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Harry M. Barton
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April 26, 2016

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

Re: **In Re: Resolution Regarding Proposed Rulemaking to Establish Integrated Resource Planning Components and Reporting Requirements for Entergy New Orleans, Inc. (Docket No. UD-08-02)**

Dear Ms. Johnson:

Entergy New Orleans, Inc. ("ENO") hereby submits for your further handling and filing an original and three copies of ENO's Application of Entergy New Orleans, Inc., For Approval of a Behavioral Pilot Program, along with the Public Version of the exhibits thereto. Those who have signed and returned to us a Confidentiality Agreement for the above referenced docket will receive the Highly Sensitive Protected Materials. Please file an original and two copies into the record in the above referenced matter, and return a date-stamped copy to our courier.

Should you have any questions regarding the above matter, please don't hesitate to contact me. Thank you for your assistance with this matter.

Sincerely,

Harry M. Barton

HMB/bkd
Enclosures

cc: Official Service List (*via email and U.S. Mail)*

BEFORE THE

COUNCIL OF THE CITY OF NEW ORLEANS

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

APPLICATION OF ENTERGY NEW ORLEANS, INC.
FOR APPROVAL OF A BEHAVIORAL PILOT PROGRAM

Entergy New Orleans, Inc. ("ENO" or the "Company"), pursuant to Council Resolution R-15-140, respectfully submits this Application for Approval of the Behavioral Pilot Program Plan (the "Application"), and, in support of this Application, ENO respectfully shows as follows:

I.

ENO is an electric and gas utility organized and operating under the laws of the State of Louisiana, with its general office and principal place of business at 1600 Perdido Street, Building 505, New Orleans, Louisiana 70112. The Company is engaged in the manufacture, production, transmission, distribution, and sale of electricity to residential, commercial, industrial, and governmental consumers throughout the City of New Orleans. ENO furnishes electric service to approximately 196,711 customers in Orleans Parish. Entergy New Orleans also is engaged in the provision of natural gas service to approximately 105,501 retail gas customers in Orleans Parish.

II.

In July 2009, ENO submitted a filing in which it detailed the specifics of the design and funding levels for programs to be included in the Energy Smart Plan programs (*e.g.*, selection of a third party administrator, verification of deemed savings calculations, proposed goals and

targets). On September 17, 2009, Council Resolution R-09-483 approved the Energy Smart Plan programs as designed and found ENO's programs to be just, reasonable and in the public interest; including funding levels and allocations, and goals and targets recommended by ENO.

III.

In April 2011, ENO and the third party administrator, CLEAResult, implemented the Energy Smart Plan programs and began offering programs to ENO electric customers. ENO filed status reports as outlined and required by Council Resolution R-11-52. Representatives of ENO and CLEAResult made presentations on the first, second and third year results of the Energy Smart programs to the Council's Utility, Cable, Telecommunications and Technology Committee (formerly known as the Council Utility Committee). Additionally, ENO submitted written reports summarizing the first, second, third, and fourth year results of the program.

IV.

Council Resolution R-15-599 approved the proposed budgets for Energy Smart Program Years 5 and 6. Program Year 6's budget for ENO's legacy territory ("ENO-Legacy") included an allotment of $300,000 for a Behavioral Pilot ("the Pilot") program.

V.

Subsection 2 of the ordering section of Council Resolution R-15-140 states the filing requirement for new pilot programs:

> Prior to the implementation of any new pilot program for the Energy Smart program, the Companies must file an application with the Council for review and approval that includes, at a minimum:
>
> a. Incentive costs, non-incentive costs and kWh savings (in some cases where the supporting calculations require, individual measures should be shown within a program) for each individual pilot program proposed;
> b. EM&V spending at 6.5%
> c. LCFC including the adjusted gross margin ("AGM") calculation;
> d. The composite of the pilot program costs and other proposed program costs, including NOLA Wise, should be shown to equal the

annual total spending levels of $6.5 million for Program Year 5 and $7.8 million for Program Year 6 as approved in Resolution R-14-509; and

e. A program description that includes the objective of the pilot, including results, as appropriate, that will provide data to determine cost-effectiveness should a full implementation of the program be considered.[1]

Subsection 3 of the ordering section of Council Resolution R-15-140 further directs ENO to "design and develop a proposed Behavioral Pilot Program consistent with the findings of this Resolution and submit it to the Council for review and approval. ENO is also directed to conduct a RFP to select the program services provider for the pilot program." In accordance with Resolution R-15-140, ENO issued a Request for Proposals ("RFP") for a Behavioral Program on December 22, 2015. Accelerated Innovations ("AI") submitted the winning proposal. Selection criteria included comprehensive nature of the plan, verifiability of results, expertise in the behavioral pilot field, and projected costs. A detailed overview of AI's implementation plan has been included with this filing.

VI.

The Council-approved budget for Program Year 6 is as follows:

ENO Residential, C&I Program Portfolio Budgets			
Year 6			
Residential Program	Incentives	Non-incentives	Total
HPwES	$ 346,032	$ 241,586	$ 587,618
Consumer Products	$ 249,353	$ 197,974	$ 447,327
Low Income Audit & Weatherization	$ 361,252	$ 400,467	$ 761,719
NOLA Wise Schoolkits and	$ 81,884	$ 384,903	$ 466,787

[1] More recently, in Resolution R-16-106 the Council recommended that proposals for pilot programs "should include, at a minimum, (1) the number of customers to be included in order to generate adequate data for evaluation, which customer classes should participate, whether participation is voluntary or mandatory; (2) what data is to be collected and how it will be collected; (3) the duration of the proposed pilot program; (4) draft tariff provisions to implement such a pilot program; and (5) the anticipated costs and rate impact of such a pilot program." The information set forth herein, and contained in the attached material and the HSPM materials submitted simultaneously, fulfills these requirements. ENO notes that the Council's prior approval of the budget for the Pilot largely eliminates the need for discussion of items (4) and (5) from R.-16-106, as no tariff is necessary and no rate impact will result.

Education			
Residential Heating and Cooling	$ 230,735	$ 132,555	$ 363,290
Small C&I	$ 564,721	$ 534,105	$ 1,098,826
Large C&I	$ 941,341	$ 966,151	$ 1,907,492
Behavioral Pilot		$ 300,000	$ 300,000
Direct Load Control Pilot		$ 440,000	$ 440,000
EM&V			$ -
LCFC			$ 887,882
Utility Incentive at 100%			$ 530,000
Total Budget			$ 7,790,941
Council Approved Budget			$ 7,800,000

VII.

The proposed budget for the Pilot has been included in the accompanying documents. Spending for Program Year 5 was as follows:

Budget for Energy Smart ENO Legacy	$6,500,000
Total Spend as of April 26, 2016	$4,794,010[2]

VIII.

The Company believes that the Pilot should cover an entire year. The full span of an entire year will allow for results from all seasons and a range of temperature/weather conditions to be included in the analysis. As such, the company recommends a start date of July 1, 2016 and an end date of June 30, 2017. This proposed end date is later than the end date for Program Year 6, but it provides the opportunity to collect a full set of data. As with other Energy Smart programs, the Company plans to provide three quarterly updates and a year-end annual report on the Pilot to the Council.

[2] This amount has been paid as invoices from ENO.

IX.

The proposed Lost Contribution to Fixed Costs ("LCFC") as a result of the Pilot is as follows:

Projected Lost Contribution to Fixed Costs			
AGM		0.0488	
Participants	Savings %	Projected kWh Savings	Projected LCFC
30,000	1.5%	4,500,000	$ 219,600
30,000	2.5%	7,500,000	$ 366,000
50,000	2.0%	10,000,000	$ 488,000
70,000	2.5%	17,500,000	$ 854,000
70,000	1.5%	10,500,000	$ 512,400

The Adjusted Gross Margin calculation is included with this filing. The details of the Behavioral Pilot were largely unknown at the time when the Program Year 5 and Year 6 budgets were approved by Resolution. As such, the amount of LCFC attributable to the Behavioral Pilot was not included in the totals approved in Resolutions R-15-543 and R-15-599. In addition, for the same reason, the utility performance incentive totals listed in Resolutions R-15-493 and R-15-599 did not consider the kWh goals of the behavioral pilot program. The kWh savings goals for the Behavioral pilot had not been contemplated.

X.

Council Resolution R-15-140 requires the Company to make a LCFC and performance incentive filing on or before the June 30th following the program year. Due to the time needed to verify the kWh savings for the Pilot, the Company will require additional time to make the necessary calculation of LCFC related to the Pilot until after June 30, 2017. Therefore, the Company requests that it be allowed to make a supplemental LCFC filing for the Pilot within 30

days of verification of the kWh savings by the Evaluation, Measurement and Verification provider.

XI.

In further accordance with Council Resolution R-15-140, the Company has attached, as Exhibit 1 to this Application, a discussion of the potential cost-effectiveness of a full behavioral program. In addition, responses to questions from the Council's Advisors have been included, collectively as Exhibit 2. The Adjusted Gross Margin Calculation, discussed above, is attached hereto as Exhibit 3. ENO separately submitted AI's Scope and Program Design, a Supplement thereto, and AI's Marketing Strategy Outline as Highly Sensitive Protected Materials provided pursuant to the Protective Order issued in Docket UD-07-03, in accordance with the procedures outlined in that Protective Order.

XII.

In support of the request set forth herein, the Company submits this application for the approval of the Behavioral Pilot Program for ENO-Legacy customers for Program Year 6.

WHEREFORE, the Company respectfully requests that this Council issue a Resolution:

1. Approving the Company's proposal for the Behavioral Pilot Program;
2. Approving Accelerated Innovations, Inc. as the Pilot implementer;
3. Approving July 1, 2016 – June 30, 2017 as the time period for the Pilot;
4. Requiring the Company to make a filing for LCFC within 30 days after verification of kWh savings for the Pilot; and
5. Granting all other general and equitable relief that the law and the nature of this proceeding may permit.

Respectfully Submitted:

By: _____

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ATTORNEYS FOR ENTERGY NEW ORLEANS, INC.

BEFORE THE

Council of the City of New Orleans

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

HIGHLY SENSITIVE PROTECTED MATERIAL

INTENTIONALLY OMITTED

APRIL 2016

BEHAVIORAL PILOT COST-EFFECTIVENESS DISCUSSION

1. Cost-Effectiveness

When extrapolating the cost-effectiveness of the Pilot to full implementation, the following additional parameters need to be accounted for:

a. **Drop-off of fixed costs:** The initial development of the Behavioral Pilot will entail high fixed costs for the recruitment of treatment group residential customers[1]. The cost of ongoing maintenance of educational treatment is lower than the cost of recruitment.
b. **Annual attrition:** recent data suggest an annual attrition rate of 6.0%[2]. Thus to maintain a population of 50,000 recipients, the program will need to recruit an estimated 3,000 new participants.
c. **Participant total for full program implementation.** With this target in mind, extrapolation of pilot findings to full program implementation will account for increased benefits and economies of scale when expanding the program. For illustrative purposes we assume full-scale size of 100,000 customers.

With these parameters in mind, cost-effectiveness testing of full-scale implementation of a Behavioral program will calculated as follows:

d. **TRC of the Pilot in Year 1:** this places the full upfront-costs of recruitment in Year 1, as demonstrated in the TRC and UCT values.
e. **TRC of the pilot in a subsequent program year, if kept at pilot scale:** this accounts for the drop-off in fixed program costs associated with the initial recruitment of 50,000 residences, the additional cost of maintenance for this group (57,000 customers, after attrition), and adds in costs from replenishment of attrition (3,000 residences annually).
f. **TRC of full-scale program implementation:** This calculation provides the cost-effectiveness of administering the program at full-scale. The energy and demand savings from pilot participants will be extrapolated to future participants in terms of percent of annual usage saved. The annual percent savings from pilot participants will be multiplied by ENO's annual average residential energy use, and then multiplied by the target number of customers to be recruited (an additional 50,000 in this example).

Item (f) detailed above will provide a more accurate representation of cost-effectiveness findings after expansion to full-scale implementation, and reflects the value of a behavioral program maintained over a multi-year cycle. With this in mind, full-program cost-effectiveness would be estimated using:

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[1] "Treatment group" refers to customers that will receive educational material and will be counted in savings estimates.
[2] 2012-2014 average annual attrition from Home Energy Report Program sponsored by CenterPoint Energy Arkansas.

g. Marginal upfront costs associated with recruitment of an additional 53,000 residential accounts[3] to scale the program from Pilot to full-program scale in Year 2;
h. Annual customer replenishment costs for 6,000 residential accounts[4] occurring in each subsequent program year; and
i. Extrapolation of Year-1 pilot findings for per-customer kWh and kW reductions (denominated by percent of annual use and percent of peak use) to a program comprised of 100,000 accounts.

The extrapolated value will be a single point estimate of cost-effectiveness in one year of full-scale implementation.

[3] Reflecting an assumed 100,000 accounts in the program at full-scale minus 50,000 already in place from the pilot, and a 3,000-home replenishment for attrition of the initial 100,000 pilot customers.
[4] This assumes 6.0% attrition of a program of 100,000 accounts.

Questions Provided by the Advisors to the City Council of New Orleans

1. Please explain the approach that a MyMeter behavioral pilot program will employ to provide credible data regarding long term (20 year planning period) cost and kW/kWh reductions to meet the objective of integrating the behavioral program with supply resources and other demand side management ("DSM") resources in ENO's triennial Integrated Resource Plan ("IRP") required by the Council.

The confirmed number of kWh savings allocated toward DSM requirements has been provided in Accelerated Innovations' ("AI") RFP response.

Since the 2012 IRP was written, ENO has procured additional generation assets which in all likelihood has impacted long term requirements around required DSM resources as they relate to the IRP process. AI welcomes additional conversation as to how our program will accommodate these requirements since the origination of these questions.

2. What range of options does Accelerated Innovations envision for a MyMeter behavioral pilot program for ENO? How will the options be structured, ranging from the simplest structured program to the most comprehensive, what will be the estimated term of the pilot, program cost, and kW/kWh reductions associated for projected years.

AI's MyMeter/WeatherBug solution offers an established program savings methodology with the only variant being the number of participants and associated savings per participant in the program. Those scenarios, also as provided in AI's RFP response, have been copied below. AI has not been asked by ENO to project this information for future years.

3. What type of cost estimation analytics does Accelerated Innovation intend to perform for designing a MyMeter behavioral pilot program for ENO? How would the relative cost versus relative net benefit / cost benefit ratio for each option be determined?

AI has adopted a pay for performance model which projects a TRC of 1.0 or greater. Several scenarios of savings and participant levels were provided in AI's RFP response and have been copied below.

Table 2: Program Cost Effectiveness and Vendor Fee Scenarios

Value ID	Value Description	Scenario				
		On Target	Above Participation, Above Savings	Above Participation, Below Savings	Below Participation, Above Savings	Below Participation, Below Savings
A	Achieved participation (customers)	50,000	70,000	70,000	30,000	30,000
B	Average annual kWh per customer	10,000	10,000	10,000	10,000	10,000
C	Verified average savings (%)	2.0%	2.5%	1.5%	2.5%	1.5%
D	Verified average savings (kWh)	200	250	150	250	150
E	Achieved kWh savings (A x D)	10,000,000	17,500,000	10,500,000	7,500,000	4,500,000
F	Startup fees	$75,000	$75,000	$75,000	$75,000	$75,000
G	Earned participations fees ($2 x A)	$100,000	$140,000	$140,000	$60,000	$60,000
H	Earned kWh savings fees ($0.01 x E)	$100,000	$60,000	$60,000	$75,000	$45,000
I	Total program vendor fees	$275,000	$275,000	$275,000	$210,000	$180,000
J	Achieved $ per kWh cost effectiveness (I/E)	$0.028	$0.016	$0.026	$0.028	$0.040

4. How will the annual cost (recurring) to achieve long-term kWh reduction for a MyMeter behavioral pilot program be determined? How is the long-term usage and peak reduction estimated? How will these estimated be determined from a pilot program?

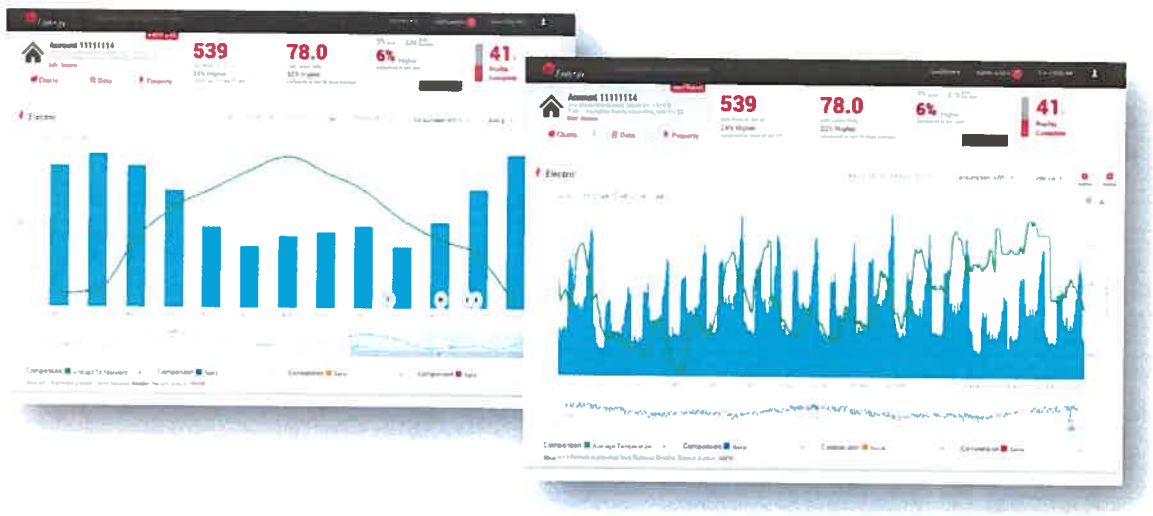
Although the context of this program was presented with a duration of only one year, as explained in AI's response to the RFP, MyMeter is deployed at dozens of large investor-owned utilities, rural electric cooperatives, and municipalities across the country. Illume Advising, a respected evaluation firm, evaluated four utilities using the Bias Matching methodology found that usage, analytics and communications of MyMeter resulted in 1.8 - 2.8 percent savings, with persistence as long as 6 years.

5. How does Accelerated Innovation envision to integrate a MyMeter behavioral pilot program with ENO's billing customer information legacy system?

AI's MyMeter platform absolutely has the capability to integrate with ENO's legacy customer billing system and looks forward to collaborating with the appropriate ENO IT and customer care teams. MyMeter fills these requirements for many utility customers and welcomes the opportunity to discuss activating these optional features.

6. Please provide a sample of "dashboard" and "customer information interface" which might be provided with a MyMeter behavioral pilot program. Does Accelerated Innovation consider integrating the portal with other social media?

Several dashboard examples were provided in AI's RFP response. Another example is provided below for your reference.



ENO's guidance at the moment is that the program will carry and reflect the Energy Smart brand. We have the capability and welcome the opportunity to integrate with all of ENO's social media channels.

7. Please provide the approach Accelerated Innovation will implement in a MyMeter behavioral pilot program to provide outage and load management information to participants.

MyMeter's core capability is to provide a superb customer engagement experience through the presentment of consumption information. MyMeter offers capabilities to communicate outage updates to customers including service disruptions, estimated recovery of service, and service restored (subject to availability of data from meters).

MyMeter can provide messaging to end use customers to support Entergy's load management objectives. MyMeter can send a text message alerting customers that it's a particularly hot day and they should do what they can to save. This represents messaging that is appreciated by the customers, provides societal benefit, and typically results in a voluntary reduction of nearly 2% off the peak. – catalyzing community action for load reduction.

8. Does Accelerated Innovation plan on integrating a MyMeter behavioral pilot program with AMI meters / smart meters to record hourly usage data of customers? What other monitoring equipment, software, and IT system upgrades at ENO does Accelerated Innovation plan on implementing with the MyMeter behavioral pilot program to access usage data? Has an estimate been made of the installation, equipment, and other resource cost of such a pilot?

The majority of AI's utility customers include hourly and interval usage data. AI's behavioral program at ENO will use the information available from the approximately 5,000 smart meters currently installed to provide more specific energy use insights. Monthly data customers will receive similar benefit from more general energy insights based on monthly usage data available.

9. Please provide a track record of MyMeter behavioral pilot program results of actual data which shows cost, reduction, number of customers and specifics of the program for past and existing utility clients of Accelerated Innovation.

The combination of MyMeter and WeatherBug Home Energy ScoreCards is likely to generate savings greater than 2 percent. As noted in AI's RFP response, both the Illume Advising study and the WeatherBug Home evaluation results showed savings ranging from 1.8-2.8 percent savings. The combination of MyMeter and WeatherBug Home Energy ScoreCards is likely to generate savings greater than 2 percent, since independently each technology has shown 2 percent results. The layering of technology provides additional impressions to reinforce energy actions for increased savings.

10. A suggested MyMeter WeatherBug home solution pilot (sent as an attachment with the email from Jan Cook on April 22nd, 2015) envisions deployment at ENO of 750 households at no-cost. How are the 750 customers selected? Would the suggested pilot be an opt-in program for participants, and if so, what would be the opt-in criteria? If not an opt-in pilot, please explain the methodology that would be used to select these 750 participating households.

This question is no longer applicable to the Behavioral Program.

11. How does Accelerated Innovation plan on integrating MyMeter behavioral pilot program with WeatherBug application? How is the weather data used in MyMeter software?

MyMeter and WeatherBug are integrated through a number of intersection points, allowing WeatherBug Connect users to access their energy usage data through the WeatherBug app, the monthly scorecard will be available on the MyMeter web portal, overlaying usage data with the context of the weather. The scorecard will also be emailed monthly to participating residential customers. Weather and usage data are used as inputs to the complex algorithms to disaggregate the load for each household.

12. Since the MyMeter WeatherBug home solution program works on providing real-time access of ENO customer energy usage, how often is the data monitored? What information other than energy usage is provided to customer in real time?

The real time element of AI's behavioral solution is closely tied to the changing daily weather. Specific tips on how the household can save energy will be pushed via email and text to reduce consumption based on the disaggregated load for that household. ENO has a mix of interval and monthly meter reads, which determine the frequency of update for energy usage. MyMeter will update the behavioral program with usage data at the frequency ENO makes it available to AI.

13. Since the MyMeter WeatherBug home solution program works on providing proprietary neighborhood level data to customers, how and to what extent (load, usage etc.) is the data collected for neighbors? How are the neighbors usage data accessed? How is the data evaluated to be comparable for different households, as the property size, type of construction etc. will vary for each household?

AI is working to assure customer privacy and data security and is collaborating with ENO to ensure we are compliant in all matters of data security. This is our first concern and privacy will inform the segmentation of households for comparative purposes.

Baseline household information will be collected during the digital enrollment process, establishing the content for future customer messaging. Brief customer profiles identify information such as whether the account holder is a renter or owner, for example, which directs appropriate, relevant messaging that drives customers to act. AI will collaborate with ENO to determine which additional information is appropriate to collect during the enrollment process (age and size of housing stock, insulation, window A/C, for example). This information can be used for future targeted marketing initiatives and rebate programs. All collected profile information will be available to ENO.

14. Since the MyMeter WeatherBug home solution program is able to provide access through smart phone applications and web portals, would a MyMeter pilot for ENO use these channels to communicate with customers in the City of New Orleans ("CNO")? What interface/ modifications would be required with ENO's existing web portal?

MyMeter's core capabilities include text messaging, and email alerts via web portals, and mobile devices. The behavioral program will use these channels specifically for customers in the Entergy New Orleans service territory. In the event that MyMeter interfaces with ENO's web portal through single sign on, no modifications would be needed and would offer a superior customer experience. In the event that MyMeter resides independently of the ENO portal, we would request a pointer to the MyMeter site from the ENO home page.

15. As referred in Illume Case study (sent as an attachment with the email from Jan Cook on February 13, 2015) what equipment(s) is/are required to send usage updates and alerts to customers? How often are the updates provided?

These features are all available within MyMeter – no other equipment is required. Update frequency will be determined in collaboration with ENO to support and dovetail with the overall ENO communication calendar.

16. How would the recommendations listed in the Illume case study be applied in a proposed ENO Pilot?

We have had preliminary conversations with the evaluator ADM and we will share the Illume study with them and work to accommodate any requests.

ADDITIONAL INFORMATION ON THE BEHAVIORAL PILOT PROGRAM

1. The specific responsibilities of Accelerated Innovations ("AI") and ENO related to implementation, project management and reporting should be clearly defined.

The roles and responsibilities of ENO and AI are defined in the documents which accompany this filing.

2. The proposed term of the Pilot should be clearly defined along with a schedule for when the installations will be completed and how will the Pilot interface with Program Year 7 which starts April 1, 2017.

The full term and schedule of the pilot will be formalized upon program approval by City Council and execution of the contract. In the meantime, AI is proceeding on the following assumptions:

1. *Recruitment efforts will begin simultaneous of data delivery.*
2. *Program preview communications (emails) will be distributed to ENO customers who have opted in 30 days and 60 days following, to build awareness and maintain excitement about the pending program and delivery of the first score card*
3. *~60 days after data delivery - An onboarding Score Card will be distributed to enrolled ENO customers.*
4. *~90 days after data delivery - A production score card will be distributed to enrolled ENO customers.*

The following table provides an assumptive delivery schedule of technical program data criteria, security protocols and customer deliverables as well as indicators of when utility action(s) are anticipated or needed.

Program Month	Milestone	Description	Utility Action
May 2016	Identify data availability and integration options	Interval, daily, monthly, etc.	X
May-June 2016	Finalize customer experience requirements	Scorecard type, scorecard delivery timing, email templates, initial enrollment criteria, etc.	X
May-June 2016	Obtain branding standards and guidelines	Style Guide, etc.	X
May-June 2016	Determine data delivery mechanism, timing, frequency	SFTP credentials, frequency, etc.	X
May-June 2016	Complete implementation checklist, provision MyMeter	URL agreements, SSL creation, etc.	X
July 2016	Transfer historical data	8-13 months preferred	X
July-August 2016	AI loads data securely into the MyMeter DB, Analyze data, etc.		
July-August	AI securely sends standard data	AI only sends customer data to	

Program Month	Milestone	Description	Utility Action
2016	to WeatherBug, WB consumes and analyzes data	enrolled customers	
July-August 2016	WeatherBug creates utility program for Scorecard delivery, and begins enrollment process		
July-August 2016	AI works with WeatherBug on utility branding		
July-August 2016	WeatherBug creates Scorecard branding, messaging, customized tips, etc.		
August 2016	Initial demonstration of the MyMeter portal, scorecard capabilities		X
August 2016	Utility sign off on MyMeter and scorecard branding		X
August 2016	Final SQA process for AI & WB		
August 2016	UAT process and signoff by utility		X
August 2016	AI performs utility training		X
September 2016	Month 1 – Onboarding Scorecard delivered to enrolled customers		X
October 2016	Month 2 – Production Scorecard delivered to enrolled customers		X
12 months post pilot start date 2017	Begin Year 2 - EMV Process		X

3. What software, equipment or organizational/staffing changes would have to be made after the initial pilot term to expand the pilot into demand response capability?

Additional software or equipment changes would not be necessary after the pilot period ends. In order to maximize program reach and recruitment opportunity for full demand response program implementation, additional outreach field staff would likely be procured for engagement and promotion.

4. Given the approximately 5,000 AMI meters in place, what special activities will be carried out using them?

AMI meter customers would receive access to more granular usage feedback in the portal, and can receive standard and custom alerts related to daily and weekly usage vs. thresholds. AMI customers can also receive weekly summary energy use performance emails. Additionally, the Scorecard feedback

provided to AMI customers includes a daily load profile comparison and more specific performance benchmark scores and energy-saving recommendations.

5. Information should be provided on all other utility jurisdictions where A.I. is currently involved in a behavioral pilot project(s).

Please see the accompanying documents

6. What specific usage data related to participants in the Pilot will be available for analysis? Will there be a control group established for the analysis of Pilot data?

Data availability is yet to be determined by ENO. AI anticipates address, account number, and historical consumption to be made available, at a minimum. The analytics associated with the program will be shared with ENO, which can then provide this data to the advisors as appropriate.

The portal also includes a customizable customer Profile where messaging (and incentives) can prompt and motivate customers to provide more detailed information about their property's attributes (e.g., heating/cooling appliance fuel/types/vintage) and energy use behaviors. This customer-provided profile data can be made available for analysis and customer segmentation/targeted marketing as appropriate.

We anticipate that EM&V will incorporate quasi-experimental designs such as the matched comparison methodology where non-participant customers with similar usage profiles will be used to determined energy savings attributable to the program.

7. Since the behavioral messaging will impact residential usage during peak summer days and peak winter days will the Pilot provide any time differentiated usage data be collected for comparison with typical or control group residential customers with those loads?

As this is an opt-in program, no control group is needed. If the household usage history is greater than one year, comparisons of usage across similar time periods will be weather normalized. With respect to households with less than one year of history?, we'll seek input from the evaluator on whether they would be included in the impact analysis, and whether we would earn fees for their participation, given any energy-use feedback or impact evaluation limitations.

To the extent that hourly or sub-hourly interval data (e.g., AMI) is available from utility metering infrastructure, this data can be leveraged both for customer energy-use engagement and evaluation of peak period demand impacts, as can be accommodated by the program evaluator.

8. How will the "cost-effectiveness" of the Pilot program be determined from Participants' data?

The support and source, assumptions and calculations for TRC results should be provided in the filing.

Given that the program is a one-year pilot, there will be less opportunity to evaluate the persistence of achieved savings without ongoing evaluation of participant energy use in subsequent years.

The lifecycle cost/benefit analysis may be examined from the perspective of a first-year standpoint, comparing the value of the energy savings impacts quantified by EM&V with the pilot program costs.

9. EM&V evaluations of the A.I. behavioral programs should be documented and provided in the filing.

Detail from two relevant EM&V evaluations have been provided for your convenience. (Illume, MyMeter Multi-Utility Impact Findings and AI Program Evaluation Detail including results from Tri-Eagle Energy in Woodlands, TX.)

10. The Pilot should describe how the selection and qualification of low-income participants, living in multi-family housing, will be conducted.

One of the initial survey questions (upon sign-up for the program) includes, "do you rent or own?", permitting immediate segmentation and tracking for internal analysis by AI and ENO, as well as further segmentation of appropriate energy messages.

The team is actively working with local community partners to develop strategies to engage low-income populations that can benefit from the energy use feedback and targeted action recommendations.

11. How will implementation and analysis of the Pilot program account for participant drop-outs, from renters moving or for other reasons, and new renters occupying the residence?

Anyone living in the ENO-Legacy service territory can opt-in to receive energy saving tips. Households with monthly meter data of 13 months or greater duration and households with interval data of at least 31 days in duration will receive tips aligned with how their household consumes energy and will be included in EM&V for the program. Households that do not meet the duration criteria outlined above can opt in to receive the benefit of MyMeter analytics for their consumption data and general energy savings tips. It's important to note that the goal of 10,000,000kWh can be reached via scenarios that include reduced savings with greater than 50,000 households. AI anticipates recruiting a comfortable margin of households to participate in order to meet the required savings goals and will continuously evaluate program savings to determine if additional recruitment is necessary.

Entergy New Orleans, Inc.
Energy Efficiency Program Support
2015 Per Book Usage, Base Revenue and AGM

Rate Schedules	kWh	Base Revenue (b)	Base Revenue (a)	EFRP
RS	2,000,415,376	$117,131,949	$130,914,170	-$13,782,221
MMRA	0	$0	$0	$0
SE	786,435,865	$45,482,585	$50,826,860	-$5,344,274
MB	27,108,482	$2,011,842	$2,240,325	-$228,483
LE	530,029,941	$23,105,689	$25,822,712	-$2,717,023
LE-HLF	1,631,289,469	$62,194,800	$69,487,618	-$7,292,818
MMNR	19,228,480	$706,090	$789,173	-$83,083
HV	167,098,580	$5,130,513	$5,734,198	-$603,685
EIS	0	$0	$0	$0
LIS	178,500,000	$2,612,197	$2,919,563	-$307,366
ODSL	20,645,241	$2,794,332	$3,123,190	-$328,858
ONW	296,086	$44,880	$50,155	-$5,274
HPSV-NW	229,359	$55,589	$62,111	-$6,522
Street Lighting (7&8)	29,481,760	$1,633,099	$1,825,259	-$192,160
Traffic Signals (2)	1,066,302	$62,566	$69,927	-$7,361
SMS	0	$55,944	$55,944	$0
Total ENOI	5,391,824,941	$263,022,077	$293,921,203	-$30,899,126
AGM ($/kWh)		$0.0488		

Notes:
(a) Revenue from the following ENOI Rate/Rider Schedules were not included in base revenue: FAC, EFRP, ESRES, MISO, NPPA, PPACCR, PPCACR, SSCO, AFC, RPCEA, R-3, EAC, DTK, RCL and Tampering.
(b) Base revenue includes EFRP revenue.

CERTIFICATE OF SERVICE
Docket No. UD-08-02

I hereby certify that I have this 26th day of April 2016, served the required number of copies of the foregoing report upon all other known parties of this proceeding, by the following: electronic mail, facsimile, overnight mail, hand delivery, and/or United States Postal Service, postage prepaid.

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New Orleans, Louisiana, this 26th day of April, 2016.

Harry M. Barton