



# **Energy Efficiency Potential & Recent Developments in AR, LA & MS**

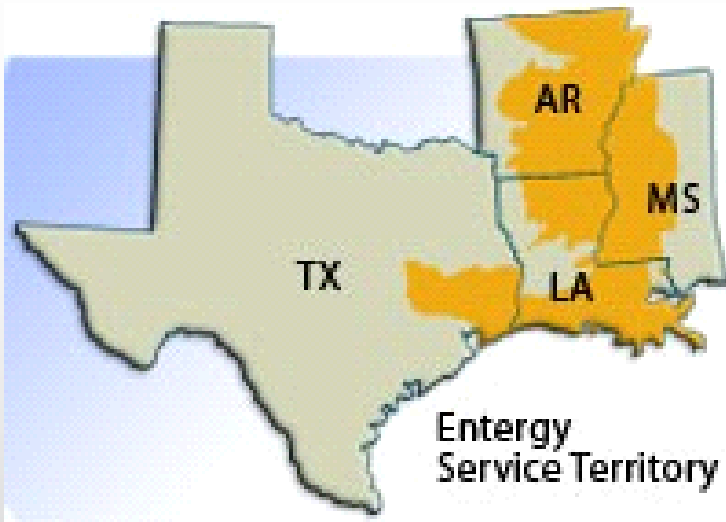
**Presented at the 2013 ACEEE National Conference on Energy  
Efficiency as a Resource**

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# Entergy's Energy Efficiency Programs

## Current Regulated Service Territory

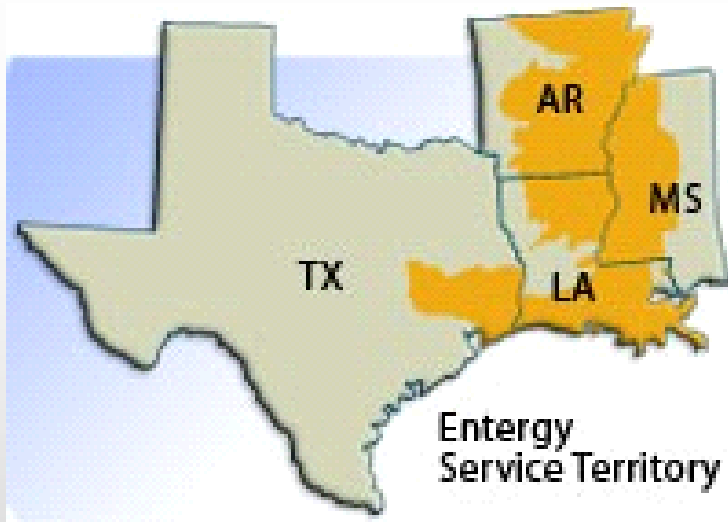


### Entergy's Utility Companies:

- Entergy Arkansas, Inc.
- Entergy Gulf States Louisiana, L.L.C.
- Entergy Louisiana, L.L.C.
- Entergy Mississippi, Inc.
- Entergy New Orleans, Inc.
- Entergy Texas Inc.

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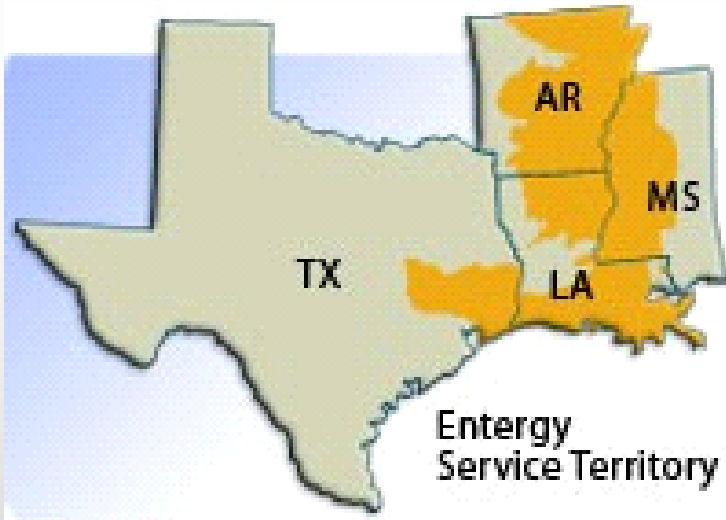


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# Programs

## ENERGY SOLUTIONS

AN ENTERGY ARKANSAS PROGRAM

### EAI PROGRAMS

On-Line Rewards  
Residential Lighting and Appliances  
Res & Small Comm Cooling Solutions  
Home Energy Solutions  
Energy Efficiency Arkansas  
AR Weatherization  
Benchmarking  
ENERGY STAR Homes  
Direct Load Control  
Mobile Homes  
Multifamily Direct Install  
C&I Prescriptive  
City Smart  
C&I Custom  
Agricultural Irrigation Load Control  
Small Commercial Direct Install  
Agricultural Energy Solutions

## ENERGY SOLUTIONS

AN ENTERGY TEXAS PROGRAM

### ETI PROGRAMS

Residential Standard Offer  
Premium Homes  
Hard to Reach Standard Offer  
Commercial Solutions  
Load management  
Texas Score/ City Smart



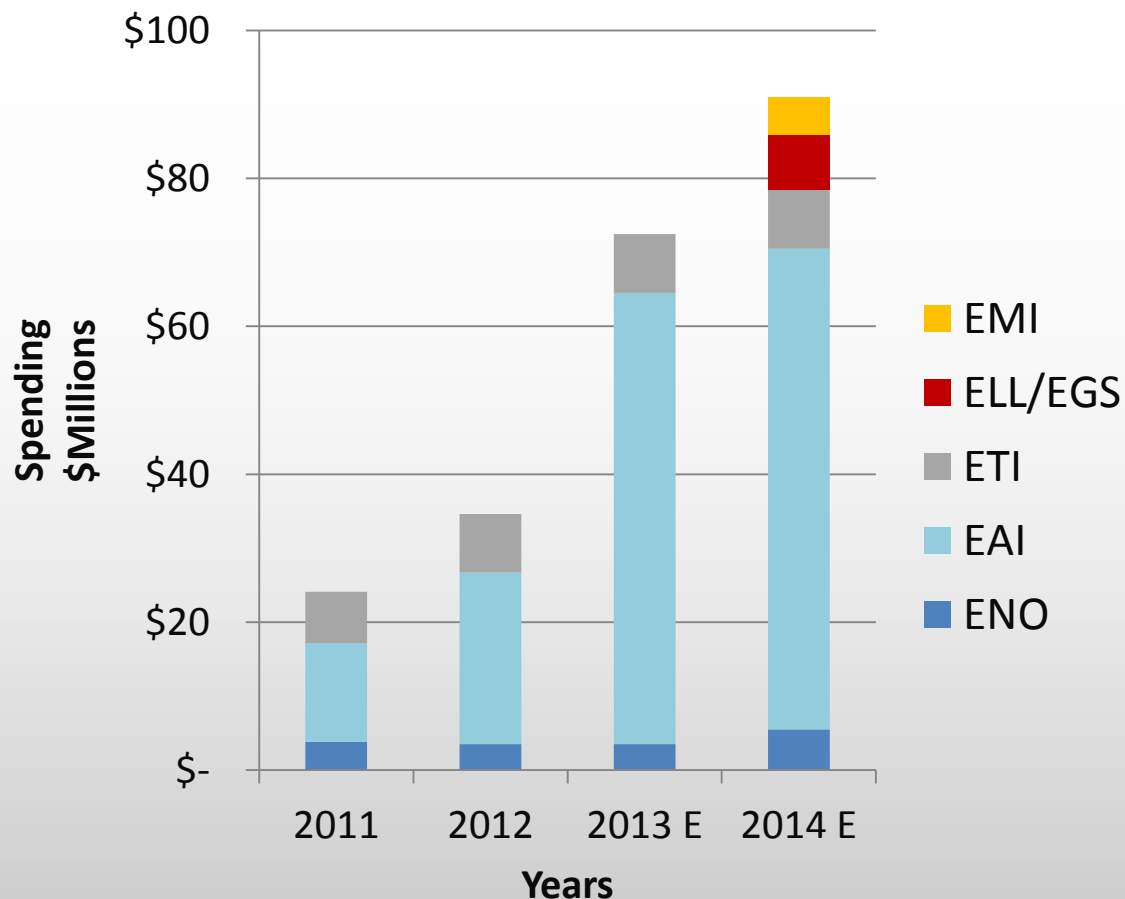
### ENO PROGRAMS

Home Performance with Energy Star  
Energy Star Air Conditioning  
High Performance A/C Tune Up  
Energy Smart New Homes  
CFL Direct Install  
Income Qualified  
Solar Water Heater  
Small Commercial Solutions  
Large Commercial Solutions

# Regulatory Similarities and Differences

	AR	TX	NOLA	LA	MS
Cost Recovery	✓	✓	✓	✓	✓
LCFC	✓		✓	✓	✓
Utility Incentive	✓	✓	✓		
Primary Cost Effectiveness Test	TRC	PAC	TRC		
Industrial Opt Out	Y	Y	N	Y	N
C&I Cost Cap?	N	N	Y	Y	N
RPS or EERS?	EERS	RPS	IRP		
Customer Count	693,000	417,000	165,000	1,600,000	440,000
2012 EE Cost / Customer	\$ 76.48	\$ 19.18	\$ 21.21		
2012 EE Savings/ Customer (kWH/Customer)	155.27	49.40	124.85		

# Program Results



- Entergy's energy efficiency spending has increased by more than 60% annually since 2011 driven primarily by increased spending at EAI.
- Spending levels could top \$90 million when EMI and ELL/EGSL introduce quick start programs in 2014/2015.

# Programs in the SE Region Continue to Grow

## Entergy Arkansas



- Programs began in 2008
- 2008-2012 Cumulative Savings of >101MW and >280,000 mWh;
- 2008-2012 Cumulative spending of \$63 Million
- 2013 Requested Spending \$61 million; 2014 Spending \$65 million
- Recover program costs, Lost revenue and Bonus

## Entergy New Orleans



- Programs began in 2010
- 2010-2012 Cumulative Savings of 8.1MW and >36,400 MWh
- 2010-2012 Cumulative spending of \$7.3 Million
- 2013 Spending \$3.5 million; Requested 2014 spending \$5.5 million (\$16.5MM over 3 yrs)
- Recover program costs, Lost revenue and Bonus



# We're Expanding Programs to Mississippi and Louisiana

## Entergy Mississippi

- Energy Efficiency Rules approved July 2013
- Quick Start Programs
  - Issued RFP for Program Administrator on September 30th,
  - Responses due October 8th, selection in November
  - 2 ½ Year program
  - \$12.5 million
  - Will seek Cost Recovery, Lost Revenue, Incentives



## Entergy Louisiana

- Rules approved in August 2013
- Oct 1, 2013 Deadline to Opt In
- Quick Start Programs
  - Programs to begin late 2014
  - \$5-\$10 million
  - Will Seek Cost Recovery, Lost Revenue, Incentives

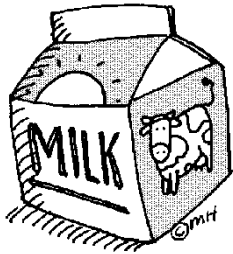


# Challenges in the Southeast

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- **Customer education** – To increase understanding of energy efficiency practices and benefits.
- **Regulatory Requirements** - Varying regulatory requirements by jurisdictions; Frequent rule changes can hinder customer participation and understanding of the programs and can hinder utility performance.
- Utility needs **flexibility** to make program decisions and implement them quickly.
- Need **timely recovery** of fixed costs, lost revenue and ability to earn a return on energy efficiency investments.
- **Low energy prices** - energy prices within Entergy's jurisdictions are well below national average which can limit cost effectiveness of programs and customers participation.

# Affordability: Comparison to Household Expenses



Gallon of Milk  
\$3.49/gallon

US Unleaded Gas  
\$3.64/gallon

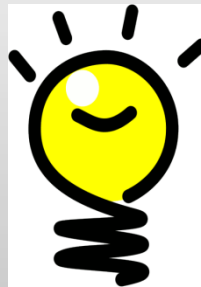


Large Cup of Coffee  
\$2.47/cup

Cheeseburger  
Value Meal \$6.20



Daily Avg. Cost of  
Energy at ETR  
\$3.34/day



# Challenges Energy Efficiency as a Resource is Challenging

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- **Integrating supply and demand side resources makes sense, but what does it really mean?**
- **How is energy efficiency modeled vs. supply side resources?**
- **To what extent should non-energy benefits be included when comparing demand side resources to supply side resources?**

# Thank You

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