

Appendix 4

Energy Smart Program Description

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| Program | Residential Solutions |
| Program Objective | The objective of the Residential Solutions program is to improve the energy efficiency of homes in New Orleans through whole-house approaches to reducing energy consumption. |
| Program Description | <p>The Residential Solutions Program will encourage homeowners to use a whole-house approach for reducing energy consumption and help establish and train a network of skilled and credible home energy analysts and contractors. The Program offers two levels of home energy audits: a “walk through” audit and a comprehensive audit. Customers will be required to pay for the audits, but are offered a rebate if they install at least one energy efficiency measure based on the results of the audit. Rebates will also be available for customers undertaking cost-effective improvements without an audit, such as insulation, duct sealing, and weatherization.</p> <p>In order to participate, qualifying contractors must sign agreements that hold them to the Program’s policy and procedural guidelines, and which dictate the Program’s performance milestones (performing a certain number of audits or installations over a certain time frame).</p> <p>Program incentives will be paid to participating contractors, pending approval of their incentive applications. Therefore, to the homeowner, the incentive will be reflected as a discount in the price of the work completed. The Program will perform spot checks on a statistically significant sample of installations performed by contractors. A contractor who performs sub-standard work and/or who does not adhere to their participation agreement will be removed from the program.</p> |
| Target Market(s) | All homes in New Orleans are eligible for this program. According to GCR data, the total eligible population is approximately 111,000 units. |

| Program | Residential Solutions | |
|--|-----------------------------------|-----------|
| Eligible Measures & Incentives | Measure | Incentive |
| | DHW Reduced Setpoint | \$1 |
| | Faucet Aerator | \$4 |
| | CFLs | \$2 |
| | Low-Flow Showerhead | \$18 |
| | Water Heater Jacket | \$20 |
| | Hot Water Pipe Insulation | \$20 |
| | Wall Insulation | \$500 |
| | Floor Insulation | \$750 |
| | Air Infiltration reduction | \$250 |
| | Solar Screens | \$80 |
| | Duct Efficiency | \$800 |
| | DHW Elec, Eff HP | \$1000 |
| | Gas Instant DHW (0.80 EF) | \$300 |
| | High Efficiency Pool Pump & Timer | \$540 |
| <p>Note: Final incentive levels are subject to change pending completion of the final program implementation plan.</p> | | |
| <p>Participating home energy audit contractors will perform both walk through and comprehensive audits. ENO will offer a customer rebate for the portion of the audit if the customer installs one or more energy efficiency upgrades recommended by the auditor. Both audits will include the direct installation of electricity saving measures including up to 6 CFLs, a low-flow showerhead, faucet aerators, hot water pipe insulation, water heater jacket, and reduced hot water set-point.</p> | | |

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| Program | Residential Solutions |
| Implementation & Delivery | <p>Key elements of Residential Solutions implementation include:</p> <ol style="list-style-type: none"> 1. <u>Contractor recruitment and training</u>: ENO will recruit HVAC, remodeling, insulation and weatherization contractors as well as home energy rating system (HERS) raters and other trade allies interested in offering home energy performance services to their customers, and arrange for them to participate in program training. Contractors will be required to sign a participation agreement, and abide by all program protocols and reporting requirements. 2. <u>Leveraging of stimulus funding</u>: To the extent possible, the program will leverage ARRA funding through the LA DNR for the "Residential/Commercial Program," the budget for which is over \$15M statewide, as well as other ARRA funding, as appropriate. 3. <u>Project Implementation</u> <ul style="list-style-type: none"> o <u>Level 1 Audit</u>: This is a walkthrough/visual inspection quick home energy audit. Contractors will directly install low-cost measures, such as CFLs, hot water heater wraps, pipe insulation, and low-flow showerheads for customers with electric water heaters, where needed and allowed by participating customers. These low-cost/direct install measures will be available at no additional charge to the customer. Some homeowners may follow-up with more comprehensive energy efficiency improvements, including air and duct sealing or appliance retrofits, or request a more comprehensive energy audit. o <u>Level 2 Audit</u>: Participating contractors will provide comprehensive home audits for interested customers for a fee (we estimate this cost to be \$400). In addition to walkthrough and direct install of low-cost measures, this audit will be designed to estimate potential energy savings due to infiltration and heat loss through walls and attics. Diagnostic evaluations conducted during the Audit may include duct and air seal testing and combustion safety testing. An audit report will be presented to the customer with recommendations for upgrades and information about available financing or cash incentives. 4. <u>Incentive application</u>: Contractors will submit applications for services performed. The program will conduct a QA/QC review of all applications to ensure that all required information and documentation has been provided. 5. <u>Incentive payment</u>: Contractors will receive incentives for approved applications. 6. <u>Project verification</u>: ENO reserves the right to site-verify installations prior to project approval and incentive payment. The program will perform site verification on a statistically significant number of installations to verify the performance of work completed. |

| Program | Residential Solutions |
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| <p>Marketing</p> | <p>Marketing to auditors and home improvement contractors will involve a variety of strategies and tactics, including, but not limited to:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Advertisements in local trade publications • Attending trade shows occurring in the New Orleans area • Purchasing contact lists of contractors in New Orleans, using sources such as USADATA <p>Marketing to homeowners may include:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Brochures, for direct mail, contractors, and customer outreach at community events in New Orleans • Program materials available through ENO's "One Stop Energy Shop" • Program Administrator sponsored call center <p>To ensure that customers perceive ENO's energy efficiency programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate.</p> <p>The final program marketing plan will be developed by the selected program implementation contractor in conjunction with ENO.</p> |
| <p>EM&V</p> | <p>EM&V of the Residential Solutions program should consist of a measurement of the existing baseline conditions of a sample of homes, the nature of the energy efficiency improvements installed, usage characteristics of the homes, and assessing whether or not the homeowners would have undertaken the efficient actions even in the absence of the program.</p> |
| <p>Program Metrics</p> | |

| Residential Solutions | | | | |
|--|-----------|-----------|-----------|--------------------|
| | Year 1 | Year 2 | Year 3 | Source |
| Program Costs | \$392,216 | \$522,955 | \$522,955 | |
| <i>Incentive Costs</i> | \$203,221 | \$270,961 | \$270,961 | ClearResults / ICF |
| <i>Non-Incentive Costs</i> | \$188,995 | \$251,994 | \$251,994 | ClearResults |
| Annual Net kWh Savings | 586,490 | 781,986 | 781,986 | Frontier |
| Annual Net kW Savings | 197.7 | 263.6 | 263.6 | Frontier |
| TRC Test | 1.00 | | | |
| PAC Test | 1.25 | | | |
| Participant Test | 2.24 | | | |
| Net to Gross Ratio | 0.90 | | | ICF |
| Utility Levelized Cost \$ / kWh | \$0.08 | | | |
| Utility Levelized Cost \$ / kW | \$1,676 | | | |
| No. of cust. in target group | 111,656 | 111,656 | 111,656 | |
| Cumulative Participants | 1,301 | 3,035 | 4,770 | |
| New Participants | 1,301 | 1,735 | 1,735 | |
| Program Cost per Participant | \$301 | | | |
| NPV of Avg. Participant Savings | \$251 | | | |
| Avg. Part. Simple Payback (Yrs) | 1.9 | | | |
| Program Avoided CO ₂ (Tons) | 272,425 | 363,233 | 363,233 | |

| Residential Solutions - Program Alignment with Guiding Principles | | |
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| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 1 | Energy Smart Programs should be developed for, available to, and benefit residential, commercial, industrial and governmental customer classes. | <i>The Residential Solutions program is available to all residential customers.</i> |
| 2 | All programs should be cost-effective as defined by the Total Resource Cost (TRC) and the Program Administrator Cost (PAC) tests as defined in the California Standard Practices Manual: Economic Analysis of Demand Side Programs and Projects, October 2001 except for those programs listed in the 2009 Agreement in Principle that are not subject to the cost effectiveness tests. | <i>The program passes the TRC test and the PAC test as they are defined by the CASPM.</i> |
| 3 | Inputs to program design and cost effectiveness measurement should reflect reliable New Orleans data to the maximum extent practicable, while giving express recognition to allowable budget, time and technology constraints. | <i>Energy savings associated with Residential Solutions reflects the New Orleans-specific weather-sensitive performance of the measures in this program. The program is designed with consideration of New Orleans post-Katrina re-development data provided by GCR and other sources.</i> |
| 4 | Each program should be of sufficient scale to provide a meaningful contribution to kW or kWh reductions over the period of years in which the program is applied. | <i>The program's budget is sufficient to provide about 2,200,000 kWh and 700 kW in savings over three years at the assumed participation levels.</i> |

| Residential Solutions - Program Alignment with Guiding Principles | | |
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| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 5 | Programs should reflect "best practices" as appropriate for New Orleans with consideration of the City's unique economic, social and demographic environment and, to the extent relevant, should be consistent with successful models implemented in other jurisdictions. | <i>The program's design reflects the experience of program implementers in various states, including Texas, California and Wisconsin. The program is specifically designed with consideration of New Orleans post-Katrina re-development data provided by GCR and other sources.</i> |
| 6 | With the exception of pilot programs, technologies should be commercially available and the necessary infrastructure should be present. | <i>The technologies for which incentives are provided in this program are all commercially available and contractor infrastructure already exists.</i> |
| 7 | Programs should be economically significant within the budgetary realities of the Energy Smart Plan. a. Assist in Demand Side Management market development and related job creation. b. The programs should create measurable benefits to ratepayers and to the city. | <i>a. The program will help transform the market for home energy auditors and home improvement contractors, and will provide customer education through marketing activities. b. Based on the positive outcomes of the TRC, PAC, and PCT benefit cost tests, the program will provide positive net benefits to New Orleans' ratepayers.</i> |
| 8 | Except as provided for in paragraph 9, the costs of program design, implementation, delivery, measurement of the benefits, and the costs of administration associated with the Energy Smart plan, including the costs of the Independent Monitor and the Third Party Administrator, shall not exceed those funds so established to be collected in rates as authorized by the Council. | <i>This Portfolio is designed to cost-effectively spend the conservation dollars within the amount(s) authorized by the Council for the Energy Smart plan.</i> |
| 9 | Additional DSM and energy conservation funding may be obtained from other sources and will be evaluated on its merits for inclusion in the Energy Smart program. | <i>The program may leverage Federal Stimulus dollars designated for the LA DNR for State Energy Program (SEP).</i> |
| 10 | Program implementation should give priority to the use of local vendors wherever possible and shall be consistent with the criteria of Entergy's Supplier Diversity Program which promotes the utilization of diverse suppliers (i.e., minority, women, veterans, disable veterans, HUB Zone). | <i>The program will recruit and enroll local auditors and home improvement contractors consistent with the Supplier Diversity Program criteria.</i> |
| 11 | All programs shall contain a measurement and verification component for prospective evaluation, modification and improvement within standard industry practice. | <i>This program plan contains prospective EM&V activities.</i> |

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| Program Name | Energy Efficient New Homes |
| Program Objective | The objective of the Energy Efficient New Homes program is to help develop the market in New Orleans for efficient new construction, gut-rehab and remodels by providing residential building contractors with incentives for incorporating high energy efficiency building practices into these projects. |
| Program Description | <p>The Energy Efficient New Homes program offers cash incentives to, recognition for, and promotion of New Orleans' area residential building contractors who take steps to implement specific energy efficiency building practices that meet the program criteria for an energy efficient new home. For the purpose of this program "new home" includes not only new home construction, but construction that requires more than 50% re-building due to Katrina or to the nature of the project undertaken by the participant.</p> <p>Incentives will be available to residential building contractors for installing energy efficiency measures in new construction projects if those measures achieve energy savings that are 15% or greater over the current minimum 2006 International Energy Efficiency Code requirements for Orleans Parish. Through the program residential building contractors will learn how to successfully market and sell energy efficient homes, allowing them to recoup incremental costs and provide an opportunity to increase profits and buyer satisfaction.</p> <p>A secondary goal for residential building contractors will be to secure lighting energy efficiency opportunities through the inclusion of the ENERGY STAR Advanced Lighting Package (ALP), which requires 60% of the fixtures in a home to be ENERGY STAR. The program will provide homebuilders with incentives, education and training, and marketing assistance to promote new homes that also include the ALP.</p> |
| Target Market(s) | All new homes and remodels involving more than a 50% home rebuild in ENO's territory are eligible for this program. According to GCR data, there will be about 21,000 new homes built/ remodeled in the territory over the next three years. |

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| Program Name | Energy Efficient New Homes | |
| Eligible Measures & Incentives | Measure | Incentive |
| | Energy Efficient New Home @ 15% Above 2006 IECC Code | \$250 |
| | Energy Efficient New Home @ 30% and above 2006 IECC Code | \$375 |
| | New Home Advanced Lighting Package | \$100 |
| Implementation & Delivery | <p>Note: Final incentive levels are subject to change pending completion of the final program implementation plan.</p> | |
| | <p>All residential building contractors who build or remodel/re-build homes in New Orleans qualify to participate in the program. Requirements for a home to be eligible to receive incentives are:</p> <ol style="list-style-type: none"> 1) The home must be served by Entergy New Orleans, Inc. 2) The home must be: <ol style="list-style-type: none"> a. A new, separately metered, residential construction; or b. A separately metered home that is remodeled more than 50% <p>Final qualification criteria will be determined pending completion of the final program implementation plan.</p> | |
| Implementation & Delivery | <p>Key elements of the Energy Efficient New Homes Program implementation include:</p> | |
| | <ol style="list-style-type: none"> 1. <u>Contractor outreach</u>: Conduct extensive outreach, including existing and new home building contractor and re-modeler recruitment, education and training, marketing support, and technical assistance. 2. <u>HERS raters and Home Energy Efficiency Specialist recruitment and training</u>: Work with partners to expand the HERS raters and Home Energy Efficiency Specialist infrastructure by working with industry professionals, such as home inspectors and insulation contractors that can augment their capabilities with energy assessment/rater rating capabilities. 3. <u>Project implementation</u>: Residential Building Contractors and re-modelers will install upgrades in new homes according to program protocols. 4. <u>Incentive application</u>: Residential Building Contractors and re-modelers will submit applications for services performed. A QA/QC review of all applications will be conducted by ENO to ensure that all required information and documentation has been provided. 5. <u>Incentive payment</u>: Residential Building Contractors and re-modelers will receive a per project incentive for approved applications. 6. <u>Project verification</u>: Qualified HERS raters and/or Energy Efficiency Specialist will conduct site visits to verify installation upgrades. ENO reserves the right to site-verify installations prior to project approval and incentive payment. ENO will perform site verification on a statistically significant number of installations to verify the performance of work completed. | |

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| Program Name | Energy Efficient New Homes |
| Marketing | <p>Marketing to residential building contractors will involve a variety of strategies and tactics, including, but not limited to:</p> <ul style="list-style-type: none"> • Holding builder training sessions • Advertisements in local trade publications • Attending trade shows occurring in the New Orleans area • A program Web site • Online advertising • Program Administrator sponsored call center <p>Marketing to homeowners may include:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Brochures, for direct mail, contractors, and customer outreach at community events in New Orleans • In store displays (i.e. point-of-purchase displays at retail locations) • Program materials available through ENO's "One Stop Energy Shop" • Program Administrator sponsored call center <p>The final program marketing plan will be developed by the selected program implementation contractor in conjunction with ENO.</p> |
| EM&V | <p>The evaluation should verify a statistically significant sample of homes, which should be subject to on-site inspection in accordance with the protocol set out for this program. The inspection, which should occur within 30 days of notification of a new or remodeled home's upgrade installation, should ensure that measures are installed and capable of performing as intended. This inspection should verify if both the builder/developer and HERS Raters and/or Energy Efficiency Specialist are performing to acceptable standards.</p> <p>The evaluation should estimate gross program savings by calculating the difference between the energy used by homes in the program, and the energy use of the home as it would have been had the homeowner not participated in the program (the baseline conditions). The first stage of the evaluation should identify the energy efficiency levels associated with the applicable building codes that govern the participant's project. The second stage should be to identify the way in which the project would have been completed in the absence of the program. The baseline code conditions should be set as the initial baseline. Then, the baseline should be adjusted to reflect the nature of the project as it would have been completed in the absence of the program. The evaluation should employ a sampling strategy to conduct the evaluation and not target all projects. The sampling approach should use stratified sampling to sample different types of homes and building projects consistent with the types of projects completed via the program. Both homeowners and participants should be interviewed to assess baseline conditions and estimate free-ridership.</p> <p>The final evaluation plan should be developed by the third party evaluation contractor in conjunction with the Company following the development of the final program implementation plan.</p> |
| Program Metrics | |

| Energy Efficient New Homes | | | | |
|--|-----------|-----------|-----------|--------------------|
| | Year 1 | Year 2 | Year 3 | Source |
| Program Costs | \$281,901 | \$368,131 | \$368,131 | |
| <i>Incentive Costs</i> | \$135,529 | \$176,986 | \$176,986 | ClearResults / ICF |
| <i>Non-Incentive Costs</i> | \$146,371 | \$191,145 | \$191,145 | ClearResults |
| Annual Net kWh Savings | 1,266,391 | 2,308,671 | 2,308,671 | ICF |
| Annual Net kW Savings | 252.3 | 492.3 | 492.3 | ICF |
| TRC Test | | 1.03 | | |
| PAC Test | | 5.23 | | |
| Participant Test | | 1.41 | | |
| Net to Gross Ratio | | 1.00 | | ICF |
| Utility Levelized Cost \$ / kWh | \$0.02 | | | |
| Utility Levelized Cost \$ / kW | \$696 | | | |
| No. of cust. in target group | 21,173 | 21,173 | 21,173 | |
| Cumulative Participants | 699 | 1,632 | 2,565 | |
| New Participants | 699 | 933 | 933 | |
| Program Cost per Participant | \$404 | | | |
| NPV of Avg. Participant Savings | \$609 | | | |
| Avg. Part. Simple Payback (Yrs) | 6.6 | | | |
| Program Avoided CO ₂ (Tons) | 588,239 | 1,072,377 | 1,072,377 | |

| New Homes - Program Alignment with Guiding Principles | | |
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| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 1 | Energy Smart Programs should be developed for, available to, and benefit residential, commercial, industrial and governmental customer classes. | <i>The Energy Efficient New Homes program is available to all builders and re-modelers, as well as customers in the market for a new home or home major remodel.</i> |
| 2 | All programs should be cost-effective as defined by the Total Resource Cost (TRC) and the Program Administrator Cost (PAC) tests as defined in the California Standard Practices Manual: Economic Analysis of Demand Side Programs and Projects, October 2001 except for those programs listed in the 2009 Agreement in Principle that are not subject to the cost effectiveness tests. | <i>The program passes the TRC test and the PAC test as they are defined by the CASPM.</i> |
| 3 | Inputs to program design and cost effectiveness measurement should reflect reliable New Orleans data to the maximum extent practicable, while giving express recognition to allowable budget, time and technology constraints. | <i>Energy savings reflects the New Orleans-specific weather-sensitive performance of the measures in this program.</i> |
| 4 | Each program should be of sufficient scale to provide a meaningful contribution to kW or kWh reductions over the period of years in which the program is applied. | <i>The program's budget is sufficient to provide about 5,900,000 kWh and 1,200 kW in savings over three years at the assumed participation levels.</i> |

| New Homes - Program Alignment with Guiding Principles | | |
|---|--|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 5 | Programs should reflect "best practices" as appropriate for New Orleans with consideration of the City's unique economic, social and demographic environment and, to the extent relevant, should be consistent with successful models implemented in other jurisdictions. | <i>The program's design reflects the experience of program implementers in various states including Texas, Louisiana California and the Northeast. GCR data and other re-development data were used to determine the level of post-Katrina new construction activity.</i> |
| 6 | With the exception of pilot programs, technologies should be commercially available and the necessary infrastructure should be present. | <i>The technologies for which incentives are provided in this program are all commercially available. Contractor infrastructure already exists, but will be expanded.</i> |
| 7 | Programs should be economically significant within the budgetary realities of the Energy Smart Plan. a. Assist in Demand Side Management market development and related job creation. b. The programs should create measurable benefits to ratepayers and to the city. | <i>a. The program will help transform the market for energy efficient home building and remodeling, and will provide customer education through marketing activities. b. Based on the positive outcomes of the TRC, PAC, and PCT benefit cost tests, the program will provide positive net benefits to New Orleans' ratepayers.</i> |
| 8 | Except as provided for in paragraph 9, the costs of program design, implementation, delivery, measurement of the benefits, and the costs of administration associated with the Energy Smart plan, including the costs of the Independent Monitor and the Third Party Administrator, shall not exceed those funds so established to be collected in rates as authorized by the Council. | <i>This Portfolio is designed to cost-effectively spend the conservation dollars within the amount(s) authorized by the Council for the Energy Smart plan.</i> |
| 9 | Additional DSM and energy conservation funding may be obtained from other sources and will be evaluated on its merits for inclusion in the Energy Smart program. | <i>The program may leverage Federal Stimulus dollars designated for the LA DNR for State Energy Program (SEP).</i> |
| 10 | Program implementation should give priority to the use of local vendors wherever possible and shall be consistent with the criteria of Entergy's Supplier Diversity Program which promotes the utilization of diverse suppliers (i.e., minority, women, veterans, disable veterans, HUB Zone). | <i>The program will recruit and enroll local builders and remodelers consistent with the Supplier Diversity Program criteria.</i> |
| 11 | All programs shall contain a measurement and verification component for prospective evaluation, modification and improvement within standard industry practice. ¹ | <i>This plan includes prospective EM&V activities.</i> |

| Program Name | Residential AC Tune-up | | | | | | |
|---|--|---------|-----------|-------------------|------|--------------------|------|
| Program Objective | The objective of the AC Tune-up program is to improve the operating efficiency of existing (Central and Window) residential air conditioners in New Orleans. | | | | | | |
| Program Description | <p>A properly tuned-up air conditioner not only results in a more comfortable home, but also significant energy and dollar savings. ENO's AC Tune-up program will recruit and train AC contractors to perform proper tune-ups on existing <u>working</u> residential air conditioners in New Orleans. A typical tune-up may involve a number of tests and repairs, such as</p> <ul style="list-style-type: none"> • Filter replacement • Blower speed and airflow adjustment • Coil cleaning • Refrigerant charge • Other maintenance checks as dictated by the servicing contractor <p>In order to participate, qualifying AC contractors must undergo AC tune-up training and sign agreements that hold them to the Program's policy and procedural guidelines, and which dictate the Program's performance milestones (performing a certain number tune-ups over a certain time frame).</p> <p>Program incentives for tune-ups performed will be paid to participating contractors, pending approval of their incentive applications. Therefore, to the homeowner, the incentive will be reflected as a discount in the price of the tune-up. The Program will perform spot checks on a statistically significant sample of tune-ups performed by contractors. A contractor who performs sub-standard work and/or who does not adhere to their participation agreement will be removed from the program.</p> | | | | | | |
| Target Market(s) | All homes in New Orleans with operable residential air conditioners are eligible for a tune-up. According to GCR data, the total eligible population is about 111,000 units. | | | | | | |
| Eligible Measures & Incentives | <table border="1" data-bbox="370 1230 777 1398"> <thead> <tr> <th>Measure</th> <th>Incentive</th> </tr> </thead> <tbody> <tr> <td>Window AC Tune-up</td> <td>\$75</td> </tr> <tr> <td>Central AC Tune-up</td> <td>\$75</td> </tr> </tbody> </table> <p>Note: Final incentive levels subject to change pending completion of the final program implementation plan.</p> <p>A unit will qualify for a tune-up if:</p> <ul style="list-style-type: none"> • The customer is in ENO's service territory, and • The unit became operational at least two years prior to the scheduled tune-up <p>Final qualification criteria will be determined pending completion of the final program implementation plan.</p> | Measure | Incentive | Window AC Tune-up | \$75 | Central AC Tune-up | \$75 |
| Measure | Incentive | | | | | | |
| Window AC Tune-up | \$75 | | | | | | |
| Central AC Tune-up | \$75 | | | | | | |

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| Program Name | Residential AC Tune-up |
| Implementation & Delivery | <p>The primary implementation activities of the AC Tune-up program include contractor recruitment, training and management and administration (i.e. incentive processing, QA/QC), program marketing (discussed in "Marketing" below). Also, during the first program year, pre and post AC unit diagnostic testing may be conducted in order to develop more precise estimates of AC tune-up savings.</p> <p>Participating contractors will be recruited throughout the New Orleans area. Recruitment activities will leverage AC trade allies and organizations, such as:</p> <ul style="list-style-type: none"> • The Louisiana Chapter of the AC Contractors of America (ACCA) • AC distributors based in the New Orleans area <p>Contractors are responsible for scheduling and performing tune-ups. Tune-up and procedures may include:</p> <ol style="list-style-type: none"> 1. Inspecting and cleaning the indoor and outdoor coils 2. Changing the air filter 3. Adjusting airflow 4. Adjusting the refrigerant charge <p>Following the tune-up the contractor will provide the customer with a copy of the tune-up report, along with a verbal explanation of the work performed, any particular issues discovered during the tune-up and the probable benefits of the tune-up to the homeowner. The contractor is responsible for submitting tune-up applications to the program.</p> <p>If during the course of tune-up activities the contractor finds strong evidence that the unit requires replacement within the next 5 years (the length of the tune is "good for" – the measure life), the contractor is obligated to inform the homeowner and give them the option of continuing with the tune-up or stopping work, and providing information on unit replacement, including information on ENO's AC Replacement Program.</p> <p>Program QA/QC will ensure contractors comply with program guidelines, that incentive applications are properly processed, and that program activities are accounted for appropriately in the program tracking database. The program will conduct on onsite verification of the first tune-up conducted by each participating contractor, and spot check a random sample of all tune-ups thereafter.</p> <p>The program also requires Customer Support including a call center and online help</p> <p>Program implementation and delivery strategies and tactics are subject to change pending the final implementation plan, which will be developed by the Company in conjunction with the selected implementation contractor</p> |

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|------------------------|---|
| Program Name | Residential AC Tune-up |
| Marketing | <p>Marketing to AC contractors will involve a variety of strategies and tactics, including, but not limited to:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Advertisements in local trade publications (including the Louisiana version of Air Conditioning Today) • Attending HVAC trade shows occurring in the New Orleans area • Purchasing contact lists of contractors in New Orleans, using sources such as USADATA • Program Administrator sponsored call center <p>Marketing to homeowners may include:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Brochures, for direct mail, contractors, and customer outreach at community events in New Orleans • In store displays (i.e. point-of-purchase displays at retail locations) • An AC Tune-up video available at ENO's "One Stop Energy Shop" • Program Administrator sponsored call center <p>To ensure that customers perceive ENO's energy efficiency programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate.</p> <p>The final program marketing plan will be developed by the selected program implementation contractor in conjunction with ENO.</p> |
| EM&V | <p>The independent evaluation approach will likely employ on and off-site verification assessments to confirm the tune-ups are performed in such a way that provides the expected savings. Interviews with participating customers and contractors will also be conducted to establish the program's net-to-gross ratio. A process evaluation may be conducted following the program's first year to assess customer satisfaction with contractors and the program.</p> <p>The final evaluation plan will be developed by the third party evaluation contractor in conjunction with the Company following the development of the final program implementation plan.</p> |
| Program Metrics | |

| Residential AC Tune-up | | | | |
|--|-----------|-----------|-----------|--------|
| | Year 1 | Year 2 | Year 3 | Source |
| Program Costs | \$237,477 | \$291,636 | \$291,636 | |
| <i>Incentive Costs</i> | \$122,685 | \$163,580 | \$163,580 | ICF |
| <i>Non-Incentive Costs</i> | \$114,792 | \$128,056 | \$128,056 | ICF |
| Annual Net kWh Savings | 706,191 | 941,588 | 941,588 | ICF |
| Annual Net kW Savings | 389.1 | 518.7 | 518.7 | ICF |
| TRC Test | 1.26 | | | |
| PAC Test | 1.44 | | | |
| Participant Test | 2.99 | | | |
| Net to Gross Ratio | 0.80 | | | ICF |
| Utility Levelized Cost \$ / kWh | \$0.07 | | | |
| Utility Levelized Cost \$ / kW | \$487 | | | |
| No. of cust. in target group | 85,165 | 85,165 | 85,165 | |
| Cumulative Participants | 1,636 | 3,817 | 5,998 | |
| New Participants | 1,636 | 2,181 | 2,181 | |
| Program Cost per Participant | \$145 | | | |
| NPV of Avg. Participant Savings | \$164 | | | |
| Avg. Part. Simple Payback (Yrs) | 0.6 | | | |
| Program Avoided CO ₂ (Tons) | 328,026 | 437,368 | 437,368 | |

| Residential AC Tune-up - Program Alignment with Guiding Principles | | |
|--|---|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 1 | Energy Smart Programs should be developed for, available to, and benefit residential, commercial, industrial and governmental customer classes. | <i>The residential AC Tune-up program is available to all residential customers with a operating central or window AC.</i> |
| 2 | All programs should be cost-effective as defined by the Total Resource Cost (TRC) and the Program Administrator Cost (PAC) tests as defined in the California Standard Practices Manual: Economic Analysis of Demand Side Programs and Projects, October 2001 except for those programs listed in the 2009 Agreement in Principle that are not subject to the cost effectiveness tests. | <i>The program passes the TRC test and the PAC test as they are defined by the CASPM.</i> |
| 3 | Inputs to program design and cost effectiveness measurement should reflect reliable New Orleans data to the maximum extent practicable, while giving express recognition to allowable budget, time and technology constraints. | <i>Energy savings associated with AC tune-ups reflect the New Orleans-specific weather-sensitive performance of the measures in this program. GCR data was used to estimate the saturation and age of existing residential ACs in New Orleans.</i> |
| 4 | Each program should be of sufficient scale to provide a meaningful contribution to kW or kWh reductions over the period of years in which the program is applied. | <i>The program's budget is sufficient to provide about 2,600,000 kWh and 1,400 kW in annual savings for three years at the assumed participation levels.</i> |

| Residential AC Tune-up - Program Alignment with Guiding Principles | | |
|--|--|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 5 | Programs should reflect "best practices" as appropriate for New Orleans with consideration of the City's unique economic, social and demographic environment and, to the extent relevant, should be consistent with successful models implemented in other jurisdictions. | <i>The program's design reflects the experience of program implementers in various states, including Texas and Maryland. ENO considered a variety of New Orleans-specific data in the design of the AC Tune-up program, including post- Katrina AC saturation levels and unit age, the relatively immature state of the market for AC tune-ups in New Orleans, and, when determining incentive levels, the average income of potential program participants.</i> |
| 6 | With the exception of pilot programs, technologies should be commercially available and the necessary infrastructure should be present. | <i>The tune-up services required by the program are commercially available. However, it is the responsibility of the program to help build the market for these services by training contractors to perform proper AC tune-ups.</i> |
| 7 | Programs should be economically significant within the budgetary realities of the Energy Smart Plan. -Assist in Demand Side Management market development and related job creation. -The programs should create measurable benefits to ratepayers and to the city. | <i>The program will help create the market for AC tune-ups by training AC contractors, offering incentives, and providing customer education through marketing activities. Based on the positive outcomes of the TRC, PAC, and PCT benefit cost tests, the program will provide positive net benefits to New Orleans' ratepayers.</i> |
| 8 | Except as provided for in paragraph 9, the costs of program design, implementation, delivery, measurement of the benefits, and the costs of administration associated with the Energy Smart plan, including the costs of the Independent Monitor and the Third Party Administrator, shall not exceed those funds so established to be collected in rates as authorized by the Council. | <i>This Portfolio is designed to cost-effectively spend the conservation dollars within the amount(s) authorized by the Council for the Energy Smart plan.</i> |
| 9 | Additional DSM and energy conservation funding may be obtained from other sources and will be evaluated on its merits for inclusion in the Energy Smart program. | <i>The program may leverage Federal Stimulus dollars designated for the LA DNR for State Energy Program (SEP).</i> |
| 10 | Program implementation should give priority to the use of local vendors wherever possible and shall be consistent with the criteria of Entergy's Supplier Diversity Program which promotes the utilization of diverse suppliers (i.e., minority, women, veterans, disable veterans, HUB Zone). | <i>The program will recruit and train local AC contractors consistent with the Supplier Diversity Program criteria.</i> |
| 11 | All programs shall contain a measurement and verification component for prospective evaluation, modification and improvement within standard industry practice. | <i>This plan includes prospective evaluation acuities.</i> |

| | |
|----------------------------|--|
| Program Name | ENERGY STAR Air Conditioning |
| Program Objective | The objective of the ENERGY STAR Air Conditioning program is to increase the market penetration of ENERGY STAR central and window ACs in New Orleans. The program will also train participating contractors on how to perform "Quality Installation" of the units. |
| Program Description | <p>The ENERGY STAR AC program is designed to minimize the following market barriers to efficient air conditioning for ENO's residential customers:</p> <ul style="list-style-type: none"> • Lack of awareness of efficient air conditioners at time of purchase • Lack of awareness of energy and cost savings, as well as increased comfort associated with efficient ACs • Lack of easy access to contractors who properly install ACs <p>Efficient air conditioning represents a significant opportunity for sustained energy savings for ENO. If a customer replaces an old AC with a new, but inefficient AC, this is a "lost opportunity" for the program because the effective useful life (EUL) of AC units typically is 15 to 20 years.</p> <p>This program will motivate residential customers to choose high efficiency options when making AC purchasing decisions by reducing the cost of purchasing efficient window and central AC units by offering rebates. These incentives bring down the simple payback of efficient ACs to an average of three years per participant. In addition to incentives, the program will provide education on the energy savings, dollar savings, and comfort benefits of efficiency ACs through program marketing.</p> <p>AC efficiency is often degraded through low-quality installation practices. Installation quality often suffers because of the highly competitive nature of the HVAC industry. This market is driven by most consumers' desire to purchase the least-cost option, and to replace failed equipment as quickly as possible. Contractors participating in ENO's AC program will be given the option to undergo Quality Install (QI) training. QI involves:</p> <ul style="list-style-type: none"> • Proper sizing (it is common practice in the AC industry to oversize) • Proper refrigerant charging • Properly sized and sealed duct work <p>The program will help consumers recognize a "Quality Install" by providing information through the program Web site (which will include a directory of participating contractors certified by the program to conduct QIs) and through other marketing efforts.</p> <p>Program incentives for AC equipment will be paid to participating contractors, pending approval of incentive applications. Therefore, to the homeowner, the incentive will be reflected as a discount in the price of the AC.</p> |
| Target Market(s) | Based on GCR data, the target market includes approximately 75,000 homes with central ACs and approximately 40,000 window ACs (many homes have more than one window unit). |

| Program Name | ENERGY STAR Air Conditioning | | | | | | | |
|---|--|--|---------|---------------|---------------------|------|----------------------|-------|
| Eligible Measures & Incentives | <table border="1" data-bbox="370 296 777 495"> <thead> <tr> <th data-bbox="370 296 638 384">Measure</th> <th data-bbox="641 296 777 384">Avg Incentive</th> </tr> </thead> <tbody> <tr> <td data-bbox="370 386 638 436">Efficient Window AC</td> <td data-bbox="641 386 777 436">\$25</td> </tr> <tr> <td data-bbox="370 438 638 495">Efficient Central AC</td> <td data-bbox="641 438 777 495">\$225</td> </tr> </tbody> </table> <p data-bbox="370 499 1446 562">Note: Final incentive levels subject to change pending completion of the final program implementation plan.</p> | | Measure | Avg Incentive | Efficient Window AC | \$25 | Efficient Central AC | \$225 |
| Measure | Avg Incentive | | | | | | | |
| Efficient Window AC | \$25 | | | | | | | |
| Efficient Central AC | \$225 | | | | | | | |
| Implementation & Delivery | <p data-bbox="370 634 1474 730">The primary implementation activities of the ENERGY STAR AC program include contractor recruitment, training and management, program administration (i.e. incentive processing and program tracking), and program marketing (discussed in "Marketing" below).</p> <p data-bbox="370 751 1442 821">Participating contractors will be recruited throughout the New Orleans area. Recruitment activities will leverage AC trade allies and organizations, such as:</p> <ul data-bbox="418 842 1154 930" style="list-style-type: none"> <li data-bbox="418 842 1154 877">• The Louisiana Chapter of the AC Contractors of America (ACCA) <li data-bbox="418 898 959 930">• AC distributors based in the New Orleans area <p data-bbox="370 953 1479 1052">Participating contractors will be required to undergo program training, including an optional Quality Install Practicum, and sign a program participation agreement. Contractors are responsible for submitting applications for incentives for efficient ACs.</p> <p data-bbox="370 1075 1468 1276">Program QA/QC will ensure contractors comply with program guidelines, that incentive applications are properly processed, and that program activities are accounted for appropriately in the program tracking database. The program will conduct on onsite verification of the first installation conducted by each contractor, and spot check a statistically significant random sample of all installs thereafter. A contractor who performs sub-standard work and/or who does not adhere to their participation agreement will be removed from the program.</p> <p data-bbox="370 1299 1235 1331">The program also requires customer support including call center and online help.</p> <p data-bbox="370 1352 1419 1444">Program implementation and delivery strategies and tactics are subject to change pending the final implementation plan, which will be developed by the Company in conjunction with the selected implementation contractor.</p> | | | | | | | |

| | |
|------------------------|--|
| Program Name | ENERGY STAR Air Conditioning |
| Marketing | <p>Marketing to AC contractors will involve a variety of strategies and tactics, including, but not limited to:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Advertisements in local trade publications (including the Louisiana version of Air Conditioning Today) • Attending HVAC trade shows occurring in the New Orleans area • Purchasing contact lists of contractors in New Orleans, using sources such as USADATA <p>Marketing to homeowners may include:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Brochures, for direct mail, contractors, and customer outreach at community events in New Orleans • In store displays (i.e. point-of-purchase displays at retail locations) • An "Efficient Air Conditioning" video available through ENO's "One Stop Energy Shop" <p>To ensure that customers perceive ENO's energy efficiency programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate.</p> <p>The final program marketing plan will be developed by the selected program implementation contractor in conjunction with ENO.</p> |
| EM&V | <p>The independent evaluation approach will likely employ on and off-site verification assessments to confirm that the program's measures are installed and performing in such a way that provides the expected savings. Interviews with participating customers and contractors will also be conducted to establish the program's net-to-gross ratio. A process evaluation may be conducted following the program's first year to assess customer satisfaction with contractors and the program.</p> <p>The final evaluation plan will be developed by the third party evaluation contractor in conjunction with the Company following the development of the final program implementation plan.</p> |
| Program Metrics | |

| ENERGY STAR Air Conditioning | | | | |
|--|-----------|-----------|-----------|----------|
| | Year 1 | Year 2 | Year 3 | Source |
| Program Costs | \$237,500 | \$291,667 | \$291,667 | |
| <i>Incentive Costs</i> | \$122,699 | \$163,599 | \$163,599 | ICF |
| <i>Non-Incentive Costs</i> | \$114,801 | \$128,067 | \$128,067 | ICF |
| Annual Net kWh Savings | 706,901 | 942,535 | 942,535 | Frontier |
| Annual Net kW Savings | 208.3 | 277.7 | 277.7 | Frontier |
| TRC Test | 1.73 | | | |
| PAC Test | 2.94 | | | |
| Participant Test | 2.97 | | | ICF |
| Net to Gross Ratio | 0.80 | | | |
| Utility Levelized Cost \$ / kWh | \$0.03 | | | |
| Utility Levelized Cost \$ / kW | \$910 | | | |
| No. of cust. in target group | 85,165 | 85,165 | 85,165 | |
| Cumulative Participants | 624 | 1,455 | 2,286 | |
| New Participants | 624 | 831 | 831 | |
| Program Cost per Participant | \$381 | | | |
| NPV of Avg. Participant Savings | \$827 | | | |
| Avg. Part. Simple Payback (Yrs) | 2.9 | | | |
| Program Avoided CO ₂ (Tons) | 328,356 | 437,808 | 437,808 | |

| ENERGY STAR Air Conditioning - Program Alignment with Guiding Principles | | |
|--|---|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 1 | Energy Smart Programs should be developed for, available to, and benefit residential, commercial, industrial and governmental customer classes. | <i>The residential ENERGY STAR AC program is available to all residential customers.</i> |
| 2 | All programs should be cost-effective as defined by the Total Resource Cost (TRC) and the Program Administrator Cost (PAC) tests as defined in the California Standard Practices Manual: Economic Analysis of Demand Side Programs and Projects, October 2001 except for those programs listed in the 2009 Agreement in Principle that are not subject to the cost effectiveness tests. | <i>The program passes the TRC test and the PAC test as they are defined by the CASPM.</i> |
| 3 | Inputs to program design and cost effectiveness measurement should reflect reliable New Orleans data to the maximum extent practicable, while giving express recognition to allowable budget, time and technology constraints. | <i>Energy savings associated with efficient ACs reflect the New Orleans-specific weather-sensitive performance of the measures in this program. GCR data was used to estimate the saturation and age of existing residential ACs in New Orleans.</i> |
| 4 | Each program should be of sufficient scale to provide a meaningful contribution to kW or kWh reductions over the period of years in which the program is applied. | <i>The program's budget is sufficient to provide about 2,600,000 kWh and 800 kW in annual savings over this three year period at the assumed participation levels.</i> |

| ENERGY STAR Air Conditioning - Program Alignment with Guiding Principles | | |
|--|--|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 5 | Programs should reflect "best practices" as appropriate for New Orleans with consideration of the City's unique economic, social and demographic environment and, to the extent relevant, should be consistent with successful models implemented in other jurisdictions. | <i>The program's design reflects the experience of program implementers in various states, including Texas, California, and Maryland. ENO considered a variety of New Orleans-specific data in the design of the ENERGY STAR AC program, including post- Katrina AC saturation levels and unit age, the relatively immature state of the market for AC equipment in New Orleans, and, when determining incentive levels, the average income of potential program participants.</i> |
| 6 | With the exception of pilot programs, technologies should be commercially available and the necessary infrastructure should be present. | <i>The ENERGY STAR-rated AC units rebated by the program are commercially available. The program will help develop the market for Quality Installs through the program.</i> |
| 7 | Programs should be economically significant within the budgetary realities of the Energy Smart Plan. a. Assist in Demand Side Management market development and related job creation. b. The programs should create measurable benefits to ratepayers and to the city. | <i>a. The program will help create the market for efficient ACs and Quality Installs by training AC contractors, offering incentives, and providing customer education through marketing activities. b. Based on the positive outcomes of the TRC, PAC, and PCT benefit cost tests, the program will provide positive net benefits to New Orleans' ratepayers.</i> |
| 8 | Except as provided for in paragraph 9, the costs of program design, implementation, delivery, measurement of the benefits, and the costs of administration associated with the Energy Smart plan, including the costs of the Independent Monitor and the Third Party Administrator, shall not exceed those funds so established to be collected in rates as authorized by the Council. | <i>This Portfolio is designed to cost-effectively spend the conservation dollars within the amount(s) authorized by the Council for the Energy Smart plan.</i> |
| 9 | Additional DSM and energy conservation funding may be obtained from other sources and will be evaluated on its merits for inclusion in the Energy Smart program. | <i>The program may leverage Federal Stimulus dollars designated for ENERGY STAR Appliances.</i> |
| 10 | Program implementation should give priority to the use of local vendors wherever possible and shall be consistent with the criteria of Entergy's Supplier Diversity Program which promotes the utilization of diverse suppliers (i.e., minority, women, veterans, disable veterans, HUB Zone). | <i>The program will recruit and train local AC contractors consistent with the Supplier Diversity Program criteria.</i> |
| 11 | All programs shall contain a measurement and verification component for prospective evaluation, modification and improvement within standard industry practice. | <i>This plan contains prospective EM&V activities.</i> |

| Program | Low Income Program | | | | | | | |
|---|---|--|---------|-----------|--------------------------|---------------|-----------------------|-------|
| Program Objective | The objective of the Low Income program is to improve the energy efficiency, comfort and affordability of homes for New Orleans' residents who qualify under Federal guidelines for the Weatherization Assistance Program (WAP). | | | | | | | |
| Program Description | <p>ENO's Low Income initiative will complement energy efficiency services provided by local agencies that carry-out the Federal WAP program. Specifically, the Company's program will:</p> <ol style="list-style-type: none"> 1. Make homes rejected under WAP standards "weatherization ready." ENO will spend up to \$2,500 per home on repairs required for WAP to implement its weatherization measures. Based on current WAP rejection rates in New Orleans, ENO estimates it will provide "weatherization ready" funds for 25 homes per year for three years. 2. Provide free, ENERGY STAR-qualified Window Air Conditioners (WACs) to WAP qualified low income homeowners with an efficient unit. ENO will fully fund the costs of: Removing and recycling the inefficient unit, and proper installation of the new, like-sized efficient unit. In order to maximize the distribution of WACs across homes, ENO proposes to initially make free one WAC per home available only to WAP qualified low income customers who live in single family homes, duplexes or multifamily complexes up to 4 units in size; this restriction may be lifted depending on program subscription and budget. Homes that receive "weatherization ready" services are not excluded from eligibility for the free WAC exchange. 3. Partner with non-profits and faith-based organizations to provide "Do it Yourself" workshops to educate homeowners on low and no cost energy efficiency measures, such as simple air sealing techniques, water heater temperature setback and thermostat adjustments, among others. | | | | | | | |
| Target Market(s) | Based on data provided by WAP, ENO estimates that 596 households will qualify for WAP funding over the next three years. 75 of these homes will require "weatherization readiness" funding from ENO. | | | | | | | |
| Eligible Measures & Incentives | <table border="1" data-bbox="362 1367 979 1524"> <thead> <tr> <th data-bbox="362 1367 816 1423">Measure</th> <th data-bbox="816 1367 979 1423">Incentive</th> </tr> </thead> <tbody> <tr> <td data-bbox="362 1423 816 1486">Weatherization readiness</td> <td data-bbox="816 1423 979 1486">Up to \$2,500</td> </tr> <tr> <td data-bbox="362 1486 816 1524">ENERGY STAR Window AC</td> <td data-bbox="816 1486 979 1524">\$600</td> </tr> </tbody> </table> <p data-bbox="362 1556 1312 1623">Note: Final incentive levels are subject to change pending completion of the final program implementation plan.</p> | | Measure | Incentive | Weatherization readiness | Up to \$2,500 | ENERGY STAR Window AC | \$600 |
| Measure | Incentive | | | | | | | |
| Weatherization readiness | Up to \$2,500 | | | | | | | |
| ENERGY STAR Window AC | \$600 | | | | | | | |

| | |
|---|--|
| <p>Program</p> | <p>Low Income Program</p> |
| <p>Implementation & Delivery</p> | <p>Key elements of Low Income program implementation include:</p> <ol style="list-style-type: none"> 1. <u>Residential home improvement contractor recruitment and training</u>: ENO will recruit and train qualified contractors for weatherization readiness projects. Contractors will be required to sign a participation agreement, and abide by all program protocols and reporting requirements. 2. <u>AC contractor recruitment and training</u>: In conjunction with the Residential Efficient AC program, ENO will recruit and train AC contractors to perform the Window AC change-outs. Contractors will be required to sign a participation agreement, and abide by all program protocols and reporting requirements. 3. <u>Proper WAC recycling and disposal</u>: ENO will work with a certified appliance recycling business to ensure that WACs removed through the program are treated with appropriate recycling and disposal processes. 4. <u>Coordination and implementation of "DIY" workshops</u>: ENO will coordinate with local organizations currently engaged in energy efficiency workshops for residential customers in order to maximize the benefit of these events. 5. <u>Leveraging of stimulus funding</u>: To the extent possible, the program will leverage ARRA funding for WAP. 6. <u>Incentive application</u>: Low income customers will submit applications consistent with both WAP and ENO's Low Income program guidelines. Contractors will submit applications for services performed. The program will conduct a QA/QC review of all applications to ensure that all required information and documentation has been provided. 7. <u>Incentive payment</u>: Contractors will receive incentives for approved applications. 8. <u>Project verification</u>: ENO reserves the right to site-verify weatherization readiness projects and WAC installations prior to project approval and incentive payment. |

| | |
|------------------------|--|
| Program | Low Income Program |
| Marketing | <p>Marketing to residential home improvement and AC contractors will involve a variety of strategies and tactics, including, but not limited to:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Advertisements in local AC and construction trade publications • Leveraging of WAP marketing activities <p>Marketing to low income homeowners may include:</p> <ul style="list-style-type: none"> • Brochures, for direct mail, contractors, and customer outreach at community events in New Orleans • A program Web site • Online advertising • Materials available through ENO's "One Stop Energy Shop" • Leveraging of WAP marketing activities <p>To ensure that customers perceive ENO's energy efficiency programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate.</p> <p>The final program marketing plan will be developed by the selected program implementation contractor in conjunction with ENO.</p> |
| EM&V | <p>Program evaluation activities should include on or offsite (via phone) verification of a statistically significant sample of participants who had their WACs replaced, interviews with AC, construction, and appliance recycling contractors, and verification through the WAP program that weatherization services were provided to homeowners ENO made weatherization ready.</p> <p>The final evaluation plan will be developed by the third party evaluation contractor in conjunction with the Company following the development of the final program implementation plan.</p> |
| Program Metrics | |

| Residential Low Income | | | | |
|--|-----------|-----------|-----------|--------------------|
| | Year 1 | Year 2 | Year 3 | Source |
| Program Costs | \$299,902 | \$462,263 | \$462,263 | |
| <i>Incentive Costs</i> | \$144,184 | \$222,242 | \$222,242 | ClearResults / ICF |
| <i>Non-Incentive Costs</i> | \$155,718 | \$240,021 | \$240,021 | ClearResults |
| Annual Net kWh Savings | 81,699 | 122,250 | 122,250 | ICF |
| Annual Net kW Savings | 18.2 | 29.9 | 29.9 | ICF |
| TRC Test | 0.21 | | | |
| PAC Test | 0.22 | | | |
| Participant Test | 1.45 | | | |
| Net to Gross Ratio | 1.00 | | | ICF |
| Utility Levelized Cost \$ / kWh | \$0.46 | | | |
| Utility Levelized Cost \$ / kW | \$13,222 | | | |
| No. of cust. in target group | 44,662 | 44,662 | 44,662 | |
| Cumulative Participants | 190 | 494 | 798 | |
| New Participants | 190 | 304 | 304 | |
| Program Cost per Participant | \$1,576 | | | |
| NPV of Avg. Participant Savings | \$295 | | | |
| Avg. Part. Simple Payback (Yrs) | 1.5 | | | |
| Program Avoided CO ₂ (Tons) | 37,949 | 56,785 | 56,785 | |

| Low Income - Program Alignment with Guiding Principles | | |
|--|---|---|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 1 | Energy Smart Programs should be developed for, available to, and benefit residential, commercial, industrial and governmental customer classes. | <i>The weatherization readiness element of this program is available to all WAP qualified homeowners whose homes were rejected from the WAP program. The WAC replacement element is available to all WAP qualified low income customers who live in single family homes, duplexes or multifamily complexes up to 4 units in size.</i> |
| 2 | All programs should be cost-effective as defined by the Total Resource Cost (TRC) and the Program Administrator Cost (PAC) tests as defined in the California Standard Practices Manual: Economic Analysis of Demand Side Programs and Projects, October 2001 except for those programs listed in the 2009 Agreement in Principle that are not subject to the cost effectiveness tests. | <i>The program does not pass the TRC test and the PAC test as they are defined by the CASPM. However, the Low Income program is listed in the 2009 AIP as a program not subject to the cost effectiveness tests.</i> |
| 3 | Inputs to program design and cost effectiveness measurement should reflect reliable New Orleans data to the maximum extent practicable, while giving express recognition to allowable budget, time and technology constraints. | <i>Energy savings associated with the Low Income program reflects the New Orleans-specific weather-sensitive performance of the measures in this program. The program is specifically designed with consideration of New Orleans post-Katrina re-development data provided by GCR and other sources.</i> |

| Low Income - Program Alignment with Guiding Principles | | |
|--|--|---|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 4 | Each program should be of sufficient scale to provide a meaningful contribution to kW or kWh reductions over the period of years in which the program is applied. | <i>The program's budget is sufficient to provide about 300,000 kWh and 80 kW in savings over three years at the assumed participation levels.</i> |
| 5 | Programs should reflect "best practices" as appropriate for New Orleans with consideration of the City's unique economic, social and demographic environment and, to the extent relevant, should be consistent with successful models implemented in other jurisdictions. | <i>The program's design reflects the experience of program implementers in various states, including Texas, California and Wisconsin. The program is specifically designed with consideration of New Orleans post-Katrina re-development data provided by GCR, the Federal WAP program and other sources.</i> |
| 6 | With the exception of pilot programs, technologies should be commercially available and the necessary infrastructure should be present. | <i>The technologies for which incentives are provided in this program are all commercially available and contractor infrastructure already exists.</i> |
| 7 | Programs should be economically significant within the budgetary realities of the Energy Smart Plan. a. Assist in Demand Side Management market development and related job creation. b. The programs should create measurable benefits to ratepayers and to the city. | <i>a. The program will help develop the market for installation of efficient WACs, provide work for residential home improvement contractors, and support the market for proper appliance disposal. b. This program will create measurable energy savings to qualifying low income customers in New Orleans.</i> |
| 8 | Except as provided for in paragraph 9, the costs of program design, implementation, delivery, measurement of the benefits, and the costs of administration associated with the Energy Smart plan, including the costs of the Independent Monitor and the Third Party Administrator, shall not exceed those funds so established to be collected in rates as authorized by the Council. | <i>This Portfolio is designed to cost-effectively spend the conservation dollars within the amount(s) authorized by the Council for the Energy Smart plan.</i> |
| 9 | Additional DSM and energy conservation funding may be obtained from other sources and will be evaluated on its merits for inclusion in the Energy Smart program. | <i>The program will leverage Federal Stimulus dollars designated for the Weatherization Assistance Program.</i> |
| 10 | Program implementation should give priority to the use of local vendors wherever possible and shall be consistent with the criteria of Entergy's Supplier Diversity Program which promotes the utilization of diverse suppliers (i.e., minority, women, veterans, disable veterans, HUB Zone). | <i>The program will recruit and enroll local contractors consistent with the Supplier Diversity Program criteria.</i> |
| 11 | All programs shall contain a measurement and verification component for prospective evaluation, modification and improvement within standard industry practice. | <i>This program plan contains prospective EM&V activities.</i> |

| Program | Residential Direct Install CFL | | | | | | | | | | | |
|---|---|--|---------|--------------------|------------------|-----|------------------|-----|------------------|-----|------------------|-----|
| Program Objective | The objective of the Residential Direct Install CFL program is to increase the market penetration of ENERGY STAR-qualified compact fluorescent lamps (CFLs) in the New Orleans area through direct home installation of CFLs through partnership with local non-profits and customer education | | | | | | | | | | | |
| Program Description | The Residential CFL program will employ a team of individuals to directly install up to 20 CFLs per home in consenting customers homes. The program will also provide education and marketing materials on the benefits on efficient lighting, and to encourage customers to participant in the other Energy Smart residential energy efficiency initiatives. The program will pay for the full cost of the direct-install CFLs. | | | | | | | | | | | |
| Target Market(s) | All homes in New Orleans are eligible for this program. According to GCR data, the total eligible population is approximately 111,000 homes. | | | | | | | | | | | |
| Eligible Measures & Incentives | <table border="1" data-bbox="360 768 1019 993"> <thead> <tr> <th data-bbox="360 768 847 856">Measure</th> <th data-bbox="847 768 1019 856">Incentive/ Bulb</th> </tr> </thead> <tbody> <tr> <td data-bbox="360 856 847 890">Lighting CFL 15W</td> <td data-bbox="847 856 1019 890">\$2</td> </tr> <tr> <td data-bbox="360 890 847 924">Lighting CFL 20W</td> <td data-bbox="847 890 1019 924">\$2</td> </tr> <tr> <td data-bbox="360 924 847 957">Lighting CFL 23W</td> <td data-bbox="847 924 1019 957">\$2</td> </tr> <tr> <td data-bbox="360 957 847 993">Lighting CFL 27W</td> <td data-bbox="847 957 1019 993">\$2</td> </tr> </tbody> </table> <p data-bbox="360 1024 1424 1125">Note: Final incentive levels are subject to change pending completion of the final program implementation plan. All ENO Residential customers will be eligible for the program. Final qualification criteria will be determined pending completion of the final program implementation plan.</p> | | Measure | Incentive/ Bulb | Lighting CFL 15W | \$2 | Lighting CFL 20W | \$2 | Lighting CFL 23W | \$2 | Lighting CFL 27W | \$2 |
| Measure | Incentive/ Bulb | | | | | | | | | | | |
| Lighting CFL 15W | \$2 | | | | | | | | | | | |
| Lighting CFL 20W | \$2 | | | | | | | | | | | |
| Lighting CFL 23W | \$2 | | | | | | | | | | | |
| Lighting CFL 27W | \$2 | | | | | | | | | | | |

| | |
|---|--|
| <p>Implementation & Delivery</p> | <p>Key elements of the CFL program implementation include:</p> <ol style="list-style-type: none"> 1. <u>Bulk CFL purchasing</u>: One of the program's early tasks will be to secure an allotment of CFLs commensurate with the anticipated number of installations from one or more CFL manufacturers. Preparations will also be needed for bulb storage and distribution to direct installers. 2. <u>Contractor recruitment and training</u>: ENO and/or its primary implementation contractor will recruit a subcontractor to carry-out the direct-install component of this initiative. All contractors will be required to sign a participation agreement, and abide by all program protocols and reporting requirements. 3. <u>Direct Install training</u>: All individuals carrying out the direct-install component will be required to undergo a one-day training on program protocols, policies and procedures. 4. <u>Direct Install scheduling</u>: The program will design a strategy for effectively targeting homes for direct installations. 5. <u>Verification</u>: The Program will perform phone verification on a statistically significant sample of homes to determine whether customers are removing the direct-install bulbs, and to assess customer satisfaction. The program will also conduct on-site spot-checks of direct installation activities. 6. <u>Program tracking</u>: Direct installers will be required to track activities that occurred at each home, including, but not limited to the number of bulbs installed, where the bulbs were installed, customer feedback, customer contact information (if permitted by customer) and what marketing materials were provided, if any. |
| <p>Marketing</p> | <p>Marketing to homeowners may include:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Brochures, for direct mail, and customer outreach at community events in New Orleans • Advertisements in local newspapers • Radio advertisements • Materials available through ENO's "One Stop Energy Shop" • Materials on proper CFL disposal <p>The final program marketing plan will be developed by the selected program implementation contractor in conjunction with ENO.</p> |

| | |
|------------------------|--|
| EM&V | <p>Evaluation activity will focus on verification of installation and estimates of NTG ratios. We expect process information will be collected on and customer satisfaction with the bulbs. Information will also be collected about bulb location and lighting quality. In addition, information about the value and usefulness of the program materials will be collected.</p> <p>The final evaluation plan will be developed by the third party evaluation contractor in conjunction with the Company following the development of the final program implementation plan.</p> |
| Program Metrics | |

| Residential CFL | | | | |
|--|---------------|---------------|---------------|---------------|
| | Year 1 | Year 2 | Year 3 | Source |
| Program Costs | \$225,000 | \$250,000 | \$250,000 | |
| <i>Incentive Costs</i> | \$92,025 | \$122,699 | \$122,699 | ICF |
| <i>Non-Incentive Costs</i> | \$132,975 | \$127,301 | \$127,301 | ICF |
| Annual Net kWh Savings | 3,081,611 | 4,108,814 | 4,108,814 | Frontier |
| Annual Net kW Savings | 445.2 | 593.6 | 593.6 | Frontier |
| TRC Test | 2.73 | | | |
| PAC Test | 2.73 | | | |
| Participant Test | 11.06 | | | |
| Net to Gross Ratio | 0.90 | | | ICF |
| Utility Levelized Cost \$ / kWh | \$0.02 | | | |
| Utility Levelized Cost \$ / kW | \$377 | | | |
| No. of cust. in target group | 111,656 | 111,656 | 111,656 | |
| Cumulative Participants | 2,301 | 5,368 | 8,436 | |
| New Participants | 2,301 | 3,067 | 3,067 | |
| Program Cost per Participant | \$98 | | | |
| NPV of Avg. Participant Savings | \$331 | | | |
| Avg. Part. Simple Payback (Yrs) | 0.0 | | | |
| Program Avoided CO ₂ (Tons) | 1,431,408 | 1,908,544 | 1,908,544 | |

| Residential CFLs - Program Alignment with Guiding Principles | | |
|---|---|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 1 | Energy Smart Programs should be developed for, available to, and benefit residential, commercial, industrial and governmental customer classes. | <i>This program is available to all residential customers.</i> |

| Residential CFLs - Program Alignment with Guiding Principles | | |
|--|---|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 2 | All programs should be cost-effective as defined by the Total Resource Cost (TRC) and the Program Administrator Cost (PAC) tests as defined in the California Standard Practices Manual: Economic Analysis of Demand Side Programs and Projects, October 2001 except for those programs listed in the 2009 Agreement in Principle that are not subject to the cost effectiveness tests. | <i>The program passes the TRC test and the PAC test as they are defined by the CASPM.</i> |
| 3 | Inputs to program design and cost effectiveness measurement should reflect reliable New Orleans data to the maximum extent practicable, while giving express recognition to allowable budget, time and technology constraints. | <i>CFL performance was estimated by Frontier Associates in their development of deemed savings numbers for the New Orleans area.</i> |
| 4 | Each program should be of sufficient scale to provide a meaningful contribution to kW or kWh reductions over the period of years in which the program is applied. | <i>The program's budget is sufficient to provide about 11,300,000 kWh and 1,600 kW in savings over three years at the assumed participation levels.</i> |
| 5 | Programs should reflect "best practices" as appropriate for New Orleans with consideration of the City's unique economic, social and demographic environment and, to the extent relevant, should be consistent with successful models implemented in other jurisdictions. | <i>The program's design reflects the experience of program implementers in various states, including California and the Northeast. Direct install models of CFL programs are demonstrated to provide better opportunities to verify savings since the program will know specifically how many bulbs were installed, where they were installed, and, as a result of phone interviews, if the customer keeps them installed.</i> |
| 6 | With the exception of pilot programs, technologies should be commercially available and the necessary infrastructure should be present. | <i>The technologies for which incentives are provided in this program are all commercially available.</i> |
| 7 | Programs should be economically significant within the budgetary realities of the Energy Smart Plan. a. Assist in Demand Side Management market development and related job creation. b. The programs should create measurable benefits to ratepayers and to the city. | <i>a. The program will help build the market for energy efficient lighting in New Orleans. b. Based on the positive outcomes of the TRC, PAC, and PCT benefit cost tests, the program will provide positive net benefits to New Orleans' ratepayers.</i> |
| 8 | Except as provided for in paragraph 9, the costs of program design, implementation, delivery, measurement of the benefits, and the costs of administration associated with the Energy Smart plan, including the costs of the Independent Monitor and the Third Party Administrator, shall not exceed those funds so established to be collected in rates as authorized by the Council. | <i>This Portfolio is designed to cost-effectively spend the conservation dollars within the amount(s) authorized by the Council for the Energy Smart plan.</i> |
| 9 | Additional DSM and energy conservation funding may be obtained from other sources and will be evaluated on its merits for inclusion in the Energy Smart program. | <i>The program may leverage Federal Stimulus dollars designated for the LA DNR for the State Energy Program (SEP).</i> |

| Residential CFLs - Program Alignment with Guiding Principles | | |
|--|--|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 10 | Program implementation should give priority to the use of local vendors wherever possible and shall be consistent with the criteria of Entergy's Supplier Diversity Program which promotes the utilization of diverse suppliers (i.e., minority, women, veterans, disable veterans, HUB Zone). | <i>The program will recruit and enroll local contractors and or partner with local non-profit organizations consistent with the Supplier Diversity Program criteria.</i> |
| 11 | All programs shall contain a measurement and verification component for prospective evaluation, modification and improvement within standard industry practice. | <i>This plan includes prospective EM&V activities.</i> |

| Program | Small Commercial Solutions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|---------|-----------|------------------|-------|------------------|-------|---------------------------|-------|-----------------|-------|------------------------------|----------|------------------------|---------|--------------------------|------|-----------|---------|------------|---------|-------------|-------|---------------------------|---------|------------------------|---------|---------------|-----|-------------------|------|
| Program Objective | The Small C&I Solutions program will support commercial customers with peak demand of less than 100 kW in identifying and implementing cost-effective energy efficiency opportunities. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Program Description | <p>The Small Commercial program will provide an expedited, simple solution for small nonresidential customers. The program can be ramped up quickly, and will primarily target discrete retrofit and replace on burnout opportunities such as lighting and HVAC systems. Streamlined incentive application and verification and quality control processes will be employed to facilitate ease of participation and minimize the time required for incentive payment.</p> <p>Relationships with trade allies (equipment vendors and installation contractors) will be a key strategy for promoting prescriptive (deemed savings based) incentive availability to customers</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Target Market(s) | This program will be available to all commercial customers with a peak demand of 100 kW or less. To the extent possible, the program will assist in making New Orleans re-development activities for small customers more energy efficient. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Eligible Measures & Incentives | <table border="1" data-bbox="360 844 977 1394"> <thead> <tr> <th data-bbox="360 844 816 898">Measure</th> <th data-bbox="816 844 977 898">Incentive</th> </tr> </thead> <tbody> <tr> <td data-bbox="360 898 816 936">AHU Fan Schedule</td> <td data-bbox="816 898 977 936">\$320</td> </tr> <tr> <td data-bbox="360 936 816 974">Air Distribution</td> <td data-bbox="816 936 977 974">\$520</td> </tr> <tr> <td data-bbox="360 974 816 1012">Chilled Water Temperature</td> <td data-bbox="816 974 977 1012">\$175</td> </tr> <tr> <td data-bbox="360 1012 816 1050">Coil Efficiency</td> <td data-bbox="816 1012 977 1050">\$270</td> </tr> <tr> <td data-bbox="360 1050 816 1087">Commercial Lighting Upgrades</td> <td data-bbox="816 1050 977 1087">\$39,000</td> </tr> <tr> <td data-bbox="360 1087 816 1125">Connectionless Steamer</td> <td data-bbox="816 1087 977 1125">\$2,900</td> </tr> <tr> <td data-bbox="360 1125 816 1163">Dual-sided LED Exit Sign</td> <td data-bbox="816 1125 977 1163">\$30</td> </tr> <tr> <td data-bbox="360 1163 816 1201">Duct Loss</td> <td data-bbox="816 1163 977 1201">\$1,200</td> </tr> <tr> <td data-bbox="360 1201 816 1239">Economizer</td> <td data-bbox="816 1201 977 1239">\$2,000</td> </tr> <tr> <td data-bbox="360 1239 816 1276">Ice Machine</td> <td data-bbox="816 1239 977 1276">\$740</td> </tr> <tr> <td data-bbox="360 1276 816 1314">HVAC Equipment Efficiency</td> <td data-bbox="816 1276 977 1314">\$9,000</td> </tr> <tr> <td data-bbox="360 1314 816 1352">Infiltration Reduction</td> <td data-bbox="816 1314 977 1352">\$1,000</td> </tr> <tr> <td data-bbox="360 1352 816 1390">Lighting CFLs</td> <td data-bbox="816 1352 977 1390">\$2</td> </tr> <tr> <td data-bbox="360 1390 816 1428">Lighting Controls</td> <td data-bbox="816 1390 977 1428">\$43</td> </tr> </tbody> </table> <p data-bbox="360 1451 1268 1514">Note: Final incentive levels subject to change pending completion of the final program implementation plan.</p> | | Measure | Incentive | AHU Fan Schedule | \$320 | Air Distribution | \$520 | Chilled Water Temperature | \$175 | Coil Efficiency | \$270 | Commercial Lighting Upgrades | \$39,000 | Connectionless Steamer | \$2,900 | Dual-sided LED Exit Sign | \$30 | Duct Loss | \$1,200 | Economizer | \$2,000 | Ice Machine | \$740 | HVAC Equipment Efficiency | \$9,000 | Infiltration Reduction | \$1,000 | Lighting CFLs | \$2 | Lighting Controls | \$43 |
| Measure | Incentive | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AHU Fan Schedule | \$320 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Air Distribution | \$520 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chilled Water Temperature | \$175 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Coil Efficiency | \$270 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Commercial Lighting Upgrades | \$39,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Connectionless Steamer | \$2,900 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dual-sided LED Exit Sign | \$30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Duct Loss | \$1,200 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Economizer | \$2,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ice Machine | \$740 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HVAC Equipment Efficiency | \$9,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Infiltration Reduction | \$1,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lighting CFLs | \$2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lighting Controls | \$43 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | |
|--------------------------------------|---|
| Program | Small Commercial Solutions |
| Implementation & Delivery | <p>Key elements of Small Commercial Solutions program implementation include:</p> <ol style="list-style-type: none"> 1. <u>Contractor recruitment and training</u>: Local contractors will be recruited to enter a partnership agreement that specifies the partner contractor eligibility and requirements. These contractors will be trained in the program policies and procedures 2. <u>Leveraging of stimulus funding</u>: To the extent possible, the program will leverage ARRA funding through the LA DNR for the "Residential/Commercial Program," the budget for which is over \$15M statewide. 3. <u>QA/QC review</u>: Incentive applications will be subject to a quality assurance review by program technical staff to ensure accuracy of gross savings and incentive calculations. 4. <u>Project verification</u>: ENO reserves the right to site-verify installations prior to project approval and incentive payment, and will verify a statistically significant portion of all projects to ensure quality. |
| Marketing | <p>ENO will market this program primarily through contractors, who will deliver the energy efficient technologies and services directly to customers, and apply for rebates after work is completed. In addition, direct and network marketing (i.e. trade groups and business organizations) will be used for marketing this program. Training presentations, participation in trade shows, and trade association events all will be included in the recruiting approach. ENO's customer service staff will also be trained in the program's services and provided with program collateral. As with other program's, a clear web presence for Small Commercial customers is important, and will include pages for contractors and for customers.</p> <p>To ensure that customers perceive the Energy Smart energy efficiency programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate.</p> |
| EM&V | <p>The evaluation approach for this program should employ a sampling strategy to reflect the types of projects recorded in the program tracking system. The primary evaluation approach should employ on and off-site verification assessments to confirm the projects are installed and used under conditions that provide the expected savings. The evaluation should also assess assumed baseline conditions via interviews with participants and the findings from the on and off-site verification efforts. Interviews with participants should also be conducted to establish the program element's NTG ratios.</p> |
| Program Metrics | |

| Small Commercial Solutions | | | | |
|--|-----------|-----------|-----------|------------------|
| | Year 1 | Year 2 | Year 3 | Source |
| Program Costs | \$683,951 | \$663,951 | \$663,951 | |
| <i>Incentive Costs</i> | \$286,216 | \$286,216 | \$286,216 | ClearResults/ICF |
| <i>Non-Incentive Costs</i> | \$397,735 | \$377,735 | \$377,735 | ClearResults |
| Annual Net kWh Savings | 1,784,262 | 1,784,262 | 1,784,262 | Frontier, ICF |
| Annual Net kW Savings | 257.4 | 257.4 | 257.4 | Frontier, ICF |
| TRC Test | 1.38 | | | |
| PAC Test | 1.66 | | | |
| Participant Test | 3.62 | | | |
| Net to Gross Ratio | 0.80 | | | ICF |
| Utility Levelized Cost \$ / kWh | \$0.05 | | | |
| Utility Levelized Cost \$ / kW | \$2,220 | | | |
| No. of cust. in target group | 12,292 | 12,292 | 12,292 | |
| Cumulative Participants | 133 | 267 | 400 | |
| New Participants | 133 | 133 | 133 | |
| Program Cost per Participant | \$5,126 | | | |
| NPV of Avg. Participant Savings | \$7,996 | | | |
| Avg. Part. Simple Payback (Yrs) | 0.9 | | | |
| Program Avoided CO ₂ (Tons) | 828,790 | 828,790 | 828,790 | |

| Small Commercial Solutions – Program Alignment with Guiding Principles | | |
|--|---|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 1 | Energy Smart Programs should be developed for, available to, and benefit residential, commercial, industrial and governmental customer classes. | <i>The Small Commercial program is available to all nonresidential customers with less than 100 kW in peak demand.</i> |
| 2 | All programs should be cost-effective as defined by the Total Resource Cost (TRC) and the Program Administrator Cost (PAC) tests as defined in the California Standard Practices Manual: Economic Analysis of Demand Side Programs and Projects, October 2001 except for those programs listed in the 2009 Agreement in Principle that are not subject to the cost effectiveness tests. | <i>The program passes the TRC test and the PAC test as they are defined by the CASPM.</i> |
| 3 | Inputs to program design and cost effectiveness measurement should reflect reliable New Orleans data to the maximum extent practicable, while giving express recognition to allowable budget, time and technology constraints. | <i>Energy savings associated with the Small C&I program reflects our understanding based on the best available data of energy use amongst a variety of nonresidential building types in ENO's territory, including small offices, retail, lodging, and food service.</i> |
| 4 | Each program should be of sufficient scale to provide a meaningful contribution to kW or kWh reductions over the period of years in which the program is applied. | <i>The program's budget is sufficient to provide about 5,400,000 kWh and 800 kW in savings over three year at the assumed participation levels.</i> |

| Small Commercial Solutions – Program Alignment with Guiding Principles | | |
|--|--|---|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 5 | Programs should reflect “best practices” as appropriate for New Orleans with consideration of the City’s unique economic, social and demographic environment and, to the extent relevant, should be consistent with successful models implemented in other jurisdictions. | <i>The program’s design reflects the experience of program implementers in various states, including Massachusetts and California. ENO considered a variety of New Orleans-specific data in the design of the program, including post-Katrina re-development activity documented by organizations such as the Greater New Orleans Community Data Center. In addition, weather sensitive measure savings were derived using Typical Meteorological Year (TMY) data specific to the New Orleans area.</i> |
| 6 | With the exception of pilot programs, technologies should be commercially available and the necessary infrastructure should be present. | <i>The technologies for which incentives are provided in this program are all commercially available. Contractor infrastructure already exists, but will need to be expanded.</i> |
| 7 | Programs should be economically significant within the budgetary realities of the Energy Smart Plan. a. Assist in Demand Side Management market development and related job creation. b. The programs should create measurable benefits to ratepayers and to the city. | <i>a. The program will help create the market for energy efficient products and services amongst the small Commercial consumers and expand demand for services provided by qualified contractors. b. Based on the positive outcomes of the TRC, PAC, and PCT benefit cost tests, the program will provide positive net benefits to New Orleans’ ratepayers.</i> |
| 8 | Except as provided for in paragraph 9, the costs of program design, implementation, delivery, measurement of the benefits, and the costs of administration associated with the Energy Smart plan, including the costs of the Independent Monitor and the Third Party Administrator, shall not exceed those funds so established to be collected in rates as authorized by the Council. | <i>This Portfolio is designed to cost-effectively spend the conservation dollars within the amount(s) authorized by the Council for the Energy Smart plan.</i> |
| 9 | Additional DSM and energy conservation funding may be obtained from other sources and will be evaluated on its merits for inclusion in the Energy Smart program. | <i>The program may leverage Federal Stimulus dollars designated for the LA DNR for the State Energy Program (SEP), in particular for the “Residential/Commercial Program,” the budget for which is over \$15M statewide.</i> |
| 10 | Program implementation should give priority to the use of local vendors wherever possible and shall be consistent with the criteria of Entergy’s Supplier Diversity Program which promotes the utilization of diverse suppliers (i.e., minority, women, veterans, disable veterans, HUB Zone). | <i>The program will recruit local contractors consistent with the Supplier Diversity Program criteria.</i> |
| 11 | All programs shall contain a measurement and verification component for prospective evaluation, modification and improvement within standard industry practice. | <i>This program plan includes prospective EM&V activities.</i> |

| | |
|----------------------------|---|
| Program Name | Large C&I Solutions |
| Program Objective | The Large C&I program will support commercial, industrial, and government customers with peak demand of 100 kW or greater in identifying and implementing site-specific and unique cost-effective energy efficiency opportunities ("custom" projects) through measures not addressed by prescriptive (deemed) offerings, in addition to prescriptive projects, where appropriate. |
| Program Description | <p>The Large C&I program will provide custom and prescriptive incentives and technical assistance to eligible customers to aid them in implementing energy efficient retrofit opportunities, as well as high-efficiency opportunities available at the time of new equipment purchases, facility modernization, new construction projects, and industrial process improvements.</p> <p>This program is designed to minimize the following market barriers to energy efficiency implementation for ENO's large nonresidential customers:</p> <ul style="list-style-type: none"> • Lack of energy efficiency information and awareness of energy and non-energy benefits • The perception that energy efficient technologies have high "first costs" • Lack of customer understanding about measure payback • Lack of awareness of energy efficient technologies • Lack of easy access to qualified vendors and installers • Absence of tools to quantify savings • Lack of access to capital • Split incentives between owners and tenants in leased spaces <p>Custom projects must be able to show specific and verifiable energy savings and costs, which may be developed by a third-party engineering firm. Any measure that improves a customer's energy efficiency will be eligible provided it is cost-effective. Incentive levels will be project-specific and based on engineering calculations.</p> <p>The Large C&I program will include technical assistance components to help customers in comprehensively evaluating energy efficiency opportunities, including:</p> <ul style="list-style-type: none"> • Comprehensive audits or studies to assist customers in identifying efficiency opportunities and analyzing associated costs and savings; and • Information and referrals to other ENO programs and initiatives, such as efforts to facilitate energy benchmarking for commercial facilities. |
| Target Market(s) | This program will be available to all commercial, industrial and government customers with a peak demand of 100 kW or greater. To the extent possible, the program will assist in making New Orleans re-development activities for large customers energy efficient. |

| | | |
|---|--|-----------|
| Program Name | Large C&I Solutions | |
| Eligible Measures & Incentives | Measure | Incentive |
| | Motors (per HP) | \$8 |
| | AHU Fan Schedule | \$177 |
| | Air Distribution | \$4,154 |
| | Centrifugal Chiller, 0.51 kW/ton, 500 tons | \$12 |
| | CFL Hardwired, Modular 36W | \$29 |
| | Chilled Water Temperature | \$164 |
| | Circulating Pumps Efficiency | \$11,025 |
| | Circulating Pumps Type | \$11,025 |
| | Coil Efficiency | \$2,104 |
| | Commercial Lighting Upgrades | \$13,125 |
| | Dual-sided LED Exit Sign | \$31 |
| | HVAC Equipment Efficiency | \$3,744 |
| | Infiltration Reduction | \$2,320 |
| | LED Traffic Lights | \$211 |
| | Lighting Controls | \$44 |
| | Lighting Upgrade (per building) | \$112,684 |
| | RET 2L4' Premium T8, 1EB | \$25 |
| | Ventilation | \$27,036 |
| | Server Virtualization | \$109 |
| Industrial Process (\$ / kW) | \$664 | |
| Is there a limit on incentives of \$50,000 per program | | |
| Note: Final incentive levels subject to change pending completion of the final program implementation plan. | | |

| | |
|---------------------------|--|
| Program Name | Large C&I Solutions |
| Implementation & Delivery | <p>Key elements of the Large C&I Program implementation strategy include:</p> <ol style="list-style-type: none"> 1. <u>Trade ally recruitment and training</u>: Program offerings will be promoted to some key segments of the trade ally market (e.g., engineering firms, energy service providers) so they can promote participation and available incentives to their customers. Trade allies will be recruited to participate in training sessions regarding program incentives, and participation processes and requirements. 2. <u>Leveraging of stimulus funding</u>: To the extent possible, the program will leverage ARRA funding through the LA DNR for the "Residential/Commercial Program," the budget for which is over \$15M statewide. 3. <u>Customer recruitment</u>: Customers will be recruited primarily through direct outreach activities. Referrals by ENO managed account representatives will also be a key element of customer recruitment. To ensure that C&I customers perceive ENO's energy efficiency programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate. 4. <u>Technical assistance</u>: This program will provide both cost-sharing for facility assessment and engineering support to identify and assess the cost-effectiveness of energy savings opportunities not covered by Energy Smart prescriptive (deemed) incentives. In addition, program staff will guide customers and trade allies through the participation process to minimize confusion and barriers to participation. 5. <u>QA/QC review</u>: Incentive applications will be subject to a quality assurance review by program technical staff to ensure accuracy of gross savings and incentive calculations. 6. <u>Project verification</u>: ENO reserves the right to site-verify installations prior to project approval and incentive payment. |
| Marketing | <p>The program will employ direct and network marketing (i.e. trade groups and business organizations) rather than mass marketing or advertising for this program. Targets of the marketing strategy will be both the customer and key trade allies. ENO Account Manager visits, direct mail, training presentations, participation in trade shows and trade association events all will be included in the recruiting approach. ENO's Customer Service Center staff will also be trained in the program's services and provided with program collateral. As with other program's, a clear web presence for this Large C&I is important.</p> <p>To ensure that customers perceive the Energy Smart energy efficiency programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate.</p> |
| EM&V | <p>The evaluation should focus greater evaluation resources on custom projects with relatively high savings or greater uncertainty in calculated estimates. Because this is a program element that often targets non-standard measures, a rigorous evaluation will be used. At this time, it is projected that the evaluation will employ on-site assessments of a sample of the participant's projects.</p> <p>The use of International Performance Measurement & Verification Protocol (IPMVP) will be applied to selected samples that make up key portions of the program's gross energy savings projections. If IPMVP options are determined to be beyond the budget available or do not make sense given their cost, engineering reviews of the project worksheets and project information will be performed.</p> <p>Process interviews will be conducted with participants, trade allies, program mangers and ENO Account Representatives and coordinated with the impact evaluation results to identify recommendations for program improvements.</p> |

| | |
|------------------------|---------------------|
| Program Name | Large C&I Solutions |
| Program Metrics | |

| Large Commercial Solutions | | | | |
|--|-------------|-----------|-----------|--------------------|
| | Year 1 | Year 2 | Year 3 | Source |
| Program Costs | \$1,025,926 | \$995,926 | \$995,926 | |
| <i>Incentive Costs</i> | \$472,690 | \$472,690 | \$472,690 | ClearResults / ICF |
| <i>Non-Incentive Costs</i> | \$553,236 | \$523,236 | \$523,236 | ClearResults |
| Annual Net kWh Savings | 3,304,371 | 3,304,371 | 3,304,371 | KEMA, ICF |
| Annual Net kW Savings | 508.7 | 508.7 | 508.7 | KEMA, ICF |
| TRC Test | 1.28 | | | |
| PAC Test | 1.72 | | | |
| Participant Test | 2.64 | | | |
| Net to Gross Ratio | 0.80 | | | ICF |
| Utility Levelized Cost \$ / kWh | \$0.05 | | | |
| Utility Levelized Cost \$ / kW | \$1,685 | | | |
| No. of cust. in target group | 2,676 | 2,676 | 2,676 | |
| Cumulative Participants | 44 | 87 | 131 | |
| New Participants | 44 | 44 | 44 | |
| Program Cost per Participant | \$23,538 | | | |
| NPV of Avg. Participant Savings | \$29,877 | | | |
| Avg. Part. Simple Payback (Yrs) | 1.8 | | | |
| Program Avoided CO ₂ (Tons) | 1,534,880 | 1,534,880 | 1,534,880 | |

| Large C&I Solutions - Program Alignment with Guiding Principles | | |
|---|---|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 1 | Energy Smart Programs should be developed for, available to, and benefit residential, commercial, industrial and governmental customer classes. | <i>The Large C&I program is available to all nonresidential customers with greater than 100 kW in peak demand.</i> |
| 2 | All programs should be cost-effective as defined by the Total Resource Cost (TRC) and the Program Administrator Cost (PAC) tests as defined in the California Standard Practices Manual: Economic Analysis of Demand Side Programs and Projects, October 2001 except for those programs listed in the 2009 Agreement in Principle that are not subject to the cost effectiveness tests. | <i>The program passes the TRC test and the PAC test as they are defined by the CASPM.</i> |

| Large C&I Solutions - Program Alignment with Guiding Principles | | |
|---|--|---|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 3 | Inputs to program design and cost effectiveness measurement should reflect reliable New Orleans data to the maximum extent practicable, while giving express recognition to allowable budget, time and technology constraints. | <i>Energy savings associated with the Large C&I program reflects our understanding based on the best available data of energy use amongst a variety of nonresidential building types in ENO's territory, including: Education, Healthcare, Large offices, Warehouses, and Industrial facilities.</i> |
| 4 | Each program should be of sufficient scale to provide a meaningful contribution to kW or kWh reductions over the period of years in which the program is applied. | <i>The program's budget is sufficient to provide about 9,900,000 kWh and 1,500 kW in savings over this three year period at the assumed participation levels.</i> |
| 5 | Programs should reflect "best practices" as appropriate for New Orleans with consideration of the City's unique economic, social and demographic environment and, to the extent relevant, should be consistent with successful models implemented in other jurisdictions. | <i>The program's design reflects the experience of program implementers in various states, including Louisiana, California and Wisconsin. ENO considered a variety of New Orleans-specific data in the design of the Large C&I program, including post- Katrina re-development activity documented by organizations such as the Greater New Orleans Community Data Center. In addition, weather sensitive measure savings were derived using Typical Meteorological Year (TMY) data specific to the New Orleans area.</i> |
| 6 | With the exception of pilot programs, technologies should be commercially available and the necessary infrastructure should be present. | <i>The measures and services required by the program are commercially available, although it is the responsibility of the program to train engineering contractors how to identify energy efficiency opportunities for large customers.</i> |
| 7 | Programs should be economically significant within the budgetary realities of the Energy Smart Plan. a. Assist in Demand Side Management market development and related job creation. b. The programs should create measurable benefits to ratepayers and to the city. | <i>a. The program will help transform the market for energy efficiency products and services amongst the largest consumers of electricity in ENO's territory by educating business owners and other decision makers on the benefits of energy efficiency and providing audits and incentives. The program will also generate work for skilled engineers in the New Orleans area. b. Based on the positive outcomes of the TRC, PAC, and PCT benefit cost tests, the program will provide positive net benefits to New Orleans' ratepayers.</i> |
| 8 | Except as provided for in paragraph 9, the costs of program design, implementation, delivery, measurement of the benefits, and the costs of administration associated with the Energy Smart plan, including the costs of the Independent Monitor and the Third Party Administrator, shall not exceed those funds so established to be collected in rates as authorized by the Council. | <i>This Portfolio is designed to cost-effectively spend the conservation dollars within the amount(s) authorized by the Council for the Energy Smart plan.</i> |
| 9 | Additional DSM and energy conservation funding may be obtained from other sources and will be evaluated on its merits for inclusion in the Energy Smart program. | <i>The program may leverage Federal Stimulus dollars designated for the LA DNR for the State Energy Program (SEP), in particular for the "Residential/Commercial Program," the budget for which is over \$15M statewide.</i> |

| Large C&I Solutions - Program Alignment with Guiding Principles | | |
|---|--|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 10 | Program implementation should give priority to the use of local vendors wherever possible and shall be consistent with the criteria of Entergy's Supplier Diversity Program which promotes the utilization of diverse suppliers (i.e., minority, women, veterans, disable veterans, HUB Zone). | <i>The program will recruit and train local contractors consistent with the Supplier Diversity Program criteria.</i> |
| 11 | All programs shall contain a measurement and verification component for prospective evaluation, modification and improvement within standard industry practice. | <i>This plan includes prospective EM&V activities.</i> |

| Program | Solar Hot Water | | | | | |
|---|---|--|---------|-------------------|------------------------|---------|
| Program Objective | This objective of this program is to promote the deployment of solar hot water (SHW) for homeowners in New Orleans. | | | | | |
| Program Description | The SHW program will provide incentives to contractors who install SHW systems for homes in New Orleans. In addition to marketing activities and incentives, the program will provide installation training and workshops to participating contractors, and SHW educational workshops for interested residential customers and contractors. | | | | | |
| Target Market(s) | The Company anticipates that the majority of residential applications for SHW will come from single family residence (SFR) owners, although multifamily dwellings are not excluded from eligibility. Based on GCR data, the number of SFRs in ENO's territory is 61,401. | | | | | |
| Eligible Measures & Incentives | <table border="1" data-bbox="362 703 977 831"> <thead> <tr> <th data-bbox="362 703 818 793">Measure</th> <th data-bbox="818 703 977 793">Average Incentive</th> </tr> </thead> <tbody> <tr> <td data-bbox="362 793 818 831">Solar Hot Water System</td> <td data-bbox="818 793 977 831">\$1,000</td> </tr> </tbody> </table> <p data-bbox="362 863 1312 930">Note: Final incentive levels are subject to change pending completion of the final program implementation plan.</p> | | Measure | Average Incentive | Solar Hot Water System | \$1,000 |
| Measure | Average Incentive | | | | | |
| Solar Hot Water System | \$1,000 | | | | | |
| Implementation & Delivery | <p data-bbox="362 1024 959 1056">Key elements of SHW program implementation include:</p> <ol data-bbox="407 1087 1419 1745" style="list-style-type: none"> <li data-bbox="407 1087 1419 1184">1. <u>Contractor recruitment and training</u>: The program will recruit qualified SHW installers and provide training on proper SHW installation to additional contractors in accordance with Solar Rating and Certification Corporation (SRCC) standards, or similar. <li data-bbox="407 1220 1419 1316">2. <u>Homeowner SHW workshops</u>: In addition to contractor training, the program will provide free workshops to New Orleans residents on SHW technologies, plus information on program participation, SHW project feasibility and economics <li data-bbox="407 1352 1419 1415">3. <u>Leveraging of stimulus funding</u>: To the extent possible, the program will leverage ARRA funding for solar technologies. <li data-bbox="407 1451 1419 1547">4. <u>Incentive application</u>: Contractors will submit applications for services performed. The program will conduct a QA/QC review of all applications to ensure that all required information and documentation has been provided. <li data-bbox="407 1583 1419 1614">5. <u>Incentive payment</u>: Contractors will receive incentives for approved applications. <li data-bbox="407 1650 1419 1745">6. <u>Project verification</u>: ENO reserves the right to site-verify installations prior to project approval and incentive payment. The program will perform site verification on a statistically significant number of installations to verify the performance of work completed. | | | | | |

| Program | Solar Hot Water |
|-------------------------------|---|
| <p>Marketing</p> | <p>Marketing to SHW installers will involve a variety of strategies and tactics, including, but not limited to:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Advertisements in local trade publications • Attending trade shows occurring in the New Orleans area • Purchasing contact lists of contractors in New Orleans, using sources such as USADATA <p>Marketing to homeowners may include:</p> <ul style="list-style-type: none"> • A program Web site • Online advertising • Brochures, for direct mail, contractors, and customer outreach at community events in New Orleans • Program materials available through ENO's "One Stop Energy Shop" • Program Administrator sponsored call center <p>To ensure that customers perceive ENO's energy efficiency programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate.</p> <p>The final program marketing plan will be developed by the selected program implementation contractor in conjunction with ENO.</p> |
| <p>EM&V</p> | <p>The evaluation will assess savings associated with a sample of SHW installations via appropriate measurement techniques that are cost-effective given the EM&V budget, such as retrofit isolation, or billing analysis; the evaluation should also estimate free-ridership through interviews and/or surveys a sample of participating homeowners and contractors.</p> |
| <p>Program Metrics</p> | |

| Solar Hot Water | | | | |
|--|-----------|--------|--------|----------|
| | Year 1 | Year 2 | Year 3 | Source |
| Program Costs | \$150,000 | \$0 | \$0 | |
| <i>Incentive Costs</i> | \$92,025 | \$0 | \$0 | ICF |
| <i>Non-Incentive Costs</i> | \$57,975 | \$0 | \$0 | ICF |
| Annual Net kWh Savings | 259,785 | 0 | 0 | Frontier |
| Annual Net kW Savings | 38.7 | 0.0 | 0.0 | Frontier |
| TRC Test | 0.33 | | | |
| PAC Test | 1.40 | | | |
| Participant Test | 0.59 | | | |
| Net to Gross Ratio | 1.00 | | | ICF |
| Utility Levelized Cost \$ / kWh | \$0.06 | | | |
| Utility Levelized Cost \$ / kW | \$3,577 | | | |
| No. of cust. in target group | 61,401 | 61,401 | 61,401 | |
| Cumulative Participants | 92 | 92 | 92 | |
| New Participants | 92 | 0 | 0 | |
| Program Cost per Participant | \$1,630 | | | |
| NPV of Avg. Participant Savings | (\$2,328) | | | |
| Avg. Part. Simple Payback (Yrs) | 19.4 | | | |
| Program Avoided CO ₂ (Tons) | 120,670 | 0 | 0 | |

| Solar Hot Water - Program Alignment with Guiding Principles | | |
|---|---|---|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 1 | Energy Smart Programs should be developed for, available to, and benefit residential, commercial, industrial and governmental customer classes. | <i>The SHW program is available to all residential customers.</i> |
| 2 | All programs should be cost-effective as defined by the Total Resource Cost (TRC) and the Program Administrator Cost (PAC) tests as defined in the California Standard Practices Manual: Economic Analysis of Demand Side Programs and Projects, October 2001 except for those programs listed in the 2009 Agreement in Principle that are not subject to the cost effectiveness tests. | <i>The program does not pass the TRC test and the PAC test as they are defined by the CASPM. However, the SHW program is listed in the 2009 AIP as a program not subject to the cost effectiveness tests.</i> |
| 3 | Inputs to program design and cost effectiveness measurement should reflect reliable New Orleans data to the maximum extent practicable, while giving express recognition to allowable budget, time and technology constraints. | <i>Energy savings associated with the SHW Program reflects New Orleans-specific weather-sensitive performance of the measures in this program. Target market data was provided by GCR.</i> |
| 4 | Each program should be of sufficient scale to provide a meaningful contribution to kW or kWh reductions over the period of years in which the program is applied. | <i>The program's budget is sufficient to provide about 260,000 kWh and 39 kW in during Year 1.</i> |

| Solar Hot Water - Program Alignment with Guiding Principles | | |
|---|--|--|
| No. | Guiding Principle | Program Alignment With Guiding Principle |
| 5 | Programs should reflect "best practices" as appropriate for New Orleans with consideration of the City's unique economic, social and demographic environment and, to the extent relevant, should be consistent with successful models implemented in other jurisdictions. | <i>The program's design reflects the experience of program implementers in various states, including California and Wisconsin.</i> |
| 6 | With the exception of pilot programs, technologies should be commercially available and the necessary infrastructure should be present. | <i>The technologies for which incentives are provided in this program are commercially available. The program will assist in the development of the necessary infrastructure.</i> |
| 7 | Programs should be economically significant within the budgetary realities of the Energy Smart Plan. a. Assist in Demand Side Management market development and related job creation. b. The programs should create measurable benefits to ratepayers and to the city. | <i>a. The program will help build the market for SHW by training contractors and providing incentives and customer education. b. Although not cost-effective under traditional benefit-cost test, the program will provide benefits to homeowners who install SHW systems, and to contractors who install them.</i> |
| 8 | Except as provided for in paragraph 9, the costs of program design, implementation, delivery, measurement of the benefits, and the costs of administration associated with the Energy Smart plan, including the costs of the Independent Monitor and the Third Party Administrator, shall not exceed those funds so established to be collected in rates as authorized by the Council. | <i>This Portfolio is designed to cost-effectively spend the conservation dollars within the amount(s) authorized by the Council for the Energy Smart plan.</i> |
| 9 | Additional DSM and energy conservation funding may be obtained from other sources and will be evaluated on its merits for inclusion in the Energy Smart program. | <i>The program may leverage Federal Stimulus dollars designated for solar technologies.</i> |
| 10 | Program implementation should give priority to the use of local vendors wherever possible and shall be consistent with the criteria of Entergy's Supplier Diversity Program which promotes the utilization of diverse suppliers (i.e., minority, women, veterans, disable veterans, HUB Zone). | <i>The program will recruit and enroll local SHW installation contractors consistent with the Supplier Diversity Program criteria.</i> |
| 11 | All programs shall contain a measurement and verification component for prospective evaluation, modification and improvement within standard industry practice. | <i>This program plan contains prospective EM&V activities.</i> |