



Entergy New Orleans, Inc.

2009 Energy Efficiency Programs

Commercial & Industrial Program Overview

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Program Descriptions

C&I



Large Commercial & Industrial Energy Solutions

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



Small Commercial & Industrial Energy Solutions

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

Program Timetables

Completion Timeframe

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



Overview

Eligibility

Incentives

Process

Large C&I Energy Solutions

- Offers incentives to large C&I customers that identify and complete energy efficiency projects
- Provides C&I customers support to evaluate the best energy efficiency options, including:
 - Program conducts facility energy assessments
 - Project plan review
 - Technical and payback evaluation review
 - Communications support for successful projects
- Customers receive both technical assistance AND project completion cash incentives.



Overview

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Large C&I Energy Solutions

- Offered to all Entergy New Orleans, Inc. retail electric commercial & industrial customers that have a peak demand load of at least 100 kW*.
- Meeting with ENOI Large Account Services already held to begin market outreach to Large C&I customer base.
- Intent of program is to result in energy efficiency Projects, not just facility assessments.
- Letter of Intent required to submit project application and receive incentives.

*Program reserves the right to change the 100 kW cut-off to ensure use of program incentive funds – final program design pending



Overview

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Large C&I Energy Solutions

- The incentives for eligible energy efficiency measures are \$145/kW for demand reductions.
- Average anticipated incentive \$21,000/customer
- **Measures Eligible:**
 - Produce demand savings through an increase in energy efficiency
 - Produce a measurable and verifiable electric demand reduction during the peak summer period and must reduce electricity consumption.
 - Exceed minimum equipment efficiency standards
 - Deemed Savings in development
 - Measures may be considered if customer proposes proper Measurement & Verification
 - Per potential study, Lighting and HVAC projects likely

Large C&I Energy Solutions



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1. Begin Customer Outreach/Information
 - Account Manager Outreach
 - Assembly and/or webinar in February
2. Submit Letter of Intent
 - Submit anytime – all equal until application date
 - Agree to expectation to follow program guidelines
 - Sample will be on program web-site
3. Assess facilities - with or with assistance
4. Identify projects & Submit Application by application date
 - If undersubscribed: accepting rolling applications
 - If oversubscribed: use scoring criteria
5. Pre-inspection
6. Perform Projects, use program support
7. Post-inspection
8. Customer received incentive payments

Large C&I Energy Solutions



Overview


Eligibility

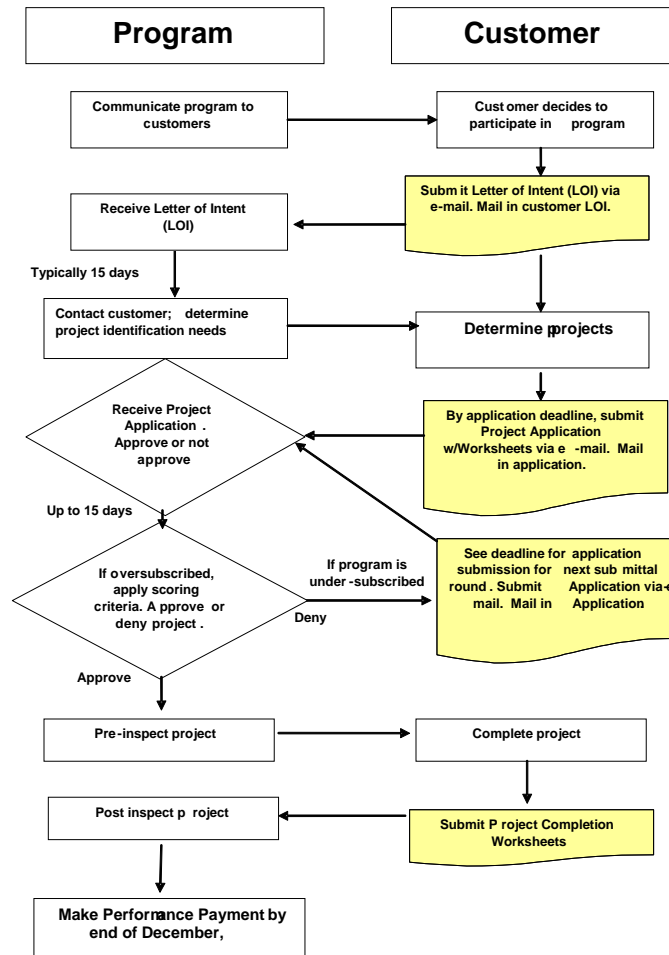
Incentives

Process

- To identify qualifying upgrades, customers can:
 - Use their own staff,
 - Use outside consulting engineers,
 - Choose from a network of energy engineering professionals the program will identify, or
 - Use energy assessment staff provided by the program.

Large C&I Energy Solutions


Overview
Eligibility
Incentives
Process





Overview

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Small C&I Energy Solutions

- Designed for busy, small business owners who need to make quick and informed decisions.
- Industry allies become “Program Partners” and the implementation workforce who can offer ENOI customers incentives directly for energy efficiency products and services.
- Program Recruits/Trains partners and performs on-going QA/QC on partner projects.
- Get started quickly and phase in additional contractors and measures

Small C&I Energy Solutions



Overview

Eligibility

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Process

- Customers Eligible: Offered to all ENOI retail electric commercial & industrial customers that have a peak demand load less than 100 kW*.
- Industry Contractors eligible: All contractors that sign the program “Partnering Agreement” and best practices guidelines
 - Confirms have all necessary licenses
 - Work performed will meet all customer service, program equipment, and installation guidelines
 - Have customer dispute resolution process
 - Agrees to program QA/QC measures
 - Adhere to program advertising guidelines

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Small C&I Energy Solutions



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- Average anticipated incentive \$1,100/project
- Per potential study, EE lighting and commercial HVAC replacement are first targeted technologies
- Deemed Saving specific to New Orleans market are in development to determine kW and kWh savings and final incentive amounts for EE installations.
- Funds are reserved on a first-come, first-served basis until fully allocated.
- Solutions approach allows additional measures to be included under “umbrella” over time as program evolves.



Overview

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Small C&I Energy Solutions

1. Identify New Orleans industry champions in Lighting and HVAC
2. Train on program requirements and program best practices while continuing additional contractor recruiting
3. Contractors:
 - offer customers ENOI incentives
 - perform EE projects
 - Give customer program incentives
 - Provide program required documentation
 - Work in field subject to QA/QC
4. Program reimburses contractor for approved submissions