8, and 9, which run from April 1, 2017 to March 31, 2020. The energy efficiency programs are available to ENO retail customers.

CB&I completed the analysis and recommendations detailed in this implementation plan utilizing available historical results and through incorporating best practices of energy efficiency programs to provide aggressive, yet achievable program savings targets that provide significant benefits to ENO's customers. Additionally, CB&I solicited and incorporated the feedback of multiple stakeholders with significant experience with the Energy Smart programs and the New Orleans market, including, but not limited to, the following stakeholders:

- Alliance for Affordable Energy
- Natural Resources Defense Council (NRDC)
- The Urban League of New Orleans
- ILSI Engineering (ILSI)
- TSG Services (TSG)
- Green Coast Enterprises
- Energy Wise Alliance

During the initial stage, CB&I will successfully transition responsibilities from the incumbent TPA and initial program designs will be aligned with ENO's Energy Smart programs detailed in the preferred portfolio of the 2015 IRP Demand Side Management Potential Study. These programs include the following with more detail on each offering included within this plan:

- Residential Programs
  - Home Performance with Energy Star ("HPwES")
  - Energy Smart for Multifamily
  - High Efficiency AC Tune Up Program
  - Residential Lighting and Appliances
  - Residential Direct Load Control
  - Behavioral Program
  - Low Income Program



- Commercial Programs
  - Large Commercial & Industrial Solutions
  - Small Business
  - Publicly Funded Institutions

During implementation of the programs listed above, CB&I will continue to work with ENO, the Council and its Advisors (“Advisors”), as well as other stakeholders in the final detailed design of the programs to identify innovative, impactful program enhancements, and those, which are approved, will be implemented during the course of the TPA contract.

Enhancements will take the form of process improvements and introduction of innovative approaches, aimed at improving cost-effectiveness, enhancing participant satisfaction, driving increases in participation and energy savings and further expanding the value of Energy Smart programs beyond energy efficiency alone for the benefit of Entergy, the City and stakeholders.

Throughout the implementation of the approved portfolio enhancements, CB&I will continue to collaborate with ENO and stakeholders, to identify, evaluate and, implement further program and portfolio enhancement opportunities, in order to move Energy Smart programs in the direction of being nationally recognized as best-in-class.

The following implementation plan provides additional detail on the program designs, savings targets, budgets, and innovative enhancements of the Energy Smart program.

## 1. Residential Programs

The proposed programs included within CB&I’s residential portfolio are included with information on innovations and enhancements for consideration during implementation of the 2017-2020 Energy Smart DSM portfolio. The program designs align with the preferred portfolio of the 2015 IRP Demand Side Management Potential Study and the program descriptions included within the 2017-2020 Energy Smart Request for Proposal (RFP). For all programs, CB&I will facilitate brainstorming sessions involving ENO, members of our Stakeholder Advisory Panel, trade allies, and other stakeholders to identify and evaluate innovative options for program enhancement.

**Home Performance with Energy Star (“HPwES”)** – This program will achieve long term, significant cost-effective electricity savings through the use of local auditors and contractors who will help residential customers analyze their energy use and identify opportunities to improve efficiency, install low-cost energy-saving measures, and identify and implement more comprehensive home efficiency projects. HPwES will offer three levels of home energy audits. The Level I Assessment will include a “walk-through” inspection and direct installation of low-cost measures, such as LEDs and water measures. To generate additional savings at the time of the audit, smart thermostats have been added as a direct install measure. The



Level II and III Assessments are comprehensive home inspections with diagnostic testing, performed by a qualified contractor, targeted to achieve deeper savings within the home.

The CB&I Team will leverage our knowledge to identify and introduce innovative, value added approaches. We will work in collaboration with ENO and stakeholders to identify and evaluate program enhancements and implement those which the Council approves.

Proposed ideas for enhancements to the HPwES program include:

- Exploring a streamlined version of an HVAC replacement incentive allowing the program to cost-effectively provide an option for customers to replace a failed HVAC unit with a high efficiency unit. This may involve multiple points of entry for the customer into the HPwES program.
- Focusing on providing comprehensive energy assistance to residential customers on available program offerings to maximize use of programs and encourage comprehensive project retrofits.
- Enhancing and optimizing marketing and application screening to lower non-incentive costs and improve audit-to-install closure rates, thereby enhancing program cost-effectiveness.
- Better leveraging of trade allies through enhanced trade ally training. Trade allies are a low-cost program resource who can perhaps provide more program assistance.

**Energy Smart for Multifamily** - This program targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The program will address their unique needs, which are often overlooked, through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education.

To meet the needs of New Orleans' high percentage of renters and the unique housing stock of double and triple shot-gun homes, CB&I would like to expand the multi-family program to include complexes with less than 4 units and to target property owners with portfolios of multiple dwellings.

Proposed ideas for enhancements for the Energy Smart for Multifamily program include:

- Working with Building Owners and Managers Association International (BOMA) and other local organizations like the Greater New Orleans Housing Alliance (GNOHA) and the Apartment Association to identify property owners with large portfolios of residential singles, doubles and triples in addition to the traditional large complexes targeted by previous efforts. Also focus communications to determine unique challenges and corresponding program solutions for New Orleans property owners.
- Coordinating services and incentives with Louisiana Housing Corporation (LHC) and Housing Authority of New Orleans (HANO) to reach affordable housing more effectively.



- Assessing multifamily complexes where direct installations were previously performed to determine if they are candidates for remarketing of the new program.
- Coordination with Natural Resources Defense Council (NRDC)
- Exploring program designs to allow for the Energy Smart for Multifamily program to better serve multi-family properties with low income tenants.
- Enhancing and optimizing marketing and application screening to lower non-incentive costs and improve audit-to-install closure rates, thereby enhancing program cost-effectiveness.

**High Efficiency AC Tune Up Program** - The Energy Smart High Efficiency AC Tune-Up Program will provide residential customers with a comprehensive set of options to lower the energy consumption and cost associated with keeping their homes and businesses cool and comfortable in the summer. Customers with functioning ACs can improve the efficiency of their units with the help of a comprehensive AC Tune-up. The program will build capacity within the territory's HVAC contractor network to provide value-added services to its customers. These services are eligible to be incentivized because they go above and beyond the standard industry practices and offerings in the marketplace. The AC Tune-up offerings will be cross-promoted with the other programs, both residential and commercial, and, will help create a transformed AC market in the New Orleans.

Proposed ideas for enhancements to the High Efficiency Tune Up program include:

- Cross-market the Direct Load Control program to participants in the Tune Up program through participating HVAC contractors. HVAC contractors who provide qualified leads resulting in a completed installation will be eligible for an incentive for each eligible enrollment.
- Consider expanding the Tune Up program to a comprehensive HVAC program including high efficiency air conditioners, heat pumps and electronically commutated motors (ECM).

**Residential Lighting and Appliances** - The objective of the Lighting and Appliances initiative is to increase awareness and sales of efficient lighting and appliances to ENO's residential population. The program will offer customers the opportunity to purchase, largely through retail locations, a variety of discounted products that are ENERGY STAR qualified or better. The two main program activities include (1) retailer recruitment and merchandizing, and 2) administration of the incentive process (including program tracking).

The CB&I team will work to expand the retail network, as well as increase the number of available products. Recruitment will also include the development of a marketing strategy that leverages the ENERGY STAR brand, development of point-of-purchase (POP) materials, and ongoing retailer training. The incentive process will include both midstream and



upstream approaches. ENO will continue its in-store/instant coupon-based approach, but will also negotiate with retailers and manufacturers to buy-down the cost of program-qualified products.

Proposed ideas for enhancements for the Residential Light and Appliances program include:

- The CB&I team will explore creation of a custom Entergy New Orleans-branded online store that would be integrated seamlessly into Entergy New Orleans' existing website.
- Offering enhanced incentives for residential refrigerator replacements to encourage upgrades towards more efficient applications of units.

**Residential Direct Load Control** – This program is an opt-in load control initiative that will allow ENO to cycle off a participant's home central air conditioning (CAC) condenser during peak events. To minimize discomfort, the enabling technology will allow the air-handler fan to remain powered to circulate air throughout the house. The program will employ load control technology radio switches (installed directly on the CAC) to control participants' AC units. Enrollees will be provided with an incentive to encourage enrollment.

The Residential Direct Load Control program utilizes the existing infrastructure installed during the current pilot program and will continue to support the pilot customers while providing enhancements to the software.

Proposed ideas for enhancements for the Residential Direct Load Control program include:

- Potentially expanding the program to include hot water heaters.
- Leverage smart thermostats installed in the HPwES and Low Income programs by enrolling those customers in the Direct Load Control program.
- To generate additional energy savings, consider providing a kit containing LEDs, water measures and educational information with each device installed.

**Behavioral Program** – The CB&I team will continue to work with the existing behavioral program implementation contractor to offer a behavioral program to ENO's residential customers. The Behavioral Program will continue as a pilot in program year 7 and, following the results of the pilot period, may be incorporated into the Energy Smart program as a full program. This is explained in more detail in the "Background and Overview" section of this plan. Please also see Appendix 1 (Behavioral Pilot Plan) and Appendix 2 (Sample Behavioral Scorecard) for more details on the program.

**Green Light New Orleans** – The Energy Smart Program will continue to partner with Green Light New Orleans to install LEDs for New Orleans residents utilizing volunteers.



**NOLA Wise School Kit and Community Outreach Program** – The NOLA Wise School Kit and Community Outreach program will continue to target middle school students in the New Orleans area. The CB&I team will work with local schools to enhance energy efficiency lessons and provide students with energy efficiency kits that they will use in their homes.

Energy Wise Alliance (EWA) will continue to work with Energy Smart in the NOLA Wise School Kit and Community Outreach program. EWA will provide the students with kits containing energy efficient items and the students will be able to use these items in their homes and track their energy savings. Under community outreach, EWA will continue to conduct outreach to customers regarding the Energy Smart programs.

Proposed ideas for enhancements for the School Kit and Community Outreach program include:

- Enhancing and optimizing marketing to lower non-incentive costs, thereby enhancing program cost-effectiveness.
- Including private voucher schools to expand the potential number of students who can be reached by the program.
- Creating an additional outreach effort for older students (11th graders) to drive awareness and behavior while at home prior to moving out on their own. This would include coordination with the behavioral program to increase behavioral program participation and emphasize behavioral changes.
- Maximizing PR opportunities through attendance of ENO and City Council at trainings.
- Creative incentives – Include student-, teacher- and school-level incentives for achieving participation goals.
- Coordinating school building energy management activities with in-school education to encourage enhanced student education and to achieve significant energy savings for the Energy Smart portfolio.

**Low Income Program** – ENO’s Low Income program is designed to offer qualifying customers free energy efficiency projects ranging from direct install measures, such as LED bulbs and water savings measures, to smart thermostats and comprehensive envelope measures. CB&I will work with ENO to identify and qualify customers for participation.

Proposed ideas for enhancements for the Low Income program include:

- Assessing low income properties where direct installations were previously performed to determine if expanded energy efficiency opportunities exist and if they are



candidates for remarketing of the new program.

- Enhancing and optimizing marketing and application screening to lower non-incentive costs and improve audit-to-install closure rates, thereby enhancing program cost-effectiveness.
- Coordination with Total Community Action and other community action agencies to cross promote and drive utilization of Low-Income Home Energy Assistance Program (LIHEAP) and Weatherization Assistance Program (WAP).

## 2. Commercial Programs

The proposed programs included within CB&I's commercial portfolio are included with information on innovations and enhancements for consideration during implementation of the 2017-2020 Energy Smart DSM portfolio. The program designs align with the preferred portfolio of the 2015 IRP Demand Side Management Potential Study and the approved program descriptions included within the 2017-2020 Energy Smart Request for Proposal (RFP). For all programs, CB&I will facilitate brainstorming sessions including ENO, members of our Stakeholder Advisory Panel, customers in the sector, trade allies, and other stakeholders to identify and evaluate innovative options for program enhancement.

**Large Commercial & Industrial Solutions** - The primary objective of the Large Commercial and Industrial Solutions Program (Large C&I) is to provide a solution for larger (greater than 100 kW demand) nonresidential customers interested in energy efficiency through a prescriptive or custom approach. Incentives and savings for prescriptive measures are expected to be based primarily on measures in the New Orleans Technical Reference Manual (TRM) once it is complete. The Large C&I program is designed to generate significant energy savings, as well as a longer-term market penetration by nurturing delivery channels, such as design professionals, distributors, installation contractors, and Energy Service Companies (ESCOs).

Proposed ideas for enhancements for the Large Commercial & Industrial Solutions program include:

- Striving for more comprehensive large commercial and industrial projects in order to obtain the greatest energy savings possible and position the program for long term success. This will involve exploring bundling of non-lighting and lighting measures to encourage participation of non-lighting measures and innovative incentive offerings and program designs to achieve whole building commercial and industrial energy savings.
- Expanding and focusing on retro commissioning (RCx) measures and program designs to encourage RCx upgrades across New Orleans. This will include streamlined RCx



offerings that will capture savings associated with improving functionality of building management systems and central systems.

- Enhanced building and facility manager training programs to foster persistence of savings at commercial facilities and to encourage and utilize building benchmarking strategies.
- Exploring a Strategic Energy Management (SEM) program to achieve significant savings for targeted sectors, particularly healthcare and higher education facilities.
- Increasing reliance on market segmentation for marketing efforts and program design initiatives, including target measure bundles for specific customer types.
- Better leveraging of trade allies through enhanced trade ally training.

**Small Business** - ENO's Small Business program will provide small businesses (100 kW demand or less) and other qualified non-residential customers the opportunity to achieve electricity savings through the use of the program. The program will help small business customers analyze facility energy use and identify energy efficiency improvement projects. Program participants will be advised regarding the available offerings through the program as well as financial incentives for eligible efficiency measures that are installed in their facilities by trade allies.

Proposed ideas for enhancements to the Small Business program include:

- Focusing on market segmentation for vertical-specific marketing efforts and program design initiatives, including target measure bundles for specific customer types. An example would include incorporating a hospitality offering or program features for hotels, motels and guest houses) and restaurants/bars, which, which comprise a very significant portion of New Orleans' small business segment in terms of numbers of customers and energy usage.
- Increasing reliance on contractors to deliver direct install programs for larger projects and customer portfolios and local non-profit partners to deliver direct install programs to smaller customers. Direct installation of measures, particularly by partners for smaller customers, can also yield marketing benefits and help spread awareness of portfolio offerings.
- Increasing the cost-effectiveness of program delivery. This may include a focus non-lighting measures including refrigeration measures. Commercial refrigeration awareness trainings and special offering incentives for Trade Allies that are first adopters.
- Better leveraging of trade allies through enhanced training. Trade allies are a low-cost program resource who can perhaps provide more program assistance.
- Working with community leadership and organizations to establish lines of



communication and support. Leveraging and establishing relationships in the community prior to individual outreach will help establish and extend credibility in the marketplace.

- Establishing a closer collaboration and inter-program tie between the behavioral and small business programs. Further, there is a significant opportunity to derive economic development and small business enhancements through the Behavioral Program.

**Publicly Funded Institutions** - The Publically Funded Institutions program is a public sector program targeted at local publically funded institutions. The program should assist end use customers in overcoming barriers that are specific to public funded groups. Through hands-on expertise and consulting, the program benchmarks the partner's energy use and identifies a roadmap to success. Customers will be given guidance throughout their experience in the program.

The implementation process for Publicly Funded Institutions includes the following available steps for participating institutions:

- Program expertise and consulting
- Benchmarking energy use
- Developing an Energy Master Plan
- Technical assistance with energy efficiency projects
- Communication support

In addition, CB&I will educate customers on the various financial vehicles available to fund the implementation of energy efficiency improvements. CB&I will further leverage the program's incentive dollars and encourage the participation of trade allies who can deliver energy efficient products and services in a cost-effective manner.

Proposed ideas for enhancements for the Publicly Funded Institutions program include:

- Provide specialized trainings and workshop sessions for publicly funded institutions, building and facility manager training programs, and development of a customer group for facility contacts to share best practices and strategies for achieving energy savings at publicly funded institutions.
- Expanding and focusing on retro commissioning (RCx) measures and program designs to encourage RCx upgrades for publicly funded institutions. This will include streamlined RCx offerings that will capture savings associated with improving functionality of building management systems and central systems.



## Background and Overview

The following sections provide additional detail on the approach and background of the proposed program designs, budgets, and savings targets included in this implementation plan.

### 1. Scenario Analysis

Three budget and savings scenarios are included within the implementation plan to provide an understanding of costs and savings associated with varying levels of program funding.

The three scenarios are as follows:

- **Scenario 1 – Consistent Program Budgets**
  - This scenario includes savings and budget forecasts if the approximate current program budgets for PY6 were maintained for Program Years 7, 8, and 9.
- **Scenario 2 – Plan to Save 2% of Annual Sales**
  - This scenario includes energy savings and budget forecasts that align with the Council’s recommendation in Resolution R-17-31 that ENO provided a scenario that would increase kWh savings by .2% annually until a goal of 2% annual kWh savings is achieved.
  - A three year average of Entergy New Orleans’s net sales for calendar years 2013-2015<sup>1</sup> was utilized to determine the baseline for tracking achievement of the .2% annual energy savings increases. Program Year 6 MWh savings totaled 19,336 MWh, which represented .34% of the baseline sales. Using the information as the starting point, the targets below were identified<sup>2</sup>.

Plan to Save 2% of Annual Sales	Program Year 7 (Gross MWh)	Program Year 8 (Gross MWh)	Program Year 9 (Gross MWh)
Energy Savings Target	30,827	42,318	53,809
Percent of Net Sales	.54%	.74%	.94%

- To achieve the energy savings targets within this plan, as assumption was made on the evaluated energy savings and participation achievement of the behavioral program in programs years 8 and 9. This is dependent on market success and evaluation results of the program year 7 pilot program. CB&I requests a process prior to the start of Program Year 8 to revisit the budgets and savings estimates for the behavioral program. In the event that the pilot program does not achieve the expected level of success, CB&I will provide an alternate plan to achieve the identified savings targets for Scenario 2 with revised program level budgets. Due to

<sup>1</sup> Based on ENO’s FERC Form 1 filings for those years.

<sup>2</sup> Appendices 3, 4, and 5 includes detail on calculation to determine energy savings targets for Scenario 2 – Plan to Save 2% of Annual Savings



the cost-effective energy savings that are currently forecasted from the behavioral program in program years 8 and 9, the overall program budgets could significantly increase if the behavioral pilot program does not prove to be successful. This would be due to that fact that the savings currently forecasted for the behavioral program in programs year 8 and 9 would need to be achieved through other more labor intensive programs and measures

- **Scenario 3 – Integrated Resource Plan Budgets**
  - This scenario includes savings and budget forecasts that align with the program budgets for the Energy Smart programs outlined in Entergy New Orleans Integrated Resource Plan and developed through the Long-Term DSM Potential Study.

Program administration costs for the Behavioral Program included within this implementation plan will provide enough funding to exceed the stated goals, however, administrative fees will only be issued upon participant enrollment which will allow the program to ensure costs are spent only as participation targets are met.

## 2. TRM Development and Evaluation Coordination

The planning inputs used to derive the savings and budget estimates within this implementation plan were created using national energy efficiency best practices and through coordination with the existing evaluation consultant for the Energy Smart programs. The savings are based on historical results for the Energy Smart programs and modified assumptions from the Arkansas Technical Reference Manual (TRM).

The evaluation consultant for the Energy Smart programs is in process of creating a New Orleans TRM, which will be completed during implementation of the PY7-PY9 programs. The CB&I team will update our savings methodologies and tools to comply with the New Orleans TRM upon its completion.

Due to changes that may be included within the New Orleans TRM, CB&I requests a process for identifying the impacts to planned program designs of the New Orleans TRM and the ability to adjust goals based on the inputs approved within the final New Orleans TRM and the corresponding analysis of impacts to the planned energy savings included within this plan.

## 3. Evaluation Measurement and Verification (EM&V) Budget

The budgets outlined within this plan include an allocation toward EM&V, which totals roughly 4.25% the annual portfolio budget.

## 4. Budget Flexibility

The Companies' experience has shown that program implementation often occurs at different rates for different programs, and that these implementation rates can vary significantly from predictions in program applications that formed the basis for program approval. For that



reason it is important that there continue to be budget flexibility within each rate class. Additionally, with the incorporation of new programs and design elements, CB&I requests a process to request approval for budget flexibility between program years for the identified programs based on success of programs and design changes within the market.

## **Demand Side Management Portfolio – Scenario 1 – Consistent Program Budgets**

### **1. Portfolio Budgets and Savings**

The CB&I team developed the following budgets and savings estimates detailed in this implementation plan utilizing available historical results and through incorporating best practices of energy efficiency programs to provide aggressive, yet achievable program savings targets that provide significant benefits to ENO's customers. Three different budget scenarios were created to show a range of costs and savings achievable by the Energy Smart portfolio in Program Years 7-9. The following tables represent totals from Scenario 1.



i. Energy Smart New Orleans

ENERGY SMART NEW ORLEANS			
DSM PORTFOLIO BUDGETS	Year 7	Year 8	Year 9
<b>Residential Total</b>	<b>\$3,747,960</b>	<b>\$3,687,130</b>	<b>\$3,721,654</b>
<i>Implementation</i>	\$2,148,950	\$2,003,054	\$2,022,924
<i>Incentives</i>	\$1,439,920	\$1,527,440	\$1,541,083
<i>EM&amp;V</i>	\$159,090	\$156,636	\$157,647
<b>C&amp;I Total</b>	<b>\$3,060,517</b>	<b>\$2,856,942</b>	<b>\$2,840,990</b>
<i>Implementation</i>	\$1,377,916	\$1,119,368	\$1,078,786
<i>Incentives</i>	\$1,550,845	\$1,616,155	\$1,641,462
<i>EM&amp;V</i>	\$131,756	\$121,419	\$120,742
<b>Energy Smart Total</b>	<b>\$6,808,477</b>	<b>\$6,544,071</b>	<b>\$6,562,644</b>
<i>Implementation</i>	\$3,526,866	\$3,122,422	\$3,101,710
<i>Incentives</i>	\$2,990,765	\$3,143,594	\$3,182,545
<i>EM&amp;V</i>	\$290,846	\$278,055	\$278,389

ENERGY SMART NEW ORLEANS			
DSM PORTFOLIO SAVINGS	Year 7	Year 8	Year 9
<b>Residential Total</b>			
Participation	47,028	65,332	64,740
Gross Energy Savings (MWh)	6,124	9,943	10,790
Gross Demand Savings (MW)	1.9	4.9	5.5
<b>C&amp;I Total</b>			
Participation	266	275	283
Gross Energy Savings (MWh)	13,475	14,056	14,276
Gross Demand Savings (MW)	2.2	2.3	2.3
<b>Energy Smart Total</b>			
Participation	47,294	65,607	65,023
Gross Energy Savings (MWh)	19,599	23,999	25,066
Gross Demand Savings (MW)	4.1	7.2	7.8



ii. Energy Smart Algiers

ENERGY SMART ALGIERS			
DSM PORTFOLIO BUDGETS	Year 7	Year 8	Year 9
<b>Residential Total</b>	<b>\$409,523</b>	<b>\$403,550</b>	<b>\$392,156</b>
<i>Implementation</i>	\$242,072	\$236,204	\$237,876
<i>Incentives</i>	\$150,046	\$150,195	\$137,612
<i>EM&amp;V</i>	\$17,405	\$17,151	\$16,668
<b>C&amp;I Total</b>	<b>\$316,010</b>	<b>\$284,701</b>	<b>\$281,577</b>
<i>Implementation</i>	\$164,627	\$132,852	\$128,034
<i>Incentives</i>	\$137,953	\$139,748	\$141,576
<i>EM&amp;V</i>	\$13,430	\$12,101	\$11,967
<b>Energy Smart Total</b>	<b>\$725,533</b>	<b>\$688,251</b>	<b>\$673,733</b>
<i>Implementation</i>	\$406,699	\$369,056	\$365,910
<i>Incentives</i>	\$287,999	\$289,943	\$279,188
<i>EM&amp;V</i>	\$30,835	\$29,252	\$28,635

ENERGY SMART ALGIERS			
DSM PORTFOLIO SAVINGS	Year 7	Year 8	Year 9
<b>Residential Total</b>			
Participation	8,852	9,999	7,419
Gross Energy Savings (MWh)	640	1,232	1,336
Gross Demand Savings (MW)	0.17	0.67	0.78
<b>C&amp;I Total</b>			
Participation	26	27	27
Gross Energy Savings (MWh)	1,192	1,207	1,223
Gross Demand Savings (MW)	0.20	0.20	0.20
<b>Energy Smart Total</b>			
Participation	8,878	10,026	7,446
Gross Energy Savings (MWh)	1,833	2,439	2,559
Gross Demand Savings (MW)	0.37	0.87	0.98



## 2. DSM Net Benefits and Cost Effectiveness Analysis

The program design for Scenario 1 was screened for cost-effectiveness using an industry accepted, best practice energy efficiency cost efficiency modeling tool. The modeling tool takes into consideration savings and costs over the lifetime of each measure, the costs associated with delivering the programs, as well as economic factors, and avoided costs of energy and demand. The table below summarizes the cost effectiveness results for both the Total Resource Cost test (TRC) and the Utility Cost test (UCT), sometimes referred to as the Program Administrator Cost test (PACT). The screening tool relies on the most recent avoided costs determined through calculations that are consistent with the methodology that was implemented in the Entergy New Orleans IRP. The only program that fails to pass is the NOLA Wise School Kit and Community Outreach Program. This is due to the outreach and community engagement costs included within the program’s budget, which lead to increased energy savings benefit for the entire portfolio.

DSM PORTFOLIO COST EFFECTIVENESS ANALYSIS	TRC BENEFITS (\$)	TRC RATIO	UCT RATIO
Small C&I	\$6,394,782	1.17	2.09
Large C&I	\$12,593,212	1.25	2.35
Publicly Funded	\$2,573,674	1.38	2.11
Home Performance	\$5,964,746	2.07	2.38
Residential Lighting & Appliances	\$1,695,578	1.3	1.48
Green Light New Orleans	\$167,229	1.54	1.54
Energy Smart for Multi-Family	\$975,065	1.82	1.82
Low Income Audit & Wx	\$4,912,944	1.55	1.58
School Kits & Education	\$1,094,734	0.69	0.69
High Efficiency Tune Up	\$2,147,968	1.65	2.23
Behavioral	\$802,993	1.18	1.18
Direct Load Control	\$1,282,614	1.01	0.95
<b>Total</b>	<b>\$40,605,538</b>	<b>1.33</b>	<b>1.86</b>



## Program Portfolio – Scenario 1 – Consistent Program Budgets

### 1. Portfolio Budgets and Savings

The following tables represent the budget and savings totals for the program portfolio for Scenario 1.

#### i. Energy Smart New Orleans

2017 - ENERGY SMART NEW ORLEANS DSM PORTFOLIO BUDGET AND SAVINGS SCENARIO 1 – Consistent Program Budgets						
Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$463,309	\$525,950	\$989,259	208	3,727	0.7
Large C&I	\$935,445	\$753,993	\$1,689,438	43	8,443	1.3
Publicly Funded Institutions	\$152,090	\$229,729	\$381,819	15	1,305	0.2
Home Performance with Energy Star	\$414,500	\$360,417	\$774,917	535	1,783	0.4
Residential Lighting & Appliances	\$171,300	\$186,872	\$358,172	32,000	1,005	0.2
Green Light New Orleans	\$42,750	\$1,770	\$44,520	9,500	136	0.0
Energy Smart for Multi-Family	\$97,010	\$65,766	\$162,776	380	350	0.1
Low Income Audit & Wx	\$450,150	\$547,321	\$997,471	480	1,524	0.3
NOLA Wise School Kits & Education	\$95,200	\$334,084	\$429,284	2,800	547	0.1
High Efficiency Tune Up	\$129,950	\$170,177	\$300,127	728	779	0.2
Behavioral	\$0	\$223,626	\$223,626	0	0	0.0
Direct Load Control	\$39,060	\$418,007	\$457,067	605	0	0.6
<b>TOTAL</b>	<b>\$2,990,765</b>	<b>\$3,817,712</b>	<b>\$6,808,477</b>	<b>47,294</b>	<b>19,599</b>	<b>4.1</b>



**2018 - ENERGY SMART NEW ORLEANS DSM PORTFOLIO BUDGET AND SAVINGS  
SCENARIO 1 - Consistent Program Budgets**

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$477,227	\$408,517	\$885,744	214	3,839	0.8
Large C&I	\$979,066	\$633,396	\$1,612,462	45	8,847	1.3
Publicly Funded Institutions	\$159,862	\$198,874	\$358,736	16	1,370	0.2
Home Performance with Energy Star	\$451,050	\$311,919	\$762,969	535	1,941	0.4
Residential Lighting & Appliances	\$192,920	\$157,260	\$350,180	37,760	1,186	0.3
Green Light New Orleans	\$21,650	\$892	\$22,542	4,811	69	0.0
Energy Smart for Multi-Family	\$109,730	\$53,011	\$162,741	430	397	0.1
Low Income Audit & Wx	\$450,150	\$475,705	\$925,855	480	1,524	0.3
NOLA Wise School Kits & Education	\$95,200	\$324,746	\$419,946	2,800	547	0.1
High Efficiency Tune Up	\$143,500	\$146,081	\$289,581	801	858	0.2
Behavioral	\$0	\$298,169	\$298,169	17,110	3,422	2.9
Direct Load Control	\$63,240	\$391,907	\$455,147	605	0	0.6
<b>TOTAL</b>	<b>\$3,143,594</b>	<b>\$3,400,477</b>	<b>\$6,544,071</b>	<b>65,607</b>	<b>23,999</b>	<b>7.2</b>



## 2019 - ENERGY SMART NEW ORLEANS DSM PORTFOLIO BUDGET AND SAVINGS SCENARIO 1 – Consistent Program Budgets

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$492,092	\$396,108	\$888,200	221	3,961	0.8
Large C&I	\$986,372	\$611,411	\$1,597,783	46	8,918	1.3
Publicly Funded Institutions	\$162,998	\$192,009	\$355,007	16	1,397	0.2
Home Performance with Energy Star	\$459,250	\$322,434	\$781,684	535	1,976	0.4
Residential Lighting & Appliances	\$193,641	\$162,832	\$356,473	37,760	1,186	0.3
Energy Smart for Multi-Family	\$112,695	\$53,784	\$166,479	442	407	0.1
Low Income Audit & Wx	\$450,150	\$496,870	\$947,020	480	1,524	0.3
NOLA Wise School Kits & Education	\$95,200	\$324,746	\$419,946	2,800	547	0.1
High Efficiency Tune Up	\$146,075	\$152,335	\$298,410	814	872	0.2
Behavioral	\$0	\$298,169	\$298,169	21,388	4,278	3.6
Direct Load Control	\$84,072	\$369,401	\$453,473	521	0	0.5
<b>TOTAL</b>	<b>\$3,182,545</b>	<b>\$3,380,099</b>	<b>\$6,562,644</b>	<b>65,023</b>	<b>25,066</b>	<b>7.8</b>



ii. Energy Smart Algiers

**2017 - ENERGY SMART ALGIERS DSM PORTFOLIO BUDGET AND SAVINGS  
SCENARIO 1 – Consistent Program Budgets**

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$47,395	\$62,475	\$109,870	21	381	0.1
Large C&I	\$75,000	\$88,189	\$163,189	3	677	0.1
Publicly Funded Institutions	\$15,558	\$27,393	\$42,951	2	134	0.0
Home Performance with Energy Star	\$31,450	\$31,059	\$62,509	40	136	0.0
Residential Lighting & Appliances	\$13,051	\$11,299	\$24,350	2,443	76	0.0
Green Light New Orleans	\$24,750	\$1,099	\$25,849	5,500	79	0.0
Energy Smart for Multi-Family	\$7,830	\$6,554	\$14,384	30	29	0.0
Low Income Audit & Wx	\$35,900	\$46,433	\$82,333	36	123	0.0
NOLA Wise School Kits & Education	\$23,800	\$83,521	\$107,321	700	137	0.0
High Efficiency Tune Up	\$10,325	\$14,425	\$24,750	58	61	0.0
Behavioral	\$0	\$32,311	\$32,311	0	0	0.0
Direct Load Control	\$2,940	\$32,776	\$35,716	45	0	0.0
<b>TOTAL</b>	<b>\$287,999</b>	<b>\$437,534</b>	<b>\$725,533</b>	<b>8,878</b>	<b>1,833</b>	<b>0.4</b>



## 2018 - ENERGY SMART ALGIERS DSM PORTFOLIO BUDGET AND SAVINGS SCENARIO 1 – Consistent Program Budgets

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$48,501	\$48,124	\$96,625	22	390	0.1
Large C&I	\$75,000	\$73,346	\$148,346	3	678	0.1
Publicly Funded Institutions	\$16,247	\$23,483	\$39,730	2	139	0.0
Home Performance with Energy Star	\$34,950	\$26,794	\$61,744	44	151	0.0
Residential Lighting & Appliances	\$14,870	\$13,155	\$28,025	2,883	91	0.0
Green Light New Orleans	\$14,850	\$659	\$15,509	3,300	47	0.0
Energy Smart for Multi-Family	\$9,090	\$5,237	\$14,327	34	34	0.0
Low Income Audit & Wx	\$35,900	\$39,808	\$75,708	36	123	0.0
NOLA Wise School Kits & Education	\$23,800	\$81,186	\$104,986	700	137	0.0
High Efficiency Tune Up	\$11,975	\$12,731	\$24,706	67	71	0.0
Behavioral	\$0	\$43,081	\$43,081	2,890	578	0.5
Direct Load Control	\$4,760	\$30,704	\$35,464	45	0	0.0
<b>TOTAL</b>	<b>\$289,943</b>	<b>\$398,308</b>	<b>\$688,251</b>	<b>10,026</b>	<b>2,439</b>	<b>0.9</b>



## 2019 - ENERGY SMART ALGIERS DSM PORTFOLIO BUDGET AND SAVINGS SCENARIO 1 – Consistent Program Budgets

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$50,011	\$46,639	\$96,650	22	403	0.1
Large C&I	\$75,000	\$70,697	\$145,697	3	678	0.1
Publicly Funded Institutions	\$16,565	\$22,665	\$39,230	2	142	0.0
Home Performance with Energy Star	\$35,900	\$27,832	\$63,732	45	156	0.0
Residential Lighting & Appliances	\$14,149	\$13,568	\$27,717	2,883	91	0.0
Energy Smart for Multi-Family	\$9,335	\$5,272	\$14,607	35	35	0.0
Low Income Audit & Wx	\$35,900	\$41,465	\$77,365	36	123	0.0
NOLA Wise School Kits & Education	\$23,800	\$81,186	\$104,986	700	137	0.0
High Efficiency Tune Up	\$12,200	\$13,202	\$25,402	69	72	0.0
Behavioral	\$0	\$43,081	\$43,081	3,612	722	0.6
Direct Load Control	\$6,328	\$28,938	\$35,266	39	0	0.0
<b>TOTAL</b>	<b>\$279,188</b>	<b>\$394,545</b>	<b>\$673,733</b>	<b>7,446</b>	<b>2,559</b>	<b>1.0</b>

## Demand Side Management Portfolio – Scenario 2 – Plan to Save 2% of Annual Sales

### 1. Portfolio Budgets and Savings

The CB&I team developed the following budgets and savings estimates detailed in this implementation plan utilizing available historical results and through incorporating best practices of energy efficiency programs to provide aggressive, yet achievable program savings targets that provide significant benefits to ENO’s customers. Three different budget scenarios were created to show a range of costs and savings achievable by the Energy Smart portfolio in Program Years 7-9. The following tables represent totals from Scenario 2.



i. Energy Smart New Orleans

ENERGY SMART NEW ORLEANS			
DSM PORTFOLIO BUDGETS	Year 7	Year 8	Year 9
<b>Residential Total</b>	<b>\$4,511,940</b>	<b>\$4,613,966</b>	<b>\$5,116,892</b>
<i>Implementation</i>	\$2,376,143	\$2,307,001	\$2,480,825
<i>Incentives</i>	\$1,944,160	\$2,110,938	\$2,418,600
<i>EM&amp;V</i>	\$191,637	\$196,027	\$217,467
<b>C&amp;I Total</b>	<b>\$4,614,156</b>	<b>\$6,645,405</b>	<b>\$8,197,072</b>
<i>Implementation</i>	\$1,820,731	\$2,259,027	\$2,610,935
<i>Incentives</i>	\$2,597,322	\$4,103,948	\$5,237,761
<i>EM&amp;V</i>	\$196,103	\$282,430	\$348,376
<b>Energy Smart Total</b>	<b>\$9,126,096</b>	<b>\$11,259,371</b>	<b>\$13,313,964</b>
<i>Implementation</i>	\$4,196,874	\$4,566,028	\$5,091,760
<i>Incentives</i>	\$4,541,482	\$6,214,886	\$7,656,361
<i>EM&amp;V</i>	\$387,740	\$478,457	\$565,843

ENERGY SMART NEW ORLEANS			
DSM PORTFOLIO SAVINGS	Year 7	Year 8	Year 9
<b>Residential Total</b>			
Participation	175,632	153,017	121,910
Gross Energy Savings (MWh)	9,638	14,145	17,392
Gross Demand Savings (MW)	3.0	6.8	9.2
<b>C&amp;I Total</b>			
Participation	334	414	478
Gross Energy Savings (MWh)	19,723	25,575	32,882
Gross Demand Savings (MW)	3.1	4.1	5.2
<b>Energy Smart Total</b>			
Participation	175,966	153,431	122,388
Gross Energy Savings (MWh)	29,360	39,720	50,275
Gross Demand Savings (MW)	6.1	10.8	14.4



ii. Energy Smart Algiers

ENERGY SMART ALGIERS			
DSM PORTFOLIO BUDGETS	Year 7	Year 8	Year 9
<b>Residential Total</b>	<b>\$435,819</b>	<b>\$456,656</b>	<b>\$510,874</b>
<i>Implementation</i>	\$263,292	\$260,943	\$279,735
<i>Incentives</i>	\$154,004	\$176,305	\$209,426
<i>EM&amp;V</i>	\$18,523	\$19,408	\$21,713
<b>C&amp;I Total</b>	<b>\$401,623</b>	<b>\$502,112</b>	<b>\$560,005</b>
<i>Implementation</i>	\$211,247	\$235,570	\$271,205
<i>Incentives</i>	\$173,308	\$245,202	\$265,000
<i>EM&amp;V</i>	\$17,068	\$21,340	\$23,800
<b>Energy Smart Total</b>	<b>\$837,442</b>	<b>\$958,768</b>	<b>\$1,070,879</b>
<i>Implementation</i>	\$474,539	\$496,513	\$550,940
<i>Incentives</i>	\$327,312	\$421,507	\$474,426
<i>EM&amp;V</i>	\$35,591	\$40,748	\$45,513

ENERGY SMART ALGIERS			
DSM PORTFOLIO SAVINGS	Year 7	Year 8	Year 9
<b>Residential Total</b>			
Participation	18,669	17,083	12,995
Gross Energy Savings (MWh)	656	1,489	2,100
Gross Demand Savings (MW)	0.22	0.86	1.27
<b>C&amp;I Total</b>			
Participation	29	33	37
Gross Energy Savings (MWh)	1,288	1,471	1,584
Gross Demand Savings (MW)	0.21	0.25	0.26
<b>Energy Smart Total</b>			
Participation	18,698	17,116	13,032
Gross Energy Savings (MWh)	1,945	2,959	3,685
Gross Demand Savings (MW)	0.4	1.1	1.5



## 2. DSM Net Benefits and Cost Effectiveness Analysis

The program design for Scenario 2 was screened for cost-effectiveness using an industry accepted, best practice energy efficiency cost efficiency modeling tool. The modeling tool takes into consideration savings and costs over the lifetime of each measure, the costs associated with delivering the programs, as well as economic factors, and avoided costs of energy and demand. The table below summarizes the cost effectiveness results for both the Total Resource Cost test (TRC) and the Utility Cost test (UCT), sometimes referred to as the Program Administrator Cost test (PACT). The screening tool relies on the most recent avoided costs determined through calculations that are consistent with the methodology that was implemented in the Entergy New Orleans IRP. The only program that fails to pass is the NOLA Wise School Kit and Community Outreach Program. This is due to the outreach and community engagement costs included within the program’s budget, which lead to increased energy savings benefit for the entire portfolio.

DSM PORTFOLIO COST EFFECTIVENESS ANALYSIS	TRC BENEFITS (\$)	TRC RATIO	UCT RATIO
Small C&I	\$8,549,561	1.15	1.65
Large C&I	\$26,238,440	1.22	1.94
Publicly Funded	\$4,139,158	1.4	1.88
Home Performance	\$9,072,819	2.32	2.71
Residential Lighting & Appliances	\$4,714,517	1.85	2.16
Green Light New Orleans	\$167,229	1.54	1.54
Energy Smart for Multi-Family	\$1,299,848	1.93	1.93
Low Income Audit & Wx	\$4,912,944	1.5	1.53
School Kits & Education	\$1,094,734	0.69	0.69
High Efficiency Tune Up	\$2,717,109	1.77	2.43
Behavioral	\$1,159,892	1.7	1.7
Direct Load Control	\$2,691,939	1.26	1.17
<b>Total</b>	<b>\$66,758,191</b>	<b>1.38</b>	<b>1.84</b>



## Program Portfolio – Scenario 2 – Plan to Save 2% of Annual Sales

### 1. Portfolio Budgets and Savings

The following tables represent the budget and savings totals for the program portfolio for Scenario 2.

#### i. Energy Smart New Orleans

#### 2017 - ENERGY SMART NEW ORLEANS DSM PORTFOLIO BUDGET AND SAVINGS SCENARIO 2 – Plan to Save 2% of Annual Sales

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$677,978	\$580,311	\$1,258,289	247	4,431	0.9
Large C&I	\$1,724,777	\$1,189,250	\$2,914,027	70	13,797	2.0
Publicly Funded Institutions	\$194,567	\$247,273	\$441,840	17	1,494	0.2
Home Performance with Energy Star	\$414,500	\$360,293	\$774,793	535	1,783	0.4
Residential Lighting & Appliances	\$651,360	\$203,920	\$855,280	160,000	4,519	0.8
Green Light New Orleans	\$42,750	\$1,770	\$44,520	9,500	136	0.0
Energy Smart for Multi-Family	\$97,010	\$65,660	\$162,670	380	350	0.1
Low Income Audit & Wx	\$450,150	\$547,267	\$997,417	480	1,524	0.3
NOLA Wise School Kits & Education	\$95,200	\$334,084	\$429,284	2,800	547	0.1
High Efficiency Tune Up	\$129,950	\$170,091	\$300,041	728	779	0.2
Behavioral	\$0	\$223,626	\$223,626	0	0	0.0
Direct Load Control	\$63,240	\$661,069	\$724,309	1,209	0	1.1
<b>TOTAL</b>	<b>\$4,541,482</b>	<b>\$4,584,614</b>	<b>\$9,126,096</b>	<b>175,966</b>	<b>29,360</b>	<b>6.1</b>



**2018 - ENERGY SMART NEW ORLEANS DSM PORTFOLIO BUDGET AND SAVINGS  
SCENARIO 2 – Plan to Save 2% of Annual Sales**

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$1,040,794	\$617,187	\$1,657,981	297	5,311	1.1
Large C&I	\$2,725,883	\$1,612,934	\$4,338,817	93	18,159	2.7
Publicly Funded Institutions	\$337,271	\$311,336	\$648,607	24	2,105	0.3
Home Performance with Energy Star	\$638,900	\$340,780	\$979,680	824	2,748	0.6
Residential Lighting & Appliances	\$486,474	\$179,145	\$665,619	120,000	3,453	0.6
Green Light New Orleans	\$21,650	\$892	\$22,542	4,811	69	0.0
Energy Smart for Multi-Family	\$129,490	\$57,894	\$187,384	508	467	0.1
Low Income Audit & Wx	\$450,150	\$496,618	\$946,768	480	1,524	0.3
NOLA Wise School Kits & Education	\$95,200	\$324,746	\$419,946	2,800	547	0.1
High Efficiency Tune Up	\$177,475	\$154,818	\$332,293	997	1,059	0.3
Behavioral	\$0	\$298,169	\$298,169	21,388	4,278	3.6
Direct Load Control	\$111,600	\$649,966	\$761,566	1,209	0	1.1
<b>TOTAL</b>	<b>\$6,214,886</b>	<b>\$5,044,485</b>	<b>\$11,259,371</b>	<b>153,431</b>	<b>39,720</b>	<b>10.8</b>



**2019 - ENERGY SMART NEW ORLEANS DSM PORTFOLIO BUDGET AND SAVINGS  
SCENARIO 2 – Plan to Save 2% of Annual Sales**

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$1,127,441	\$662,337	\$1,789,778	321	5,752	1.2
Large C&I	\$3,644,559	\$1,855,058	\$5,499,617	124	24,207	3.6
Publicly Funded Institutions	\$465,762	\$441,916	\$907,678	33	2,923	0.4
Home Performance with Energy Star	\$945,000	\$397,411	\$1,342,411	1,220	4,065	0.9
Residential Lighting & Appliances	\$353,715	\$197,709	\$551,424	80,000	2,409	0.5
Energy Smart for Multi-Family	\$196,925	\$70,444	\$267,369	773	711	0.1
Low Income Audit & Wx	\$450,150	\$563,290	\$1,013,440	480	1,524	0.3
NOLA Wise School Kits & Education	\$95,200	\$324,746	\$419,946	2,800	547	0.1
High Efficiency Tune Up	\$217,650	\$174,733	\$392,383	1,207	1,293	0.4
Behavioral	\$0	\$298,169	\$298,169	34,221	6,844	5.8
Direct Load Control	\$159,960	\$671,790	\$831,750	1,209	0	1.1
<b>TOTAL</b>	<b>\$7,656,361</b>	<b>\$5,657,603</b>	<b>\$13,313,964</b>	<b>122,388</b>	<b>50,275</b>	<b>14.4</b>



ii. Energy Smart Algiers

**2017 - ENERGY SMART ALGIERS DSM PORTFOLIO BUDGET AND SAVINGS  
SCENARIO 2 – Plan to Save 2% of Annual Sales**

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$63,000	\$66,634	\$129,634	23	412	0.1
Large C&I	\$90,000	\$133,092	\$223,092	4	720	0.1
Publicly Funded Institutions	\$20,308	\$28,589	\$48,897	2	156	0.0
Home Performance with Energy Star	\$31,450	\$30,758	\$62,208	40	136	0.0
Residential Lighting & Appliances	\$15,189	\$15,474	\$30,663	12,214	92	0.0
Green Light New Orleans	\$24,750	\$1,099	\$25,849	5,500	79	0.0
Energy Smart for Multi-Family	\$7,830	\$6,436	\$14,266	30	29	0.0
Low Income Audit & Wx	\$35,900	\$46,209	\$82,109	36	123	0.0
NOLA Wise School Kits & Education	\$23,800	\$83,521	\$107,321	700	137	0.0
High Efficiency Tune Up	\$10,325	\$14,329	\$24,654	58	61	0.0
Behavioral	\$0	\$32,311	\$32,311	0	0	0.0
Direct Load Control	\$4,760	\$51,678	\$56,438	91	0	0.1
<b>TOTAL</b>	<b>\$327,312</b>	<b>\$510,130</b>	<b>\$837,442</b>	<b>18,698</b>	<b>1,945</b>	<b>0.4</b>



**2018 - ENERGY SMART ALGIERS DSM PORTFOLIO BUDGET AND SAVINGS  
SCENARIO 2 – Plan to Save 2% of Annual Sales**

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$95,000	\$73,843	\$168,843	27	485	0.1
Large C&I	\$115,000	\$152,271	\$267,271	4	766	0.1
Publicly Funded Institutions	\$35,202	\$30,796	\$65,998	2	220	0.0
Home Performance with Energy Star	\$48,800	\$29,337	\$78,137	62	210	0.1
Residential Lighting & Appliances	\$19,500	\$14,208	\$33,708	9,161	124	0.0
Green Light New Orleans	\$14,850	\$659	\$15,509	3,300	47	0.0
Energy Smart for Multi-Family	\$10,630	\$5,732	\$16,362	41	39	0.0
Low Income Audit & Wx	\$35,900	\$41,771	\$77,671	36	123	0.0
NOLA Wise School Kits & Education	\$23,800	\$81,186	\$104,986	700	137	0.0
High Efficiency Tune Up	\$14,425	\$13,311	\$27,736	80	86	0.0
Behavioral	\$0	\$43,081	\$43,081	3,612	722	0.6
Direct Load Control	\$8,400	\$51,066	\$59,466	91	0	0.1
<b>TOTAL</b>	<b>\$421,507</b>	<b>\$537,261</b>	<b>\$958,768</b>	<b>17,116</b>	<b>2,959</b>	<b>1.1</b>



## 2019 - ENERGY SMART ALGIERS DSM PORTFOLIO BUDGET AND SAVINGS SCENARIO 2 – Plan to Save 2% of Annual Sales

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$105,000	\$79,324	\$184,324	30	536	0.1
Large C&I	\$120,000	\$172,354	\$292,354	4	797	0.1
Publicly Funded Institutions	\$40,000	\$43,327	\$83,327	3	251	0.0
Home Performance with Energy Star	\$72,250	\$34,241	\$106,491	92	312	0.1
Residential Lighting & Appliances	\$25,906	\$16,679	\$42,585	6,107	174	0.0
Energy Smart for Multi-Family	\$16,605	\$7,125	\$23,730	63	62	0.0
Low Income Audit & Wx	\$35,900	\$47,546	\$83,446	36	123	0.0
NOLA Wise School Kits & Education	\$23,800	\$81,186	\$104,986	700	137	0.0
High Efficiency Tune Up	\$22,925	\$18,815	\$41,740	127	137	0.0
Behavioral	\$0	\$43,081	\$43,081	5,779	1,156	1.0
Direct Load Control	\$12,040	\$52,775	\$64,815	91	0	0.1
<b>TOTAL</b>	<b>\$474,426</b>	<b>\$596,453</b>	<b>\$1,070,879</b>	<b>13,032</b>	<b>3,685</b>	<b>1.5</b>

## Demand Side Management Portfolio – Scenario 3 – Integrated Resource Plan Budgets

### 1. Portfolio Budgets and Savings

The CB&I team developed the following budgets and savings estimates detailed in this implementation plan utilizing available historical results and through incorporating best practices of energy efficiency programs to provide aggressive, yet achievable program savings targets that provide significant benefits to ENO’s customers. Three different budget scenarios were created to show a range of costs and savings achievable by the Energy Smart portfolio in Program Years 7-9. The following tables represent totals from Scenario 3.



i. Energy Smart New Orleans

ENERGY SMART NEW ORLEANS			
DSM PORTFOLIO BUDGETS	Year 7	Year 8	Year 9
<b>Residential Total</b>	<b>\$4,010,384</b>	<b>\$4,395,576</b>	<b>\$4,873,682</b>
<i>Implementation</i>	\$2,376,263	\$2,300,090	\$2,452,306
<i>Incentives</i>	\$1,463,801	\$1,908,739	\$2,214,245
<i>EM&amp;V</i>	\$170,320	\$186,747	\$207,131
<b>C&amp;I Total</b>	<b>\$3,055,601</b>	<b>\$4,069,953</b>	<b>\$4,985,138</b>
<i>Implementation</i>	\$1,376,053	\$1,503,678	\$1,573,910
<i>Incentives</i>	\$1,549,686	\$2,393,302	\$3,204,794
<i>EM&amp;V</i>	\$129,862	\$172,973	\$206,434
<b>Energy Smart Total</b>	<b>\$7,065,985</b>	<b>\$8,465,529</b>	<b>\$9,858,820</b>
<i>Implementation</i>	\$3,752,316	\$3,803,768	\$4,026,216
<i>Incentives</i>	\$3,013,487	\$4,302,041	\$5,419,039
<i>EM&amp;V</i>	\$300,182	\$359,720	\$413,565

ENERGY SMART NEW ORLEANS			
DSM PORTFOLIO SAVINGS	Year 7	Year 8	Year 9
<b>Residential Total</b>			
Participation	47,632	79,939	92,782
Gross Energy Savings (MWh)	6,122	11,441	13,755
Gross Demand Savings (MW)	2.4	5.8	6.8
<b>C&amp;I Total</b>			
Participation	266	328	348
Gross Energy Savings (MWh)	13,466	18,196	20,985
Gross Demand Savings (MW)	2.2	3.0	3.3
<b>Energy Smart Total</b>			
Participation	47,898	80,267	93,130
Gross Energy Savings (MWh)	19,588	29,636	34,741
Gross Demand Savings (MW)	4.6	8.7	10.1



ii. Energy Smart Algiers

ENERGY SMART ALGIERS			
DSM PORTFOLIO BUDGETS	Year 7	Year 8	Year 9
<b>Residential Total</b>	<b>\$435,322</b>	<b>\$440,527</b>	<b>\$486,186</b>
<i>Implementation</i>	\$264,655	\$267,970	\$275,944
<i>Incentives</i>	\$152,166	\$153,835	\$189,578
<i>EM&amp;V</i>	\$18,501	\$18,722	\$20,664
<b>C&amp;I Total</b>	<b>\$320,529</b>	<b>\$410,648</b>	<b>\$442,526</b>
<i>Implementation</i>	\$167,795	\$204,740	\$197,317
<i>Incentives</i>	\$139,111	\$188,456	\$226,401
<i>EM&amp;V</i>	\$13,623	\$17,452	\$18,808
<b>Energy Smart Total</b>	<b>\$755,851</b>	<b>\$851,175</b>	<b>\$928,712</b>
<i>Implementation</i>	\$432,450	\$472,710	\$473,261
<i>Incentives</i>	\$291,277	\$342,291	\$415,979
<i>EM&amp;V</i>	\$32,124	\$36,174	\$39,472

ENERGY SMART ALGIERS			
DSM PORTFOLIO SAVINGS	Year 7	Year 8	Year 9
<b>Residential Total</b>			
Participation	8,898	11,109	9,556
Gross Energy Savings (MWh)	642	1,345	1,562
Gross Demand Savings (MW)	0.21	0.74	0.88
<b>C&amp;I Total</b>			
Participation	27	31	33
Gross Energy Savings (MWh)	1,201	1,403	1,476
Gross Demand Savings (MW)	0.20	0.23	0.24
<b>Energy Smart Total</b>			
Participation	8,925	11,140	9,589
Gross Energy Savings (MWh)	1,844	2,748	3,039
Gross Demand Savings (MW)	0.4	1.0	1.1



## 2. DSM Net Benefits and Cost Effectiveness Analysis

The program design for Scenario 2 was screened for cost-effectiveness using an industry accepted, best practice energy efficiency cost efficiency modeling tool. The modeling tool takes into consideration savings and costs over the lifetime of each measure, the costs associated with delivering the programs, as well as economic factors, and avoided costs of energy and demand. The table below summarizes the cost effectiveness results for both the Total Resource Cost test (TRC) and the Utility Cost test (UCT), sometimes referred to as the Program Administrator Cost test (PACT). The screening tool relies on the most recent avoided costs determined through calculations that are consistent with the methodology that was implemented in the Entergy New Orleans IRP. The only program that fails to pass is the NOLA Wise School Kit and Community Outreach Program. This is due to the outreach and community engagement costs included within the program’s budget, which lead to increased energy savings benefit for the entire portfolio.

DSM PORTFOLIO COST EFFECTIVENESS ANALYSIS	TRC BENEFITS (\$)	TRC RATIO	UCT RATIO
Small C&I	\$6,980,913	1.17	1.88
Large C&I	\$16,353,917	1.24	2.1
Publicly Funded	\$3,718,249	1.45	2.08
Home Performance	\$8,476,475	2.28	2.66
Residential Lighting & Appliances	\$2,336,014	1.44	1.68
Green Light New Orleans	\$167,229	1.54	1.54
Energy Smart for Multi-Family	\$1,193,193	1.88	1.88
Low Income Audit & Wx	\$4,912,944	1.51	1.54
School Kits & Education	\$1,094,734	0.69	0.69
High Efficiency Tune Up	\$2,691,804	1.77	2.43
Behavioral	\$802,993	1.18	1.18
Direct Load Control	\$2,691,939	1.26	1.17
<b>Total</b>	<b>\$51,420,404</b>	<b>1.38</b>	<b>1.85</b>



## Program Portfolio – Scenario 3 – Integrated Resource Plan Budgets

### 1. Portfolio Budgets and Savings

The following tables represent the budget and savings totals for the program portfolio for Scenario 3.

#### i. Energy Smart New Orleans

2017 - ENERGY SMART NEW ORLEANS DSM PORTFOLIO BUDGET AND SAVINGS SCENARIO 3 – Integrated Resource Plan Budgets						
Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$462,437	\$525,173	\$987,610	208	3,720	0.7
Large C&I	\$935,445	\$750,805	\$1,686,250	43	8,443	1.3
Publicly Funded Institutions	\$151,804	\$229,937	\$381,741	15	1,303	0.2
Home Performance with Energy Star	\$414,500	\$360,283	\$774,783	535	1,783	0.4
Residential Lighting & Appliances	\$171,001	\$182,667	\$353,668	32,000	1,003	0.2
Green Light New Orleans	\$42,750	\$1,770	\$44,520	9,500	136	0.0
Energy Smart for Multi-Family	\$97,010	\$65,725	\$162,735	380	350	0.1
Low Income Audit & Wx	\$450,150	\$547,215	\$997,365	480	1,524	0.3
NOLA Wise School Kits & Education	\$95,200	\$334,084	\$429,284	2,800	547	0.1
High Efficiency Tune Up	\$129,950	\$170,144	\$300,094	728	779	0.2
Behavioral	\$0	\$223,626	\$223,626	0	0	0.0
Direct Load Control	\$63,240	\$661,069	\$724,309	1,209	0	1.1
<b>TOTAL</b>	<b>\$3,013,487</b>	<b>\$4,052,498</b>	<b>\$7,065,985</b>	<b>47,898</b>	<b>19,588</b>	<b>4.6</b>



## 2018 - ENERGY SMART NEW ORLEANS DSM PORTFOLIO BUDGET AND SAVINGS SCENARIO 3 – Integrated Resource Plan Budgets

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$669,672	\$511,436	\$1,181,108	244	4,374	0.9
Large C&I	\$1,449,995	\$862,370	\$2,312,365	60	11,733	1.8
Publicly Funded Institutions	\$273,635	\$302,845	\$576,480	24	2,089	0.3
Home Performance with Energy Star	\$652,750	\$338,989	\$991,739	824	2,748	0.6
Residential Lighting & Appliances	\$266,434	\$168,281	\$434,715	51,200	1,604	0.3
Green Light New Orleans	\$21,650	\$892	\$22,542	4,811	69	0.0
Energy Smart for Multi-Family	\$131,030	\$57,057	\$188,087	508	467	0.1
Low Income Audit & Wx	\$450,150	\$494,540	\$944,690	480	1,524	0.3
NOLA Wise School Kits & Education	\$95,200	\$324,746	\$419,946	2,800	547	0.1
High Efficiency Tune Up	\$179,925	\$154,197	\$334,122	997	1,059	0.3
Behavioral	\$0	\$298,169	\$298,169	17,110	3,422	2.9
Direct Load Control	\$111,600	\$649,966	\$761,566	1,209	0	1.1
<b>TOTAL</b>	<b>\$4,302,041</b>	<b>\$4,163,488</b>	<b>\$8,465,529</b>	<b>80,267</b>	<b>29,636</b>	<b>8.7</b>



**2019 - ENERGY SMART NEW ORLEANS DSM PORTFOLIO BUDGET AND SAVINGS  
SCENARIO 3 – Integrated Resource Plan Budgets**

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$681,543	\$460,255	\$1,141,798	249	4,452	0.9
Large C&I	\$2,137,475	\$1,061,999	\$3,199,474	72	14,121	2.1
Publicly Funded Institutions	\$385,776	\$258,090	\$643,866	27	2,413	0.4
Home Performance with Energy Star	\$817,550	\$383,171	\$1,200,721	1,055	3,517	0.8
Residential Lighting & Appliances	\$310,000	\$191,361	\$501,361	64,000	2,005	0.4
Energy Smart for Multi-Family	\$163,735	\$67,864	\$231,599	643	591	0.1
Low Income Audit & Wx	\$450,150	\$548,818	\$998,968	480	1,524	0.3
NOLA Wise School Kits & Education	\$95,200	\$324,746	\$419,946	2,800	547	0.1
High Efficiency Tune Up	\$217,650	\$173,518	\$391,168	1,207	1,293	0.4
Behavioral	\$0	\$298,169	\$298,169	21,388	4,278	3.6
Direct Load Control	\$159,960	\$671,790	\$831,750	1,209	0	1.1
<b>TOTAL</b>	<b>\$5,419,039</b>	<b>\$4,439,781</b>	<b>\$9,858,820</b>	<b>93,130</b>	<b>34,741</b>	<b>10.2</b>



ii. Energy Smart Algiers

**2017 - ENERGY SMART ALGIERS DSM PORTFOLIO BUDGET AND SAVINGS  
SCENARIO 3 – Integrated Resource Plan Budgets**

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$48,267	\$63,679	\$111,946	22	388	0.1
Large C&I	\$75,000	\$89,819	\$164,819	3	677	0.1
Publicly Funded Institutions	\$15,844	\$27,920	\$43,764	2	136	0.0
Home Performance with Energy Star	\$31,450	\$31,248	\$62,698	40	136	0.0
Residential Lighting & Appliances	\$13,351	\$15,617	\$28,968	2,443	78	0.0
Green Light New Orleans	\$24,750	\$1,099	\$25,849	5,500	79	0.0
Energy Smart for Multi-Family	\$7,830	\$6,625	\$14,455	30	29	0.0
Low Income Audit & Wx	\$35,900	\$46,575	\$82,475	36	123	0.0
NOLA Wise School Kits & Education	\$23,800	\$83,521	\$107,321	700	137	0.0
High Efficiency Tune Up	\$10,325	\$14,482	\$24,807	58	61	0.0
Behavioral	\$0	\$32,311	\$32,311	0	0	0.0
Direct Load Control	\$4,760	\$51,678	\$56,438	91	0	0.1
<b>TOTAL</b>	<b>\$291,277</b>	<b>\$464,574</b>	<b>\$755,851</b>	<b>8,925</b>	<b>1,844</b>	<b>0.4</b>



**2018 - ENERGY SMART ALGIERS DSM PORTFOLIO BUDGET AND SAVINGS  
SCENARIO 3 – Integrated Resource Plan Budgets**

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$69,896	\$73,948	\$143,844	25	457	0.1
Large C&I	\$90,000	\$111,899	\$201,899	4	728	0.1
Publicly Funded Institutions	\$28,560	\$36,345	\$64,905	2	218	0.0
Home Performance with Energy Star	\$34,950	\$31,173	\$66,123	62	210	0.1
Residential Lighting & Appliances	\$14,870	\$15,121	\$29,991	3,909	125	0.0
Green Light New Orleans	\$14,850	\$659	\$15,509	3,300	47	0.0
Energy Smart for Multi-Family	\$9,090	\$6,587	\$15,677	41	39	0.0
Low Income Audit & Wx	\$35,900	\$43,873	\$79,773	36	123	0.0
NOLA Wise School Kits & Education	\$23,800	\$81,186	\$104,986	700	137	0.0
High Efficiency Tune Up	\$11,975	\$13,946	\$25,921	80	86	0.0
Behavioral	\$0	\$43,081	\$43,081	2,890	578	0.5
Direct Load Control	\$8,400	\$51,066	\$59,466	91	0	0.1
<b>TOTAL</b>	<b>\$342,291</b>	<b>\$508,884</b>	<b>\$851,175</b>	<b>11,140</b>	<b>2,748</b>	<b>1.0</b>



## 2019 - ENERGY SMART ALGIERS DSM PORTFOLIO BUDGET AND SAVINGS SCENARIO 3 – Integrated Resource Plan Budgets

Program	Incentives	Non-Incentive	Total	Participation	Gross Energy Savings (MWh)	Gross Demand Savings (MW)
Small C&I	\$71,136	\$71,613	\$142,749	26	465	0.1
Large C&I	\$115,000	\$108,928	\$223,928	4	760	0.1
Publicly Funded Institutions	\$40,265	\$35,584	\$75,849	3	252	0.0
Home Performance with Energy Star	\$62,350	\$33,848	\$96,198	80	269	0.1
Residential Lighting & Appliances	\$23,858	\$16,300	\$40,158	4,886	154	0.0
Energy Smart for Multi-Family	\$13,655	\$6,926	\$20,581	52	50	0.0
Low Income Audit & Wx	\$35,900	\$47,155	\$83,055	36	123	0.0
NOLA Wise School Kits & Education	\$23,800	\$81,186	\$104,986	700	137	0.0
High Efficiency Tune Up	\$17,975	\$15,337	\$33,312	99	107	0.0
Behavioral	\$0	\$43,081	\$43,081	3,612	722	0.6
Direct Load Control	\$12,040	\$52,775	\$64,815	91	0	0.1
<b>TOTAL</b>	<b>\$415,979</b>	<b>\$512,733</b>	<b>\$928,712</b>	<b>9,589</b>	<b>3,039</b>	<b>1.1</b>