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LevisedEntergy Texas, Inc.2008 Energy Efficiency Plan and ReportSubstantive Rule § 25.181 and § 25.183

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INTRODUCTION

Entergy Texas, Inc. (Entergy) presents this Energy Efficiency Plan and Report (EEPR) to comply with Substantive Rules § 25.181 and § 25.183, which are the sections of the Energy Efficiency Rule (EE Rule) implementing Public Utility Regulatory Act (PURA) § 39.905. PURA § 39.905 requires that each investor owned electric utility achieve the following savings goals through market-based standard offer programs ("SOPs") and limited, targeted, market transformation programs ("MTPs"):

- 10 % of the electric utility's total annual growth in demand by January 1, 2008, and
- 15 % of the electric utility's annual growth in demand of residential and commercial customers by December 31, 2008, and
- 20 % of the electric utility's annual growth in demand of residential and commercial customers by December 31, 2009.

The EE Rule includes specific requirements related to the implementation of SOPs and MTPs by investor-owned electric utilities that control the manner in which investor-owned electric utilities must administer their portfolio of energy efficiency programs in order to achieve their mandated energy efficiency savings goals. Entergy's EEPR is intended to enable the Company to meet its statutory savings goals through implementation of energy efficiency programs in a manner that complies with PURA § 39.905 and the EE Rule. This EEPR covers the periods of time outlined in Substantive Rule § 25.181. The following section provides a description of what information is contained in each of the subsequent sections and appendices.

ENERGY EFFICIENCY PLAN AND REPORT (EEPR) ORGANIZATION

This EEPR consists of an executive summary, ten sections and four appendices.

• Executive Summary highlights Entergy's reported achievements for 2007 and Entergy's plans for achieving its 2008 and 2009 projected energy efficiency savings.

Energy Efficiency Plan

- Section I describes Entergy's program portfolio. It details how each program will be implemented, discusses related informational and outreach activities, and provides an introduction to any programs not included in Entergy's previous EEP.
- Section II explains Entergy's targeted customer classes, specifying the size of each class and the method for determining those sizes.
- Section III presents Entergy's projected energy efficiency savings for the prescribed planning period broken out by program for each customer class.

• Section IV describes Entergy's proposed energy efficiency budgets for the prescribed planning period broken out by program for each customer class.

Energy Efficiency Report

- Section V documents Entergy's actual weather-adjusted demand savings goals and energy targets for the previous five years (2003-2007).
- Section VI compares Entergy's projected energy and demand savings to its reported and verified savings by program for calendar year 2007.
- Section VII details Entergy's incentive and administration expenditures for the previous five years (2003-2007) broken out by program for each customer class.
- Section VIII compares Entergy's actual and budgeted program costs from 2007 broken out by program for each customer class. It also explains any cost increases or decreases of more than 10 percent for Entergy's overall program budget.
- Section IX describes the results from Entergy's Market Transformation (MTP) programs. It compares existing baselines and existing milestones with actual results, and details any updates to those baselines and milestones.
- Section X documents Entergy's most recent Energy Efficiency Cost Recovery Factor (EECRF).

Appendices

- Appendix A Reported kW and kWh Savings broken out by county for each program.
- Appendix B- Program templates for any new or newly-modified programs not included in Entergy's previous EEP.
- Appendix C Description of Entergy's existing energy efficiency contracts and obligations.
- Appendix D provides data, explanations, or documents supporting other sections of the EEPR.

EXECUTIVE SUMMARY

The Energy Efficiency Plan portion of this EEPR details Entergy's plans to achieve a 15 % reduction in its annual growth in demand of residential and commercial customers by December 31, 2008, and a 20 % reduction in its annual growth in demand of residential and commercial customers by December 31, 2009 and each year thereafter. In the process, Entergy will also address the corresponding energy savings goal, which is calculated from its demand savings goal using a 20 percent capacity factor. The goals, budgets and implementation plans that are included in this EEPR are highly influenced by requirements of the EE Rule and lessons learned regarding energy efficiency service provider and customer participation in the various energy efficiency programs. A summary of annual goals and budgets is presented in Table 1.

This Energy Efficiency Report portion of this EEPR demonstrates that in 2007 Entergy successfully implemented Standard Offer Programs (SOP) and Market Transformation Programs (MTP) required by the Public Utility Regulatory Act (PURA) § 39.905 that met Entergy's 10% energy efficiency savings goal by procuring 5341 kW in demand savings. These programs included the Residential and Small Commercial Standard Offer Program (RES COM SOP), Commercial and Industrial Standard Offer Program (C&I SOP), and the Hard-to-Reach Standard Offer Program (HTR SOP). In addition, Entergy also continued the Energy Star for New Homes (Energy Star) MTP, which continues to be Entergy's best performing program.

Calendar Year	Average Growth in Demand (MW)	MW Goal (% of Growth in Demand)	Demand (MW) Goal	Energy (MWh) Goal ²	Projected MW Savings ³	Projected MWh Savings 2,3	Projected Budget (000's)
2008	18	15 %	2.7	4,730	2.7	7,030	\$2,982
2009	18	20 %	3.6	6,310	10.6	27,860	\$7,456

Table 1: Summary of Goals, Projected Savings, and Projected Budgets (at Meter)¹

In order to reach the above projected savings, Entergy proposes to implement the following standard offer and market transformation programs:

- Large Commercial SOP
- Residential & Small Commercial SOP
- Hard-to-Reach SOP
- Load Management SOP

¹ Average Growth in Demand figures are from Table 4; Projected Savings from Table 5; Projected Budget from Table 6. All kW/MW and kWh/MWh figures in this Table and throughout this EEPR are given "at Meter".

² Calculated using a 20 percent capacity factor.

³ Peak demand reduction and energy savings for the current and following calendar year that Entergy is planning and budgeting for in the EEPR. These projected savings reflect Entergy's calculated goals and Entergy's continued commitment to provide emphasis on the needs of its low income customers.

- Low-Income Weatherization SOP
- Energy Star[®] Homes MTP
- Texas SCORE Pilot MTP
- Statewide Compact Fluorescent Lighting MTP

ENERGY EFFICIENCY PLAN

I. 2008 Programs

A. 2008 Program Portfolio

Entergy plans to implement six market transformation and standard offer programs. In addition, two pilot programs will be funded in 2008: the Texas SCORE Pilot MTP and the Statewide Compact Fluorescent Lighting MTP. These programs have been structured to comply with recently passed rules governing pilot program design and evaluation.

These programs target both broad market segments and specific market sub-segments that offer significant opportunities for cost-effective savings. Entergy anticipates that targeted outreach to a broad range of service provider types will be necessary in order to meet the savings goals required by PURA § 39.905 on a continuing basis. Table 2 below summarizes the programs and target markets.

Program	Target Market	Application
Large Commercial SOP	Large Commercial	Retrofit; New Construction
Residential & Small Commercial SOP	Residential and Small Commercial	Retrofit; New Construction
Hard-to-Reach SOP	Hard-to-Reach residential	Retrofit; New Construction
Load Management SOP	Large Commercial	Retrofit
Energy Star® Homes MTP	Residential	New Construction
	New Programs for 2008	
Statewide Compact Fluorescent Lighting MTP	Residential	Retrofit
Texas SCORE Pilot MTP	Large Commercial (K-12 schools)	Retrofit; New Construction
Low Income Weatherization SOP	Residential	Retrofit

Table 2: 2008 Energy Efficiency Program Portfolio

The programs listed in Table 2 are described in further detail below. Entergy maintains a Web site containing all of the requirements for project participation, the forms required for project submission, and the current available funding at www.ENTERGYefficiency.com. The Web site will be the primary method of communication used to provide potential Project Sponsors with program updates and information. Additional information about the programs can be found in Appendix B, which includes program templates for the new programs listed in Table 2.

B. Existing Programs

Large Commercial Standard Offer Program (COM SOP)

Program design

The COM SOP targets Large Commercial customers with a maximum demand of more than 100 kW. Incentives are paid to project sponsors for certain measures installed in new or retrofit applications, which provide verifiable demand and energy savings. The program has been modified from 2007 and information about the program changes can be found in the modified COM SOP template located in Appendix A.

Implementation process

Entergy will continue implementation of its COM SOP whereby any eligible project sponsor may submit an application for a project meeting the minimum requirements. The program information on Entergy's website is updated frequently to reflect participating Project Sponsors and incentive amounts that are available.

Outreach activities

Entergy markets the availability of its programs in the following manner:

- Utilizes mass electronic mail (e-mail) notifications to keep potential project sponsors interested and informed;
- Maintains internet Web site with detailed project eligibility, end-use measures, incentives, procedures and application forms;
- Attends appropriate industry-related meetings to generate awareness and interest;
- Participates in state-wide outreach activities as may be available;
- Conducts workshops as necessary to explain elements such as responsibilities of the project sponsor, project requirements, incentive information, and the application and reporting process.

Residential and Small Commercial Standard Offer Program (RES COM SOP)

Program Design

The RES COM SOP targets residential customers and small commercial customers whose maximum demand is less than 100 kW. Incentives are paid to project sponsors for certain measures installed in new or retrofit applications, which provide verifiable demand and energy savings.

Implementation Process

Entergy will continue implementation of its RES COM SOP whereby any eligible project sponsor may submit an application for a project meeting the minimum requirements. The program information on Entergy's website is updated frequently to reflect participating Project Sponsors and incentive amounts that are available.

Outreach activities

Entergy markets the availability of its programs in the following manner:

- Utilizes mass electronic mail (e-mail) notifications to keep potential project sponsors interested and informed;
- Maintains internet Web site with detailed project eligibility, end-use measures, incentives, procedures and application forms;
- Attends appropriate industry-related meetings to generate awareness and interest;
- Participates in state-wide outreach activities as may be available;

Conducts workshops as necessary to explain elements such as responsibilities of the project sponsor, project requirements, incentive information, and the application and reporting process

Hard To Reach Standard Offer Program (HTR SOP)

Program design

The HTR SOP targets low income customers with an income of 200% of the federal poverty level. Incentives are paid to project sponsors for certain measures installed in retrofit applications, which provide verifiable demand and energy savings.

Implementation process

Entergy will continue implementation of its HTR SOP whereby any eligible project sponsor may submit an application for a project meeting the minimum requirements. The program information on Entergy's website is updated frequently to reflect participating Project Sponsors and incentive amounts that are available.

Outreach activities

Entergy markets the availability of its programs in the following manner:

- Utilizes mass electronic mail (e-mail) notifications to keep potential project sponsors interested and informed;
- Maintains internet Web site with detailed project eligibility, end-use measures, incentives, procedures and application forms;
- Attends appropriate industry-related meetings to generate awareness and interest;
- Participates in state-wide outreach activities as may be available;
- Conducts workshops as necessary to explain elements such as responsibilities of the project sponsor, project requirements, incentive information, and the application and reporting process.

Energy Star Homes Market Transformation Program (ENERGY STAR MTP)

Program design

The ENERGY STAR MTP targets builders in residential new construction that build to the Environmental Protection Agency's Energy Star standards, which is 15% above the state building code. Incentives are paid to builders for installing certain measures new construction applications, which provide verifiable demand and energy savings.

Implementation process

Entergy will continue implementation of its ENERGY STAR MTP whereby any eligible builder may submit an application for a homes meeting the requirements. The program information on Entergy's website is updated frequently to reflect participating builders and incentive amounts that are available.

Outreach activities

Entergy markets the availability of its programs in the following manner:

- Utilizes mass electronic mail (e-mail) notifications to keep potential builders interested and informed;
- Maintains internet Web site with detailed builder eligibility, end-use measures, incentives, procedures and application forms;
- Attends appropriate industry-related meetings to generate awareness and interest;
- Participates in state-wide outreach activities as may be available;
- Conducts workshops as necessary to explain elements such as responsibilities of the project sponsor, project requirements, incentive information, and the application and reporting process.

C. New Programs for 2008

Energy Smart Schools Pilot Program (Texas SCORE)

Consistent with SB712, which was passed by the Texas Legislature in 2005, and the Pilot Program Template adopted by the Public Utility Commission of Texas in November 2005, Entergy has chosen to offer a pilot Energy Smart Schools Program (referred to as Texas SCORE) in its service territory in 2008. Entergy recognizes that public school districts in Texas are experiencing the burden of high energy costs now more than ever. While energy costs have historically accounted for only about 3% of Texas school districts' total budgets, those costs have now soared into the 5 to 6% range. Further, a majority of school districts lack the technical knowledge, first-hand experience, and management decision-making processes that are necessary for identifying, prioritizing, and completing projects that will improve their schools' energy performance and reduce operating costs. Additional details of this newly-implemented program can be found in Appendix A.

Load Management Standard Offer Program (LM SOP)

Program design

Entergy will implement the LM SOP Under the approved PUCT template. The LM SOP will provide demand reduction solutions to a select group of customers the calendar year 2008. Incentives will be paid to customers served by Entergy for certain measures installed in retrofit applications, which provide verifiable demand savings.

Implementation process

Under the program, Entergy will initially target several select customers for participation in the LM SOP This program will facilitate the examination of actual demand savings, operating characteristics, program design, long range planning and overall measure and program acceptance by the targeted customers.

Outreach and Research activities

Entergy will target the availability of its programs in the following manner:

- Contracts with a third-party project sponsor to implement outreach and planning activities.
- Targets several large commercial customers during the program.
- Conducts workshops as necessary to explain elements such as responsibilities of the customers, project requirements, incentive information, and the application and reporting process.

Statewide Compact Fluorescent Light Market Transformation Program (CFL MTP)

Program design

Entergy will participate as one of the EUMMOT member utilities in the CFL MTP Pilot Program. This statewide CFL program's primary goal is to produce reductions in electrical peak demand and energy usage through verifiable incremental sales of ENERGY STAR qualified CFLs throughout the service areas of the EUMMOT sponsor utilities. An Implementer will be utilized to coordinate activities for the EUMMOT utilities.

Implementation process

Under the pilot program, the EUMMOT utilities will target residential customers to migrate towards the acceptance of CFL's as the standard form of lighting in their homes. The program will:

- Motivate and help residential customers to replace incandescent lights with CFLs
- To educate the consumer of the benefits of CFLs vs. incandescent lights and create a noregret decision for the residential customer through incentives/discounts that make the purchase of a CFL at parity to that of an incandescent bulb.
- Produce utility electricity savings through incremental sales of CFLs
- Deliver additional efficiency messages through a coordinated CFL program
- Expand customer awareness of the benefits of energy efficiency and direct them to participating vendors
- Co-brand with willing "partners"
- Offer "no-regret" partnership options
- Engage municipal utilities and electric cooperatives in the statewide effort to expand program reach and effectiveness

Outreach and Research activities

The Implementer will provide all outreach necessary to obtain the needed program exposure to merchants, marketers, and manufacturers In addition, all analysis will done by Implementer as well.

Low Income Weatherization Standard Offer Pilot Program

Program design

The 2008 Entergy Pilot Targeted Weatherization Low-Income Program is targeted to Entergy's low-income residential customers who meet DOE's income eligibility guidelines which are at or

below 125% of the federal poverty level and be connected to Entergy's electric system and have been qualified through the Service Providers guidelines.

Implementation process

Entergy has contracted with Frontier Associates to provide marketing and education to participating and eligible non-profit organizations. Reporting will be through an internet database. Training on the use of the database and program guidelines will provide by Frontier Associates.

Outreach and Research activities

Low income advocates from throughout Entergy's service territory will be called upon to participate. Workshops and database training will take place and updates to policies and procedures will take place annually or as needed.

II. Customer Classes

Customer classes targeted by Entergy's energy efficiency programs are the Commercial, Residential, and Hard-to-Reach customer classes.

The annual demand goal will be allocated to customer classes by examining historical program results, evaluating economic trends, and taking into account Substantive Rule § 25.181, which states that no less than 5% of the utility's total demand goal should be achieved through programs for hard-to-reach customers. Table 3 summarizes the number of customers in each of the customer classes, which was used to determine budget allocations for those classes.

It should be noted, however, that the actual distribution of the goal and budget must remain flexible based upon the response of the marketplace, the potential interest that a customer class may have toward a specific program and the overriding objective of meeting the legislative goal. Entergy will offer a portfolio of Standard Offer and Market Transformation Programs that will be available to all customer classes.

Customer Class	Number of Customers
Commercial	41,963
Residential	344,704
Hard-to-Reach 4	112,029

Table 3: Summary of Customer Classes

⁴ According to the U.S. Census Bureau's 2007 Current Population Survey (CPS), 32.5% of Texas families fall below 200% of the poverty threshold. Applying that percentage to Entergy's residential customer base of 344,704, the number of HTR customers is estimated at 112,029.

III. Projected Energy Efficiency Savings and Goals

As prescribed by Substantive Rule § 25.181, Entergy's demand goal is specified as a percent of its historical five-year average growth in demand. As an example, the December 31, 2008 goal reflects the average annual growth in peak demand from 2003 to 2007. The demand goal for 2008 is based on meeting 15% of the electric utility's annual growth in demand of residential and commercial customers by December 31, 2008. The demand goal for 2009 is based on meeting 20% of the electric utility's annual growth in demand of residential and commercial customers by December 31, 2008. The demand goal for 2009 is based on meeting 20% of the electric utility's annual growth in demand of residential and commercial customers by December 31, 2008. The demand goal for 2009 is based on meeting 20% of the electric utility's annual growth in demand of residential and commercial customers by December 31, 2009. The corresponding energy savings goals are determined by applying a 20 percent capacity factor to the applicable demand goals.

Table 4 presents historical annual growth in demand for the previous five years that is used to calculate demand and energy goals. The removal of industrial loads and reduced sales due to the impacts of Hurricane Rita and an increased reliance on cogeneration have significantly impacted Entergy's savings goal. Industrial customers are only 1% of Entergy's customer base but 19% of growth in demand, and over 30% in annual revenue. Growth in demand is now determined by a smaller segment of Entergy's overall customer base, but a significant contributor to its load growth has been exempted from participation. With the exemption of this significant contributor, coupled with Hurricane Rita and the shift of several large commercial customers to cogeneration facilities has also led to sharp declines in load growth..

Table 5 presents the projected demand and energy savings broken out by program for each customer class for 2008 and 2009. Projected savings reflect Entergy's calculated goals and Entergy's continued commitment to provide emphasis on the needs of its low income customers.

Table 4: Annual Growth in Demand and Energy Consumption (at Meter)

. 7		Peak Demand (MW)	and (MW)		Ū	iergy Consu	Energy Consumption (MWh)	ê	Growth	Average
Calendar	Total	Total System	Residential & Commercial	ntial & ercial	Total System	ystem	Residential & Commercial	ntial & iercial	(M M)	Growth (MW) ⁵
Year	Actual	Actual Weather Adjusted	Actual	Actual Weather Adjusted	Actual	Actual Weather Adjusted	Actual	Actual Weather Adjusted	Actual Weather Adjusted	Actual Weather Adjusted
2002	2873	3080	2431	2396	15,209,852	15,289,478	9,152,632	9,136,568	NA	NA
2003	3,046	2,907	2,484	2,354	15,365,955	15,360,230	9,094,230	9,088,930	-1 44	NA
2004	3,130	3,178	2.569	2,612	16,025,726	15,989,736	8,526,841	9,150,623	258	NA
2005	3,055	2,965	2,471	2,391	14,978,861	15,063,405	9,715,816	9,413,266	-221	NA
2006	3,112	3,160	2,530	2,572	15,383,259	15,359,498	9,451,106	9,444,649	181	NA
2007	3,269	3,183	2,663	2,587	15,522,096	15,457,959	9,454,931	9,546,936	15	NA
2008	NA	NA	NA	NA	NA	NA	NA	NA	NA	18
2009	NA	NA	NA	NA	NA	NA	NA	NA	NA	18
EFPR		- 2002 1	F == 100C		h from 2002 20	07 are not amili	whie to any of th	he calculations of	r acals in this	EEPR

"NA" = Not Applicable; Growth for 2002 over 2001 and average growth from 2002-2007 are not applicable to any of the calculations or goals in this EEPR. Energy efficiency goals are calculated based upon the actual historical weather-adjusted growth in demand for the five most recent years, so peak demand and energy consumption forecasts for 2008 and 2009 are not applicable.

⁵ Average historical growth in demand over the prior 5 years for residential and commercial customers adjusted for weather fluctuations.

Table 5: Projected Demand and Energy Savings Broken Out by Program for Each Customer Class (at Meter)

2008	Proje	cted Savings	
Customer Class and Program	kW	kWh	
Commercial	810	2,109,000	
Large Commercial SOP	350	1,265,400	
Load Management SOP	200	0	
Texas SCORE Pilot MTP	260	843,600	
Residential	900	2,342,600	
Residential & Small Commercial SOP	300	781,100	
Energy Star® Homes MTP	400	1,041,000	
Statewide Compact Fluorescent Lighting MTP	200	520,500	
Hard-to-Reach	990	2,578,400	
Hard-to-Reach SOP	740	1,953,333	
Low Income Weatherization SOP	250	625,067	
Total Annual Savings Goals	2,700	7,030,000	
2009	Projected Savings		
Customer Class and Program	kW	kWh	
Commercial	4,100	10,073,000	
Large Commercial SOP	1,100	5,036,500	
Load Management SOP	1,800	0	
Texas SCORE MTP	1,200	5,036,500	
Residential	5,170	10,685,000	
Residential & Small Commercial SOP	2,175	4,101,000	
Energy Star® Homes MTP	1995	2,734,000	
Statewide Compact Fluorescent MTP	1,000	3,850,000	
Hard-to-Reach	1,400	6,802,000	
Hard-to-Reach SOP	800	3,886,860	
Low Income Weatherization SOP	600	2,915,140	
Total Annual Savings Goals	10,600	27,560,000	

IV. Program Budgets

Table 6 presents total proposed budget allocations required to achieve the projected demand and energy savings shown in Table 5. The budget for the Large Commercial & Industrial class includes costs for SOPs as well as existing demand-side management ("DSM") contracts. The budget allocations are defined by the overall projected demand and energy savings, the avoided costs of capacity and energy in Substantive Rule § 25.181, allocation of demand goals among

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customer classes, the incentive levels by customer class, and projected costs for existing DSM contracts. The budget allocations presented in Table 6 below are broken down by customer class, program, and the different budget categories: incentive payments, administration, and research and development (R&D). Entergy Texas added an additional budgeting "class" for R&D to account for R&D expenditures that are not affiliated with a specific customer class or program.

2008	Incentives	Admin	R&D	Total Budget
Commercial	\$625	\$63	\$0	\$688
Large Commercial SOP	\$300	\$20	\$0	\$320
Load Management SOP	\$75	\$18	\$0	\$93
Texas SCORE MTP	\$250	\$25	\$0	\$275
Residential	\$878	\$80	\$0	\$958
Residential & Small Commercial SOP	\$450	\$35	\$0	\$485
Energy Star® Homes MTP	\$225	\$23	\$0	\$248
Statewide Compact Fluorescent Lighting MTP	\$203	\$23	\$0	\$225
Hard-to-Reach	\$1,260	\$78	\$0	\$1,338
Hard-to-Reach SOP	\$810	\$28	\$0	\$838
Low Income Weatherization SOP	\$450	\$50	\$0	\$500
Total Budgets by Category	\$2,763	\$221	\$0	\$2,983
2009	Incentives	Admin	R&D	Total Budget
Commercial	\$2,286	\$254	\$0	\$2,540
Large Commercial SOP	\$1,068	\$102	\$0	\$1,170
Load Management SOP	\$150	\$50	\$0	\$200
Texas SCORE MTP	\$1,068	\$102	\$0	\$1,170
Residential	\$2,346	\$234	\$0	\$2,606
Residential & Small Commercial SOP	\$1,346	\$134	\$0	\$1,480
Energy Star® Homes MTP	\$500	\$76	\$0	\$576
Statewide Compact Fluorescent Lighting MTP	\$500	\$50	\$0	\$550
Hard-to-Reach	\$2,100	\$210	\$0	\$2,310
Hard-to-Reach SOP	\$1,000	\$100	\$0	\$1,100
Low Income Weatherization SOP	\$1,100	\$110	\$0	\$1,210
Total Budgets by Category	\$6,732	\$698	\$0	\$7,456

Table 6: Proposed Annual Budget Broken Out by Program for Each Customer Class (000's)

ENERGY EFFICIENCY REPORT

V. Historical Demand Savings Goals and Energy Targets for Previous Five Years

Table 7 documents Entergy's actual demand goals and energy targets for the previous five years (2003-2007) calculated in accordance with Substantive Rule § 25.181.

Calendar Year	Actual Weather Adjusted Demand Goal (MW)	Actual Weather Adjusted Energy Targets (MWh)
2007 ⁶	3.74	12,833
2006 7	4.89	16,504
2005 ⁸	7.96	30,219
2004 ⁹	8.97	38,679
2003 ¹⁰	10.8	42,829

 Table 7: Historical Demand Savings Goals and Energy Targets (at Meter)

⁶ Actual weather-adjusted MW Goals and MWh targets as reported in Entergy's Energy Efficiency Plan (EEP) filed in April of 2007 under Project No. 33884.

⁷ Actual weather-adjusted numbers from Energy Efficiency Report (EER) filed in April of 2007 under Project No. 32107.

⁸ Actual weather-adjusted numbers from EER, Project No. 30739.

⁹ Actual weather-adjusted numbers from EER, Project No. 29440.

¹⁰ Actual weather-adjusted numbers from EER, Project No. 27541.

Projected, Reported and Verified Demand and Energy Savings VI.

2007	Projected	I Savings ¹¹	Reported and Verified Savings		
Customer Class and Program	MW	MWh	MW	MWh	
Commercial	1.57	4,286	1.42	8,068	
Large Commercial SOP	1.57	4,286	1.42	8,068	
Residential	2,40	7,232	2.77	4,049	
Residential & Small Commercial SOP	.720	2,284	1.06	2,540	
Energy Star® Homes MTP	1.68	4,948	1.71	1,509	
Hard-to-Reach	1.25	4,607	1.15	2,917	
Hard-to-Reach SOP	.752	2,767	.954	2,546	
Low Income Weatherization SOP	.500	1,840	.199	371	
Total Annual Savings Goals	5.22	16,125	5.34	15,034	
2006 ¹²	Projected Savings Reported an Savin		and Verified vings		
Customer Class and Program	MW	MWh	MW	MWh	
Commercial	1.47	4,286	1.70	8.642	
Large Commercial SOP	.978	4,286	1.70	8,642	
Load Management SOP	.489	0	0	0	
Residential	3.64	7,613	2.67	4,346	
Residential & Small Commercial SOP	.652	2,284	.628	1,867	
Energy Star® Homes MTP	1.412	4,948	2.05	2,479	
New Pilot Program	.109	381	0	0	
Hard-to-Reach	1.25	4,607	1.42	4,031	
Hard-to-Reach SOP	.752	2,767	.922	2,881	
Low Income Weatherization SOP	.500	1,840	.500	1,150	
Total Annual Savings Goals	4.89	16,506	5.80	17,020	

Table 8: Projected versus Reported and Verified Savings for 2007 and 2006 (at Meter)

 ¹¹ Projected savings from Energy Efficiency Plan (EEP) filed in April of 2007, Project No. 33884.
 ¹² Projected and Reported/Verified Savings from Energy Efficiency Report (EER) filed under Project No. 33884.

VII. Historical Program Expenditures

This section documents Entergy's incentive and administration expenditures for the previous five years (2003-2007) broken out by

						TISNAT	(S. 000) / 007 mgm			
2003 through 2007	20	2007	2	2006	00	2005				
	Incont				2	en	ñ	2004	2	2003
	TUBOUI	Admin	Incent	Admin	Incent	Admin			1	ŝ
commercial	447	23	620	i			Incent	Admin	Incent	Admin
			000	11	496	58	216	38	121	
Large Commercial SOP	447	23	638	71	107			07	1/4	159
Load Management SOD	AN N				472	80	216	28	106	159
	V M	NA	NA	NA	4	0				
SB5 Com SOP	NA	NA	× Z			,		0	68	0
Residential			V I	NA	AN	A N	NA	NA	NA NA	NN
	720	63	625	20	775	ì				W
Residential & Small Commercial SOD	170			2	611	130	880	190	415	139
555	074	07	323	36	335	16	141			
Energy Star® Homes MTP	292	37	307	34			174	115	284	69
		;	305	40	334	70	285	75	131	02
AC DISINDUTOR MIP	AN	NA	NA	AN	106	ED.				2
Hard-to-Reach	11/1	96	020		100	R	183	0	NA	NA
-		R	1,9/9	90	1,805	84	1.811	101	1 200	.0
Hard-to-Reach SOP	835	21	810	06	601				1,270	çø
Low Income Weatherization SOP	876	ž			Tno	84	807	101	294	85
	212	C,	1,109	0	1,004	0	1.004	-	1 004	•
I otal Expenditures	2,786	182	3.242	231	2076	020		>	1,004	0
					0/05	8/7	2,916	319	1,887	383

Table 9: Historical Program Incentive and Administrative Expenditures for 2003 through 2007 (000's)¹³

Entergy Texas

¹³ 2007 budget taken from Table 10 in the current EEPR; 2006 budget from Energy Efficiency Report (EER) filed under Project No. 33884; 2005 budget from EER, Project No. 32107; 2004 budget from EER, Project No. 29440.

VIII. Program Funding for Calendar Year 2007

As shown in Table 10, Entergy spent a total of \$2.968 million on all of its energy efficiency programs in 2007. The total forecasted budget for 2007 was \$3.35 million.

2007	Total Projected Budget ¹⁴	Numbers of Customers Participating	Actual Funds Expended (Incentives)	Actual Funds Expended (Admin)	Total Funds Expended	Funds Committed (Not Expended)	Funds Remaining (Not Committed)
Commercial	335	17	447	23	470	0	(135)
Large Commercial SOP	335	17	447	23	470	0	(135)
Residential	832	2,092	720	63	783	49	0
Residential & Small Commercial SOP	359	1,117	428	26	454	0	(95)
Energy Star® Homes MTP	473	975	292	37	329	144	0
Hard-to-Reach	2,180	1,746	1,711	96	1,807	373	0
Hard-to-Reach SOP	900	1,609	835	21	856	44	0
Low Income Weatherization SOP	1,280	137	876	75	951	329	0
Total Expenditures	3,347	3,855	2,786	182	2968	422	(230)

 Table 10: Program Funding for Calendar Year 2007 (Dollar amounts in 000's)

IX. Market Transformation Program Results

Energy Star[®] MTP Program

The primary objective of this program is to achieve peak demand reductions and/or energy savings through increased sales of Energy Star® homes and products. Additionally, the program is designed to condition the market so that consumers are aware of and demand Energy Star® homes and products and builders have the technical capacity to supply them. A baseline study was conducted in the first quarter of 2007 to determine the existing level of efficiency typical of new home construction in Entergy's service territory. The study, which included homes built by builders participating in the Entergy's 2007 Energy Star® Homes Program but not included in the program, showed the average Home Energy Rating System (HERS) Index for homes not in the program to be 91. This compares to a minimum qualifying Energy Star® Index of 85.

During the 2007 Program Year, the Environmental Protection Agency (EPA) allowed homes to be certified using a HERS Score or HERS Index rating. The EPA recognized Entergy's

¹⁴ Projected Budget from the Energy Efficiency Plan (EEP) filed in April 2007 under Project No. 33884.

accomplishments in the Energy Star® Homes Program by awarding it the Energy Star® Outstanding Achievement Award – New Homes in, 2004, 2005, 2006 and 2007. These awards are a result of training and certifying HERS raters, educating and recruiting builders, consumer education and involving market actors associated with new home sales.

There were two significant changes to the 2007 EPA Energy Star® Program requirements. All homes must be certified using the HERS Index and a Thermal Bypass Inspection Checklist must be completed on each home. There is a perception among some builders that these new requirements will require additional costs and some elected not to participate in the Program in 2007. Therefore, the 2008 Program will focus on the benefits of Energy Star® homes to builders and consumers in an effort to continue making an energy saving impact in the new home market.

X. Current Energy Efficiency Cost Recovery Factor (EECRF)

Entergy applied for its first Energy Efficiency Cost Recovery Factor (EECRF) rate schedule when it submitted its request to increase rates in summer of 2007. It is scheduled for commission hearing in May 2008. Entergy will file another request to change the EECRF on May 1st, 2008, and anticipates that it will take effect in January 2009.

Revenue Collected

Not Applicable

Over- or Under-recovery

Not Applicable

Acronyms

C&I	Commercial and Industrial
CCET	Center for the Commercialization of Electric Technologies
CFL	Compact Fluorescent Lamp
DR	Demand Response
DSM	Demand Side Management
EEP	Energy Efficiency Plan, which was filed as a separate document prior to April 2008
EEPR	Energy Efficiency Plan and Report
EER	Energy Efficiency Report, which was filed as a separate document prior to April 2008
EE Rule	Energy Efficiency Rule, PUCT Substantive Rules § 25.181 and § 25.183
ERCOT	Electric Reliability Council of Texas
HTR	Hard-To-Reach
M&V	Measurement and Verification
МТР	Market Transformation Program
PUCT	Public Utility Commission of Texas
REP	Retail Electrical Provider
RES	Residential
SCORE	Schools Conserving Resources
SOP	Standard Offer Program

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Glossary

Actual Weather Adjusted -- "Actual Weather Adjusted" peak demand and energy consumption is the historical peak demand and energy consumption adjusted for weather fluctuations using weather data for the most recent ten years.

At Meter – Demand (kW/MW) and Energy (kWh/MWh) figures reported throughout the EEPR are reflective of impacts at the customer meter. This is the original format of the measured and deemed impacts which the utilities collect for their energy efficiency programs. Goals are necessarily calculated "at source" (generator) using utility system peak data at the transmission level. In order to accurately compare program impacts, goals and projected savings have been adjusted for the line losses (7%) that one would expect going from the source to the meter.

Average Growth -- Average historical growth in demand (kW) over the prior 5 years for residential and commercial customers adjusted for weather fluctuations.

Capacity Factor – The ratio of the annual energy savings goal, in kWh; to the peak demand goal for the year, measured in kW, multiplied by the number of hours in the year, or the ratio of the actual annual energy savings, in kWh, to the actual peak demand reduction for the year, measured in kW, multiplied by the number of hours in the year.

Commercial customer -- A non-residential customer taking service at a metered point of delivery at a distribution voltage under an electric utility's tariff during the prior calendar year and a non-

profit customer or government entity, including an educational institution. For purposes of this section, each metered point of delivery shall be considered a separate customer.

Deemed savings -- A pre-determined, validated estimate of energy and peak demand savings attributable to an energy efficiency measure in a particular type of application that an electric utility may use instead of energy and peak demand savings determined through measurement and verification activities.

Demand -- The rate at which electric energy is used at a given instant, or averaged over a designated period, usually expressed in kilowatts (kW) or megawatts (MW).

Demand savings -- A quantifiable reduction in demand.

Energy efficiency -- Improvements in the use of electricity that are achieved through facility or equipment improvements, devices, or processes that produce reductions in demand or energy consumption with the same or higher level of end-use service and that do not materially degrade existing levels of comfort, convenience, and productivity.

Energy efficiency measures -- Equipment, materials, and practices at a customer's site that result in a reduction in electric energy consumption, measured in kilowatt-hours (kWh), or peak demand, measured in kilowatts (kWs), or both. These measures may include thermal energy storage and removal of an inefficient appliance so long as the customer need satisfied by the appliance is still met. **Energy efficiency program** -- The aggregate of the energy efficiency activities carried out by an electric utility under this section or a set of energy efficiency projects carried out by an electric utility under the same name and operating rules.

Energy Efficiency Rule (EE Rule) -- § 25.181 and § 25.183, which are the sections of the Public Utility Commission of Texas' Substantive Rules implementing Public Utility Regulatory Act (PURA) § 39.905.

Energy savings -- A quantifiable reduction in a customer's consumption of energy that is attributable to energy efficiency measures.

Growth in demand -- The annual increase in demand in the Texas portion of an electric utility's service area at time of peak demand, as measured in accordance with the Energy Efficiency Rule.

Hard-to-reach (HTR) customers -- Residential customers with an annual household income at or below 200% of the federal poverty guidelines.

Incentive payment -- Payment made by a utility to an energy efficiency service provider under an energy-efficiency program.

Inspection -- Examination of a project to verify that an energy efficiency measure has been installed, is capable of performing its intended function, and is producing an energy saving or demand reduction.

Load control -- Activities that place the operation of electricity-consuming equipment under the control or dispatch of an energy efficiency service provider, an independent system operator or other transmission organization or that are controlled by the customer, with the objective of producing energy or demand savings.

Load management -- Load control activities that result in a reduction in peak demand on an electric utility system or a shifting of energy usage from a peak to an off-peak period or from high-price periods to lower price periods.

Market transformation program (MTP) -- Strategic programs to induce lasting structural or behavioral changes in the market that result in increased adoption of energy efficient technologies, services, and practices, as described in this section.

Measurement and verification (M&V) -- Activities intended to determine the actual energy and demand savings resulting from energy efficiency projects as described in this section.

Peak demand -- Electrical demand at the times of highest annual demand on the utility's system.

Peak demand reduction -- Reduction in demand on the utility system throughout the utility system's peak period.

Peak period -- For the purpose of this section, the peak period consists of the hours from one p.m. to seven p.m., during the months of June, July, August, and September, excluding weekends and Federal holidays.

Entergy Texas

Projected Demand and Energy Savings – Peak demand reduction and energy savings for the current and following calendar year that Entergy is planning and budgeting for in the EEPR. These Projected savings reflect Entergy's calculated goals and Entergy's continued commitment to provide emphasis on the needs of its low income customers.

Project sponsor -- An energy efficiency service provider or customer who installs energy efficiency measures or performs other energy efficiency services under the Energy Efficiency Rule. An energy efficiency service provider may be a retail electric provider or commercial customer, provided that the commercial customer has a peak load equal to or greater than 50kW.

Renewable demand side management (DSM) technologies -- Equipment that uses a renewable energy resource (renewable resource), as defined in §25.173(c) of this title (relating to Goal for Renewable Energy) that, when installed at a customer site, reduces the customer's net purchases of energy, demand, or both.

Standard offer program (SOP) -- A program under which a utility administers standard offer contracts between the utility and energy efficiency service providers.

Appendices

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APPENDIX A: REPORTED DEMAND AND ENERGY REDUCTION BY COUNTY2007

Program	Projected Savings		Contracted Savings		Reported Savings	
	kW	kWh	kW	kWh	kW	kWh
Res./Small Com. SOP	720	2,284,000	1,059	2,539,601	1059	2,539,601
Brazos					1.01	3,661
Chambers					14.5	46,290
Galveston					6.9	27,262
Grimes					1.2	4,320
Hardin					47.7	150,902
Harris					4.9	12,419
Jefferson					390.3	863,574
Liberty					52.2	82,251
Madison					2.0	9,143
Montgomery					130.5	305,756
Newton				-+-	1.2	4,120
Orange					289.0	697,459
Polk					83.4	246,694
Robertson					0.6	826
San Jacinto					2.7	8,183
Trinity					0.4	1,456
Tyler					7.6	27,747
Walker					23.0	47,101
Hard-to-Reach SOP	752.0	2,767,000	953.8	2,545,769	953.8	2,545,769
Chambers					2.0	5,079
Galveston					0.4	1,301
Grimes					6.8	15,361
Hardin					18.9	64,772
Jefferson					597.4	1,586,407
Liberty					68.0	168,830
Madison					1.0	3,801
Montgomery					57.6	187,064
Orange					84.7	219,878
Polk					29.0	51,697
San Jacinto					3.3	11,165
Trinity					0.7	2,729
Tyler					2.1	3,602
Walker					97.2	224,083
Com./Ind. SOP	1.6	4,286,000	1,421.0	8,068,141	1,421.0	8,068,141
Chambers					56.9	90,623
Grimes					151.1	1,090,181
Hardin					12.3	40,310
Jasper					55.1	471,004
Jefferson					184.8	710,459
Liberty					104.8	447,375
Montgomery					376.6	2,793,217
Orange					11.3	35,782
						,

TOTAL	1,475.2	- 14,285,000	۔ 5,141.8	- 14,662,126	 5,141.8	14,662,12
Tri-County (Tyler)						
PHS (Chambers, Hardin	, Jefferson, Liberty	, Orange)	-			
GETCAP (Polk, San Jac	••	-				
Brazos Valley (Grimes, I		iery, Walker)	-			
TDHCA	0.5	1,840,000	199	371,215	199	371,21
Orange					22.5	19,86
Newton					1.9	1,70
Montgomery					1511.2	1,340,60
Jefferson					13.8	13,54
Harris					46.7	40,49
Hardin					109.5	90,5
Galveston					2.07	179
Energy Star MTP	1.7	4,948,000	1,708.0	1,508,615	1,708.0	1,508,61
Walker					263.7	660,00
Robertson					190.3	1,676,89

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APPENDIX B: PROGRAM TEMPLATES

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Statewide CFL Pilot MTP Program Description

Entergy Texas (Entergy) will participate as one of the EUMMOT member utilities in the Residential Compact Fluorescent Lighting (CFL) Program. This statewide CFL program's primary goal is to produce reductions in electrical peak demand and energy usage through verifiable incremental sales of ENERGY STAR qualified CFLs throughout the service areas of the EUMMOT sponsor utilities. These sales are to result from a combination of economic incentives and customer education that will remove the market barriers that block the purchase of CFLs and will help to permanently shift the Texas residential lighting market towards CFLs. The high levels of CFL sales and the grand promotional efforts in Texas make it difficult for this program to claim credit for 100% of documented increases in sales. As such, prospective implementers were encouraged to devise innovative strategies for ensuring that the program produces incremental sales of CFLs and minimizes free-ridership in a cost-effective and verifiable manner.

The implementer will be coordinating with other promotional programs, such as the ENERGY STAR "Change a Light" Program and the Texas mayors' program, to increase the program's reach as well as to help find ways to ensure that this program produces incremental sales distinct from these other efforts. They will also attempt to enlist the help of Retail Electric Providers in promotional and educational efforts.

As a safeguard against free-riders, the program has the additional objective of increasing participation in the EUMMOT sponsor utilities' other energy efficiency programs. The design of marketing and outreach activities will include an educational component aimed not only towards permanently shifting the residential lighting market in Texas towards CFLs, but also towards increasing residential customer awareness of energy efficiency measures and the associated utility programs. Every customer that takes advantage of another utility program as a result of the information provided through the CFL program improves the program's cost-effectiveness and effectively lowers free-ridership.

To review, the objectives of the program are as follows:

- Motivate and help residential customers to replace incandescent lights with CFLs
- To educate the consumer of the benefits of CFLs vs. incandescent lights and create a noregret decision for the residential customer through incentives/discounts that make the purchase of a CFL at parity to that of an incandescent bulb.
- Produce utility electricity savings through incremental sales of CFLs
- Deliver additional efficiency messages through a coordinated CFL program
- Expand customer awareness of the benefits of energy efficiency and direct them to participating vendors
- Co-brand with willing "partners"
- Offer "no-regret" partnership options

• Engage municipal utilities and electric cooperatives in the statewide effort to expand program reach and effectiveness

<u>Target Audience</u>

The 2008 Residential Compact Fluorescent Lighting (CFL) Program Pilot MTP will target owners and renters of single-family homes, town-homes, and multifamily units such as apartments and condominiums residing in the sponsor utilities Texas service areas. The 2008 Entergy Residential Compact Fluorescent Lighting (CFL) Program Pilot MTP will target those residential customers who live in Entergy's service area.

Non-Utility Sponsors/Participants

The 2008 Residential Compact Fluorescent Lighting (CFL) Program Pilot MTP will utilize a proven third-party implementer with a proven track-record, appropriate licenses, certifications and affiliations to meet Federal and local laws in the distribution and possibility of proper recycling and disposal of exhausted CFLs. The implementer will be encouraged to involve a wide-range of state-wide retailers to local community-based retailers and organizations that have the ability to create a call to action in addition to educating homeowners about the benefits and lower operating costs of CFLs.

<u>Energy Savings</u>

The estimated energy savings to be achieved by the 2008 CFL Program is 1.99 MW of peak load reduction and 37,750,000 kWh annual energy use reduction. Entergy's participation in this CFL Program is 1,330 kW of peak load reduction and 2,475,039 kWh annual energy use reduction. The goal of this program is to produce savings in the Entergy service area related to Entergy's contribution to the overall program budget.

<u>Program Design</u>

The implementer will promote the CFL program through various market intervention strategies, which will entail the use of point-of-purchase educational materials, advertising, and public and instore special events, among other options. The implementer must obtain sponsor approval for all promotional materials prior to their release. The implementer will have the option of using several methods that include: instant rebate or mail-in coupons allowing for the procurement of useful tracking data by requiring each participating customer to insert his/her name and electric service billing address in order for the incentive to be applied; markdowns in which low price bulbs are available at select stores in the service areas of the sponsors or mailing coupons to customers through Retail Electric Providers.

Enlistment of retailers, distributors, and/or manufacturers, as well as coordination with the EPA's Change a Light Program, the mayors' challenge, other CFL campaigns, and Retail Electric Providers, will be utilized. The implementer will explain educational activities and literature. CFL

educational materials will inform customers of the benefits of CFLs over incandescent light bulbs and the proper applications of CFLs. Additional educational efforts will include information about energy efficiency measures covered by Entergy's other market transformation and standard offer programs.

The implementer will provide field representatives that visit the stores to ensure that the retailer has product and signage displayed and that the sales staff is aware and trained on the promotion information.

The implementer will manage the delivery of all incentives for the program. Rebate coupons and/or sales data will be collected and processed by the implementer, who will pass on relevant information to Entergy on a monthly basis. The implementer is also responsible for the delivery of all educational and promotional materials. Entergy will not provide advertising.

<u>Research Plan</u>

The implementer will provide tracking of sales in order to provide a means to prove that the sales are incremental and to ensure that they are distributed proportionally (with respect to budget) throughout Entergy's service area.

The implementer will provide regular sales reports to inform sponsors of the status of the sales. The implementer will notify Entergy one week in advance if sales are expected to exceed the designated amount. Entergy is only obligated to provide funding for the designated sales estimate but may choose to increase the designated sales amount to accommodate the demand. The implementer will regularly provide Entergy with information that facilitates the following:

- 1. Determining the program impacts, including energy savings (kWh) and demand reduction (kW), and program value to customers
- 2. Assessing the program's cost-effectiveness based on various economic tests
- 3. Assessing the effectiveness of program delivery mechanisms
- 4. Determining and assessing free-ridership issues

Ideally, this information would include the number of each type of bulb sold, the location of the sales, and the installation rates of the bulbs, the types of bulbs being replaced, and a percentage of purchases which can be attributed to the program. A breakdown of the sales by income level would be quite beneficial in claiming savings among low-income and hard-to-reach customers. Much of this data will be collected through a surveying process.

In addition, the implementer and/or third party evaluators will perform an annual evaluation in the 4th quarter of 2008 or by the first quarter of 2009 to determine the number of incremental sales in the Entergy service area and thoroughly demonstrate that the sales were indeed incremental. It is crucial that Entergy be able to claim accurate demand reduction and energy savings resulting from this program.

Any negative consumer attitudes towards the program will be documented, program design and delivery will be evaluated, and strategies will be developed to overcome any negative perceptions of the program.

<u>Program Budget</u>

The overall CFL Program Budget for 2008 is \$3,431,000. Entergy's 2008 CFL Program Budget portion is \$225,000. These budget dollars have been allocated in combination with other EUMMOT utilities contributing to the Program.

<u>Program Timeline</u>

The 2008 Residential Compact Fluorescent Lighting (CFL) Program Pilot MTP will begin in the second quarter of 2008 and will continue through the end of 2008. Based on the 2008 pilot evaluation, the program is expected to be extended in 2009. The first quarter of the 2009 program year will focus on finalizing program details and refining the implementation process. The second through fourth quarters will consist of program implementation and the gathering of data for analysis. The final analysis of the pilot will be completed in December 2009 with a final program summary report being submitted to EUMMOT and the member utilities.

Impact on Other Programs

No Entergy energy efficiency programs will be directly affected by this pilot program however there could be some minor impacts to the existing Low-Income Weatherization Program SOP due to CFLs being an eligible measure. Additionally, educational efforts will include information about energy efficiency measures covered by Entergy's other market transformation and standard offer programs.

APPENDIX C: EXISTING CONTRACTS AND OBLIGATIONS

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APPENDIX D: OPTIONAL SUPPORT DOCUMENTATION

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