

Best Practices in Energy Efficiency “Increasing Value for Customers”

April 7, 2010
Jeff Williams, Entergy

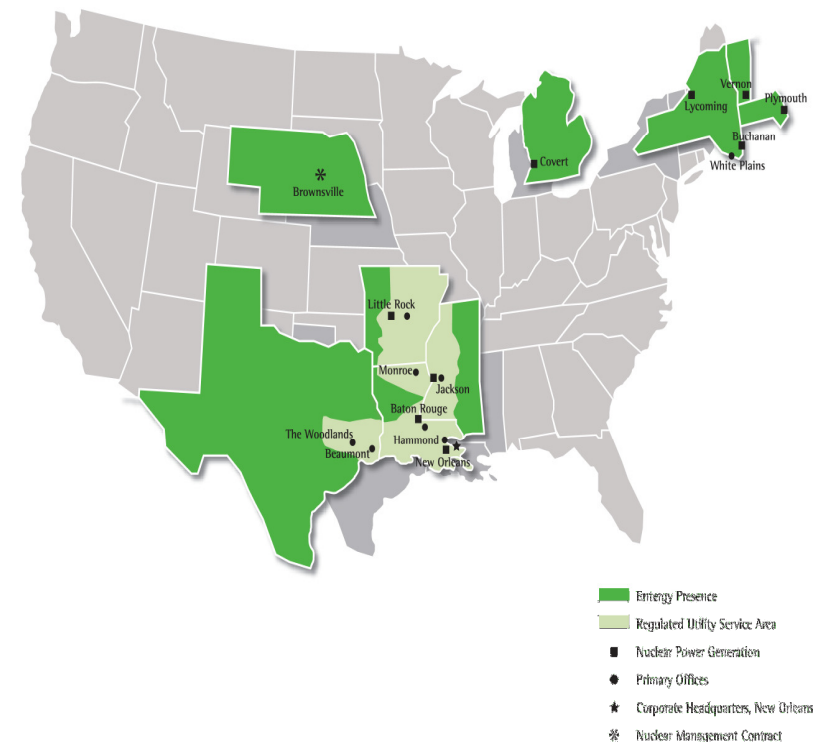
*Pew Center on Global Climate Change
Energy Efficiency Conference
Chicago, Illinois*





Gulf Coast Energy Provider

- Entergy produces, transports & sells electricity and transports & sells natural gas
- Headquarters in New Orleans; operations in Gulf Coast (LA, MS, AR & TX) and Northeast (NY, MA, VT)
- 2.6 million retail customers;
 - 2,850 cooling degree
 - high per capita electric consumption
 - 20% below poverty level;
 - Energy bills 10% of income



Educate Customers on Energy Efficiency / Help Overcome Barriers & Change Behavior

- **Web Tools**
 - EnSight
 - Make an Impact
 - My Account Online
- **Simple Steps – Weatherization Kits**
- **One Stop Shop**
- **ENO Smart Grid Pilot**



ENSIGHT

- Customers learn how to manage energy consumption & reduce cost
- Home Energy Calculator free online energy audit
- Extensive Energy Library
- Kids Corner Energy Education
- Links to Energy Star & Make an Impact

My Account Online | My Home | My Business | Our Community | Economic Development | About Us | Entergy.com

Louisiana Main Page > My Home > Energy Savings Tips Printable Page

My Home Main

Energy Savings Tips

- Rebuilding Louisiana
- Home Energy Info
- Home Energy Calculator
- Appliance Calculator
- Lighting Calculator
- Powerful Solutions Video
- Energy Star
- Reduce Energy Costs
- How to Read Your Meter
- What Uses the Most?
- Federal Tax Credits
- Just for Kids

Entergy ENsight

Your online source for energy information.

Louisiana's Home Energy Rebate Option and Loan Program: Get money back or a low interest loan from the State for doing energy efficient upgrades to your home!

Entergy is an **ENERGY STAR**® partner. [Click here to find out more.](#)

Extensive information about home energy use and how to cut energy bills.

Our **Residential Energy Calculator** can help estimate your energy use based on your own inputs.

Our **Appliance Calculator** can show you how much it really costs to use the appliances in your home.

Use the **Lighting Calculator** to see how much your family might save by using

Take the ENERGY STAR **Change a Light Pledge**

By changing a light, Entergy customers can help change the world

- Simple Steps to save energy
- Simple Steps bookmark (pdf)

ENSIGHT

Repositioning in 2010

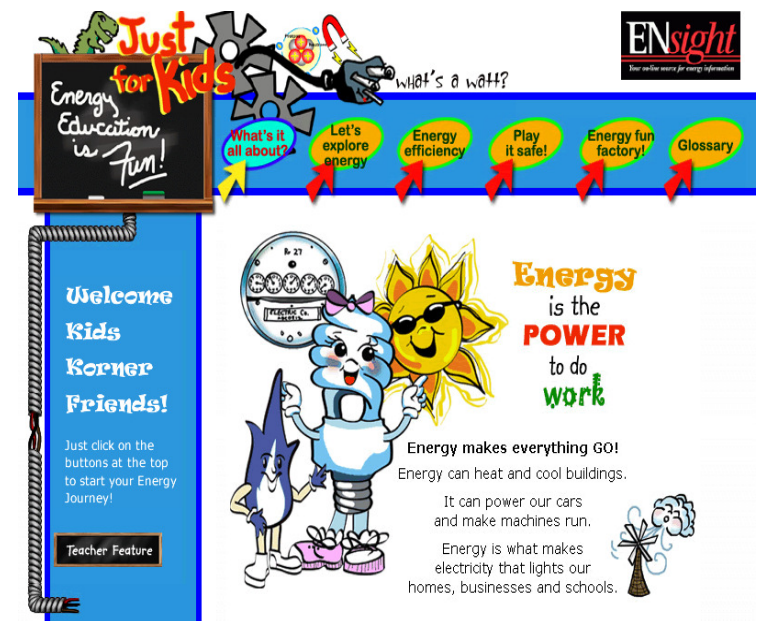
- **Home Energy Calculator stats:**
 - 2010 – 14,000 – 15, 000 visits/views

- **Kids Korner Stats:**
 - 2010 – 200-300 downloads per month

- **Goal: Exceed 70,000 views in 2010.**

- **Promotion** will be via the web, bill messages and envelope messages, CSMs to Schools/Teachers, Energy Efficiency civic presentations, and hot weather communications.

“Just for Kids” Main Page



The logo consists of the words "MAKE AN" in white on a dark blue rectangular background, with "IMPACT" in white on a green rectangular background below it.

**MAKE AN
IMPACT**

SAVE ENERGY, SAVE MONEY
SAVE THE PLANET

The logo features the words "FIND YOUR" in white above "CARBON" in white, both on a green, rounded rectangular background. To the right of the text is a green footprint icon with white dots representing toes.

**FIND
YOUR
CARBON**

What is Make an Impact?

- Environmental footprint reduction program for individuals/households (employees , communities, citizens)
- Focused on personal energy efficiency, environmental awareness, and individual cost savings
- Partnership between Entergy and Pew Center on Global Climate Change.
- Launched by Entergy July, 2009,
- Customizable website and carbon calculator with resources and tools vetted by the Pew Center on Global Climate Change and supported by community outreach

What is Make an Impact: Website

<http://energy.pewclimate.org/>

Customizable interactive website with tips, tools and resources on how to reduce energy bills and live more sustainability

The screenshot shows the homepage of the 'Make an Impact' website. At the top, there is a navigation bar with the site's logo, a search bar, and a 'Sign In' button. Below the navigation bar is a horizontal menu with six categories: 'At Home', 'On the Move', 'At the Store', 'In the Yard', 'At the Curb', and 'At Work'. The main content area features a large banner with a woman in sunglasses and a laptop, with a 'Contest Winner Name' field and a 'Title of the Resource Submitted' field. To the left of the banner is a 'MEASURE Your Carbon Footprint' and 'CALCULATE the Potential Savings' section with a 'START HERE' button. Below the banner are four columns of content: 'Impact Tip', 'Act Locally!', 'Email Sign-up!', and 'Make an Impact At-A-Glance'. The footer contains copyright information and a 'Privacy Policy' link.

This screenshot shows an alternative layout for the 'Make an Impact' website. The top navigation bar is orange and includes a 'Welcome back, Alcoa!' message, a 'Sign Out' button, and a search bar. Below the navigation bar is a horizontal menu with six categories: 'At Home', 'On the Move', 'At the Store', 'In the Yard', 'At the Curb', and 'At Work'. The main content area features a large banner with the text 'Measure CARBON FOOTPRINT' and 'Calculate POTENTIAL SAVINGS', with a 'Start Here!' button. To the right of the banner is a 'Patricia Makes An Impact' section with a photo of Patricia Biskis and a 'Read more' link. Below the banner are three columns of content: 'Impact Tip', 'Local Resources', and 'Email Sign-Up'. The footer contains copyright information and a 'Privacy Policy' link.

What is Make an Impact: Carbon Calculator

Individual 'carbon footprint' analysis and personal action plan

MAKE AN IMPACT | SAVE ENERGY, SAVE MONEY | SAVE THE PLANET

ALCOA | P.E.W. CENTER FOR GLOBAL CLIMATE SOLUTIONS

Sign Out | Return to Website

YOUR CO₂ LBS/YEAR: 19000
 HOME: 19000

AVERAGE U.S. HOME: 22300
 DRIVING: 50100

Home | Transportation | Recycling | Recreation & Outdoors | Your Personalized Recommendations

Question 2 of 7

Detailed Question: Home Energy Use

How much electricity do you use?
 kWh per at cents per kWh

How much propane do you use?
 gallons per at \$ per gallon

TOTAL POTENTIAL SAVINGS
\$210 /yr
2800 lbs CO₂e/yr

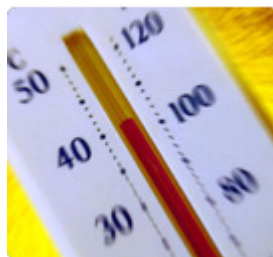
Savings by Category
 Home: 1200 lbs CO₂e/yr
 Trans: 0 lbs CO₂e/yr
 Recyc: 1700 lbs CO₂e/yr

Next | Don't have this info? Estimate Question

What benefits can it bring?

- Heightened awareness of environmental issues driving positive behavioral change
- Real energy savings and cost savings in the local community
- 'Green' community network that includes business, non profits, municipalities and individuals





Simple Steps – Weatherization Kits

- A program designed to educate customers on EE and encourage them to take action
- Customers provided free weatherization kits for completion of a home energy audit
- Also contains a school program targeting 1800 6th grade students
- 2,955 kits distributed to date

Simple Steps Can Make A Big Difference



Follow these simple steps to help reduce your energy costs. For more tips and tools to help you manage your energy usage, visit www.entergy.com/ensight.



- Install Energy Efficient Light Bulbs
- Set Thermostats to 78° in the Summer and 68° in the Winter. Air Conditioning and Heating are the biggest users of energy in your home.



- Seal Duct Work
- Add Attic Insulation
- Wrap Your Electric Water Heater
- Seal Other Leaks:



Recessed Lights — A lot of air can escape through the openings cut for recessed lights.

Windows and Doors — Install weather-stripping on any that do not fit tightly.



Attic Entrances — Insulate and weather-strip any entrances from your home into the attic. Feel for air coming in through cracks.

 **ENsight**
Your on-line source
to energy information
www.entergy.com/ensight



THE POWER OF PEOPLE™

Entergy New Orleans Smart Grid Pilot – Will real time data change behavior?

- DOE Stimulus Grant – focused on understanding the opportunity for limited income customers to benefit from AMI enabled customer programs
- In-Home Devices (IHDs) - 8,200 customers will receive an IHDs that will provide real time information to help educate customers on how they use energy
- IHDs will provide in real time energy usage, current bill amount and projected month end bill amount based on current rate of use.
- We will measure if timely information will help customers conserve energy and help them manage their energy bill to fit their energy budget
- Project will run from January 2011 – December 2011

One Stop Energy Efficiency Shop

- Entergy New Orleans is planning to establish a one stop shop concept for customers to access information and applications for all energy efficiency programs that may be available
- One Stop Shop will consist of one to two physical locations plus a web application
- Contains information on Utility EE programs, State funded programs, Federal programs and tax credits.
- Will serve as a single point of EE information dissemination to make it easy for customers to access EE programs
- One Stop Shop is targeted to be operation in late 2010.

MAO-As-A-Gateway: The myEnergy Umbrella

We'll start this process by:

- ▶ Engaging the customer.
- ▶ Creating electronic dialog.
- ▶ Building 1-to-1 relationship.
- ▶ Improving trust and loyalty.

We will do this under a 'myEnergy'-like umbrella by:

- ▶ Providing information and services desired by customers.
- ▶ Creating value added by converting data into information.
- ▶ Delivering value through partnerships.
- ▶ Promote Level Billing, Power To Care, AMI products, etc.

