



Entergy New Orleans, Inc.
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Gary E. Huntley
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October 1, 2015

Via Hand Delivery

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

Re: Filing of Entergy New Orleans, Inc.'s RFP Draft for Future Energy Smart Programs for the Period (April 1, 2017 – March 31, 2019)

Dear Ms. Johnson:

On April 9, 2015, the Council of the City of New Orleans (“Council”) adopted Resolution R-15-140 that approved Energy Smart programs for Years 5 and 6 (April 1, 2015 – March 31, 2017). In addition, Resolution R-15-140 required Entergy New Orleans, Inc.’s (“ENO”) to file a proposed Request for Proposals (“RFP”) for future programs by October 1, 2015. Pursuant to Resolution R-15-140, ENO respectfully submits the enclosed draft of an RFP for future programs (April 1, 2017 – March 31, 2019). Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

A handwritten signature in black ink that reads "Gary E. Huntley". The signature is fluid and cursive.

Gary E. Huntley

cc: All Councilmembers
Council Utilities Regulatory Office
Clinton A. Vince, Esq
Presley Reed, Esq
Walter J. Wilkerson, Esq
Joseph A. Vumbaco, PE
Erroll Smith, CPA
Ken Paillet, CPA



**REQUEST FOR PROPOSAL
EVENT NO. XXXXX**

**Contingent Workforce Management
Services**

Instructions to Bid

Statement of Confidentiality:

The information contained in this document is confidential to Entergy Services, Inc. It may not be disclosed, duplicated, or used for any purpose, in whole or in part, without the prior written consent of Entergy Services, Inc.

I. General Information

A. Entergy's Terms of Use for PowerAdvocate's Sourcing Intelligence Application:

Entergy Corporation is a holding company for individual public utility companies, among other affiliates, that include Entergy Arkansas, Inc., Entergy Gulf States Louisiana, L.L.C., Entergy Louisiana, LLC, Entergy Mississippi, Inc., Entergy New Orleans, Inc., and Entergy Texas, Inc. (collectively and individually, all of the foregoing are "Entergy"). Each of these public utility companies and other affiliates is a separate and distinct legal entity. One or more of the Entergy companies may process bids through this PowerAdvocate site. By submitting bid information or any other information (collectively "Information") through this site, you agree to the following:

- 1) Entergy will use the Information subject to the conditions outlined in the applicable bid package and the PowerAdvocate terms of use located at this site.
- 2) You will not submit any information through this site that includes "personal information," defined as follows:
 - i) an individual's first name or initial and last name along with any of the following:
 - social security number;
 - driver's license number, state identification card number or other government identification number (though, for clarity, submitting a state contractor's licensing number is acceptable, and sometimes required);
 - account number, credit card number, or debit card number in combination with any required security code, access code, or password that would permit access to an individual's financial account;
 - vital record information in form of life events kept under government authority (.e.g., birth certificates, death certificates);
 - biometric data (e.g., retina, iris image, fingerprints);
 - medical information, including physical or mental health information;
 - health insurance identification number;
 - the provision of health care to an individual;
 - payment information regarding the provision of health care to the individual;
 - mother's maiden name;
 - Entergy utility account number;
 - stock or other security certificate or account number; or
 - ii) any other number or code or combination of numbers or codes, such as account number, security code, access code, or password, that allows access to or use of an individual's medical, financial or credit information.

Neither PowerAdvocate, nor any of its subcontractors, will use Information in any way except to perform services for Entergy, and shall treat such Information as confidential. In no case will PowerAdvocate disclose Information to any unauthorized third parties. PowerAdvocate may blend Information together with its research and other available information to further its product development efforts and to develop generalized insights, ranges or trends that do not identify to third parties that Entergy or your company are the source of any of the blended information and that do not disclose that your company participated in a bid event hosted by Entergy.

B. Overview of Entergy

Entergy Corporation is an integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, including more than 10,000 megawatts of nuclear power, making it one of the nation's leading nuclear generators. Entergy has annual revenues of more than \$11 billion and approximately 14,000 employees.

Utility

The purpose of our Utility business is to grow by providing customers with low-emission, reliable energy at reasonable cost; superior service; a strict focus on safety; operational excellence and engaged employees



Entergy's Utility companies:

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

Entergy delivers electricity to 2.8 million utility customers in Arkansas, Louisiana, Mississippi and Texas.

Nuclear Service Territory (Both regulated and unregulated)

Entergy operates twelve nuclear units:

- Arkansas Nuclear One Units 1 and 2 near Russellville, Ark.
- Cooper in Brownville, Nebraska*
- James A. FitzPatrick in Oswego County, N.Y.
- Grand Gulf Nuclear Station in Port Gibson, Miss.
- Indian Point Energy Center Units 2 & 3 in Westchester County, N.Y.
- Palisades in Covert, Mich.
- Pilgrim Nuclear Station in Plymouth, Mass.
- River Bend Station in St. Francisville, La.
- Vermont Yankee in Vernon, Vt.
- Waterford 3 in Taft, La.

*Owned and operated by Nebraska Public Power District. Entergy provides management services.



For a complete history of the company and its services, please visit our web site at www.entergy.com.

C. Purpose of this RFP

Entergy New Orleans, Inc. ("ENO"), a Louisiana-incorporated utility owned by Entergy Corporation is issuing this Request for Proposal ("RFP") for the selection of an experienced Third Party Administrator ("TPA") to deliver energy efficiency programs described herein as part of the ENO comprehensive two-year energy efficiency plan ("EE Plan") and to comply with directives of the Council of the City of New Orleans ("Council") set forth in Council Resolutions provided in the program description in Appendix A. The TPA will be retained by ENO to implement, deliver, administer and conduct Quality Control/Quality Assurance ("QC/QA") and some measurement and evaluation of the energy conservation and demand side management programs. The EE Plan will also employ the services of an independent evaluation, measurement and verification consultant to evaluate all programs. The EE Plan's energy efficiency programs are available to ENO retail customers and are further described in other attachments.

The selected bidders will complete contracts with a two-year term beginning April 1, 2017 through March 31, 2019. A Sample Contract is included with this RFP. ENO expects that the Sample Contract will not be substantially negotiated or amended. Bidder must note any exceptions to the provisions in the Sample Contract as part of its response in the Bidder Certification Form and must include a redline markup of the Sample Contract.

The maximum total value of the contract for this RFP will include incentive and non-incentive costs over the two-year period. The TPA will be expected to deliver kW and kWh savings goals as detailed in the EE Plan.

Proposals must include a Project Execution Plan which should detail the scope of work, project schedule, resource plan, execution strategy, risk plan and annual budget for all bid programs as described in the EE Plan. Bids for individual programs or partial program bundles will be considered including proposals utilizing Subcontractors.

D. General Conditions

Entergy reserves the right to pursue contract negotiations at a later date, if at all, with any bidder best suited to meet Entergy's needs. Any expenses incurred in the preparation of responses to this RFP are the sole responsibility of the bidder. Bidder's proposal submitted will be valid for 90 days. ENO will continue to consider the validity of these bids longer than 30 days should situations beyond ENO's control prevent ENO to initiate contractual obligations during this time frame.

E. Right of Rejection

Entergy reserves the right to accept or reject any or all responses to this RFP or any portion thereof for any reason or for no reason at all. Neither receipt of a response nor failure to reject a response shall impose any legal obligation on Entergy or any of its affiliates. Entergy may enter into discussions and/or negotiations with one or more qualified bidders at the same time, should such action be in the best interest of Entergy.

F. Confidentiality/Non-Disclosure

The information contained in this RFP (or accumulated through other written or verbal communication and pertaining to this RFP) is confidential to Entergy. Information both parties receive regarding this RFP will be held in confidence.



G. Submission Requirements

Any clarifying questions submitted by Bidders must be submitted via the PowerAdvocate Sourcing Intelligence website no later than 5:00 p.m. (central) on May 1, 2016.

Bidder must submit its proposal via the PowerAdvocate Sourcing Intelligence website in accordance with the schedule as listed on that website. Any proposal received after the time and date specified may not be considered.

H. Performance Schedule

Bidder shall recognize and comply with the following:

Milestone	Completion Date
Issue RFP	April 1, 2016
Questions submitted to Entergy (via PowerAdvocate)	May 1, 2016
Entergy responds to Questions thru Pre-bid Conference Call	May 15, 2016
Bid Submittals	June 1, 2016
Evaluate Submittals Select Finalists	June 15, 2016
Contractor Interviews	July 1, 2016
Contractor Selection	July 15, 2016
Work begins	April 1, 2017

The above dates may be modified at Entergy’s discretion.

II. Submittal of Proposal

If you are interested in responding to this RFP, please include information pertaining to the following topics in your response by uploading to and completing documentation in the PowerAdvocate website.

A. Company Information

Provide the following general information about your company:

- Company Name
- Company Profile
- Location of Headquarters
- Website
- Entergy Account - Contact person
 - Contact Person name
 - Contact Person title
 - Contact person telephone
 - Contact person email address
- Number of employees
- Company balance sheet, income statement and cash flow for 2013 fiscal year.

B. References

1. External References

Please provide five current client references, at least three of who are in the utility industry and at least two who have implemented in the last two years. Please include contact name, title, telephone number, and address for each client reference. References must be from a similar project involving a system of similar size, design complexity and use.

D. Project Timeline

Task Name	Start	Finish
Energy Efficiency Program Implementation Schedule	July 15, 2016	March 31, 2017
Execute Contract between ENO and Bidder	July 15, 2016	September 1, 2016
Contract Negotiations	July 15, 2016	August 15, 2016
Contractor obtains ENO IT Approval	July 15, 2016	November 1, 2016
ENO Management Approval	August 1, 2016	August 15, 2016
Finalize & Execute Contract	August 16, 2016	September 1, 2016
Receive Council Approval		October 31, 2016
Kickoff Meeting	November 5, 2016	
Complete IT Interface		December 31, 2016
Work Starts		April 1, 2017

E. Training

Bidder shall provide information for training offered, including the methods of training available (e.g., one-to-one, classroom, train-the-trainer).

F. Pricing

Bidders' proposals must include specific allocations for direct incentives paid to customers and non-incentive expenses. The non-incentive expenses shall include administrative, implementation, including an "at risk" administrative and implementation cost based upon achievement of program plan(s) energy savings, marketing, QC/QA and M&V costs, and other expenses as applicable including performance-based compensation proposal consistent with the performance goals. Bidders must use the

Cost Allocation Template attached as Appendix C under the RFX tab in PowerAdvocate for this purpose.

G. Scope of Services – Requirements

Please see Appendix B under the RFX tab in PowerAdvocate for the Scope of Services

H. Forms

The forms and templates found on PowerAdvocate's website for this RFP should be completed.

I. IT Security Questionnaire

Prior to selection, bidder may be required to complete a full IT Security Review. This review is conducted by Evantix at a cost to be paid by the bidder.

J. Plan for Utilization of Diverse Suppliers

1. Plan for Utilization of Diverse Suppliers

Bidder shall comply with the provisions contained in 48 CFR 52.219-8 (May 2004) (Utilization of Small Business Concerns) and 48 CFR 52.219-9 (Jan 2002) (Small Business Subcontracting Plan).

Bidder shall submit a plan for the utilization of ethnic minority, veteran, women and disabled veteran owned and Historically Underutilized Business (HUB) zone businesses ("diverse suppliers"), directly supporting the services provided for the Company. **This plan shall outline how Bidder will target spend with diverse suppliers out of the total proposed amount of the project. The Subcontracting Plan Template found on the Commercial tab in the RFP can be used to display the diverse spend.**

Diverse suppliers shall be the individual business types noted above which are 51 percent or greater owned, operated and managed by the diverse supplier. Ethnic minority owned businesses shall be African-Americans, Hispanic-Americans, Native Americans, Asian-Americans, Pacific Islanders and Aleuts. Bidder shall maintain certifications validating the ownership of diverse suppliers. Such certification shall be by reputable agencies, not limited to, but including the National Minority Supplier Diversity Council, Women Business Entrepreneurs National Council, or any of the aforementioned organizations' regional affiliates; U.S. Small Business Administration; U.S. Department of Energy; U.S. Department of Defense, or U.S Department of Transportation.

Bidder's plan for utilizing diverse suppliers shall include a listing, by distinct commodity groups, of the diverse suppliers targeted for direct utilization supporting the services provided to Entergy by the Bidder, along with the targeted spend amount. **This plan shall become part of the signed contract with the Bidder selected.**

2. Qualifying Suppliers

Bidder shall insure that all of its suppliers meet the qualifications standards prescribed by Entergy. All suppliers providing goods, services, material and/or equipment shall be required to qualify via Entergy's third party website at www.entergy.cvmsolutions.com. Bidder shall consult Entergy's Supplier Diversity group to obtain information about access to the qualification website and process.

3. Maintaining Competitive Business Practices

Nothing contained in the section is intended to imply or to impose any obligation on the part of the Bidder to pay a premium for the utilization of diverse suppliers. Consistent with good business practices, Bidder shall fulfill these requirements while maintaining competitive prices for goods and services procured from all suppliers.

4. Entergy's Supplier Diversity and Development group may be contacted as follows:

Rivers Frederick
Entergy Services, Inc.
P.O. Box 61000 70161
639 Loyola Ave.
New Orleans, LA 70113
(504) 576-4924
rfreder@entergy.com

- K. The attached professional services agreement will be executed for any services awarded. Should you have any changes to suggest to this document, please use the track changes feature to make suggested changes and upload the modified document using the 'Upload Documents' tab. If your solution requires the use of a software license agreement and you offer software support, please upload an MS Word version of these agreements as part of your response.
- L. Any questions should be submitted through the PowerAdvocate Sourcing Intelligence 'Messaging' tab and addressed to Ryan Blessing.

Entergy New Orleans, Inc.

2017 – 2019

Energy Efficiency Program Descriptions

October 1, 2015

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Introduction

All programs are expected to be available for operation / implementation April 1, 2017. Other key criteria not described in the program descriptions below include:

1. All programs demand reduction (kW) and energy savings (kWh) are based upon evaluated results. Evaluated results for each year are completed by May of the following year. Programs must be flexible to adjust to both annual Evaluation, Measurement and Verification (“EM&V”) and Technical Resource Manual (“TRM”) adjustments implemented retroactively.
2. All customer incentive payments will use controlled disbursement accounts.
3. All collection data technologies will need to be updated each year to handle changes in energy savings and demand reductions as a result of retroactive TRM and EM&V adjustments.
4. Entergy New Orleans, Inc. (“ENO”) prefers some portion of the proposing Third Party Administrator’s (“TPA’s”) cost to be at risk to align with ENO’s intention of achievement of the energy efficiency targets in New Orleans.
5. All program(s) need to be designed to be cost effective through the life of the program proposal period.
6. All responders to this RFP will need to include the cost of participation in any or all energy efficiency collaboratives ordered by the New Orleans City Council (“Council”).
7. Plan on at least 2 months for completing contracts once ENO makes a winning proposal decision. Contracts will not be finalized and implementation will not begin until Council approval for programs are completed. ENO reserves the right to refuse any and/or all proposals.
8. The implementing contractor will have an independent database to use for management tracking, invoice payments and regulatory reporting. All information will be uploaded to implementing contractor’s database.
9. TPA will also be active in supporting annual regulatory reporting of EE program(s).

Integrated Resource Plan Potential Study

The 2015 IRP Demand Side Management Potential Study yielded a preferred portfolio which contained the programs below. This preferred portfolio was used to develop a portfolio of programs for this RFP.

Sector	Program Name
Commercial	Commercial Prescriptive and Custom
Commercial	Retro Commissioning
Commercial	Commercial New Construction
Commercial	Data Center
Industrial	Machine Drive
Industrial	Process Heating
Industrial	Process Cooling and Refrigeration
Industrial	Facility HVAC
Industrial	Facility Lighting
Residential	Other Process/Non-process Use
Residential	Residential Lighting and Appliances
Residential	Energy Star Air Conditioning
Residential	Efficient New Homes
Residential	Multifamily

The implementing contractor will utilize the following portfolio of programs in developing an implementation plan in response to this RFP.

1. Home Performance with Energy Star

Program Objective

The objective of the Home Performance with ENERGY STAR program is to create a platform that produces electric energy savings from bundled, phased and associated retrofits.

Program Description

This program was formerly known as Residential Solutions. As a DOE Home Performance with ENERGY STAR sponsor Energy Smart provides an energy savings program using a whole house approach. This includes online or other customer-input screening tools, three levels of in-home assessments, including walk-through and comprehensive assessments with diagnostic testing, energy savings modeling before and after retrofits and connections to other program offerings.

The Program will align with changes at the USDOE Home Performance with ENERGY STAR Program, an evolving process that is anticipated to provide a step-wise approach to garner savings and participation, with a potential minimum savings threshold for homes to be certified. It is a market driven program, whereby marketing and referrals drive customers to participating energy auditors and home performance contractors.

Auditors and qualified contractors perform an in-home energy assessment, create a scope of work for recommended retrofits and educate customers toward choosing cost-effective energy efficiency improvements. Savings estimates are calibrated to homeowner's energy history using industry standard software. Participating projects will have a target annual energy savings goal, with incentives tailored to encourage bundled measures and increased savings. Over the three-year program cycle, participation from new and re-engaged projects is expected to increase.

A staged participation process allows homeowners to make improvements as their budget and priorities allow, re-engaging with the program for subsequent retrofits toward long-range persistent savings. Associated retrofits activities ties Home Performance participants to related program offers, including HVAC and products.

The program emphasizes developing an energy efficiency plan for the customer to act upon installing multiple recommended program measures through participating contractors. This requires focus on a strong home energy assessment conversion rate to drive energy efficiency measures. Measure bundling is desirable to increase the average savings per house. Quality control field inspection sample rates should remain high to keep participating trade allies closely aligned with program expectations. Quality control results should form the basis for a feedback loop back to the trade allies for their continuous improvement. Included in Quality Control is a rigorous contractor mentorship model to assure technical and programmatic compliance and provide appropriate contractor support for a variety of workforce skillsets.

This program serves as the comprehensive energy efficiency element within the DSM portfolio directed at market rate customers owning single family structures of up to four units. Its rich customer contact presents multiple opportunities for utility branding.

Target Market(s)

All homes in Orleans Parish are eligible for the program, with an emphasis on homes built in 1990 and prior. GIS data lists 125,610 single-family detached homes in this range of years.

Attic Insulation	Up to \$0.35 per sq. ft.
Wall Insulation	\$0.25 per sq. ft.
Floor Insulation (Electric Heat)	Up to \$0.20 per sq. ft.
Pool Pump	Up to \$400
Air Infiltration Sealing	\$0.20 per CFM Reduced
Duct Sealing	\$0.24 per sq. ft.
Solar Screens/Window Film	\$1 per sq. ft.
Radiant Barrier	\$1.20 per sq. ft.
Heat Pump Water Heater	\$600
Solar Screens (E or W 15 sf window)	\$15.00
CFL/LED	Direct Install
Pipe Insulation	Direct Install
Faucet Aerator (<= 1.5 GPM)	Direct Install
Low Flow Showerhead (<= 2.0 GPM)	Direct Install
Advanced Power Strip, 12 plug	Direct Install

Note: Final incentive levels are subject to change pending completion of final program design.

Participating home energy assessment contractors will perform both walk-through and comprehensive assessments. Energy Smart will offer a customer rebate for the portion of the assessment if the customer installs on or more energy efficiency upgrades recommended by the auditor. Both assessments will include the direct installation of electricity savings measures including CFL or LEDs, a low-flow showerhead, faucet aerators, hot water pipe insulation and reduced hot-water set point.

Implementation & Delivery

Program Implementation

Level 1 Assessment “Silver”: This is a walk-through/visual inspection quick home energy assessment. Contractors will directly install low-cost measures, such as CFLs, aerators, showerheads and pipe insulation for customers with electric water heaters, where needed and allowed by participating customers. These low cost/direct install measures will be available at no additional charge to the customer. Some homeowners may follow-up with more comprehensive energy efficiency improvements, including air and duct sealing or appliance retrofits, or request a more comprehensive energy assessment.

Level 2 Assessment “Gold”: Participating contractors will provide comprehensive home assessments for interested customers for a fee. In addition to walk-through and direct install of low-cost measures, this assessment will be designed to estimate potential energy savings due to infiltration and heat loss through walls and attics. Diagnostic evaluations conducted during the Assessment may include duct and air seal testing and combustion safety testing. An assessment report will be presented to the customer with recommendations for upgrades and information about available financing or case incentives.

Level 3 Assessment “Platinum”: Walk-through assessment with blower door and duct leakage test plus computer modeling conducted to make home eligible to participate in state-funded programs, as applicable.

OVER-SUBSCRIPTION PLAN

Oversubscription will be managed by suspending marketing and outreach. Once the budget for the current year is expended, a waiting list will be established for program participation in the following program year.

2. Energy Smart for Multifamily

PROGRAM DESCRIPTION

This ENO program will target multifamily property owners (landlords) and managers, as well as apartment and condo renters to address the three principal barriers to multifamily energy efficiency:

1. *The split incentive barrier:* Multifamily building owners are disinclined to make energy efficiency improvements because they generally do not pay the energy bills for their units and renters are disinclined to pay for improvements to property they do not own.
2. *The income barrier:* Tenants of many multifamily units cannot afford the upfront costs of energy efficiency improvements. By providing direct installation (“DI”) measures at no cost, both unit and building efficiency is improved and tenants receive the benefit of lower utility bills. No capital investment is required for in-unit DI measures and little time is taken from the property owner/manager.
3. *The educational barrier:* Owners and occupants do not fully understand the economic, comfort and other benefits of energy efficiency.

The multifamily property sector is a commercial enterprise providing residential living spaces. In this quasi-commercial role, the property owner straddles the residential and commercial energy efficiency programs’ definitions. ENO’s Multifamily Program specifically addresses their unique needs, which are often overlooked, through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education. Multifamily will also be the delivery mechanism for the program-wide weatherization collaborative cost effective measures.

TARGET MARKET

Building owners and managers/landlords are the primary target audience. Multifamily building occupants are the secondary audience.

ELIGIBLE MEASURES & INCENTIVE STRATEGY

The program currently offers the below direct install (DI) and prescriptive measures. Additional measures may be considered for direct install or for rebate in future program years

In-Unit DI Measures

- Efficient light bulbs (LEDs and/or CFLs)
- Energy-efficient showerheads, and faucet aerators (kitchen and bath)

Prescriptive measures

- Central AC tune-up

The Multifamily program to also offer all cost-effective versions of the following weatherization measures:

- Wall insulation
- Ceiling insulation
- Air infiltration
- Duct sealing
- Water heater jackets
- Water heater pipe insulation
- Advanced power strips
- Apartment energy assessments

DELIVERY STRATEGY

An implementation contractor will be selected by the Company to assist with delivery of this program.

Key elements of program delivery include:

1. *Contractor recruitment.* Partnering contractors are expected to provide full turnkey program delivery services.
2. *Contractor Training:* The program will provide both technical and sales training to contractors.
3. *Energy Audit.* Property owners and managers will receive an initial visit from the program staff, which will perform a free basic energy audit of the common area to identify potential for energy savings.
4. *Energy efficiency projects:*
 - a. *Tenant unit DI measure installations* may be combined with the initial site visit or scheduled separately depending on site manager/tenant discussions.
 - b. *Prescriptive projects* will include prescriptive measures not categorized as DI.
5. *Marketing:* Program outreach and marketing will focus on private property owners, including managers and operators of multifamily buildings—this is the community who holds the key to market transformation within a sector that is historically slower, because of split-incentive and income barriers, to adopt efficient technologies.

Although contractors will be the primary delivery vehicle for this program ENO will reach property owners and tenants directly through low-cost communication vehicles including earned media, professional and trade media, invitational events, direct mail, Web sites, and association presentations. Communication materials can be distributed with greater impact in smaller quantities through targeted channels.

6. *QA/QC review:* Incentive applications will be subject to a QA/QC review to ensure all required forms and documentation have been submitted and that incentive calculations are correct. To minimize errors in this process there will be a 100% review on all project documentation and a 10% field inspection via project verifications described in section 7

below for verification of equipment efficiency rating, proper installation, etc. on the part of the Company.

7. *Project verification:* An evaluator will perform pre- and post-installation verifications on a statistically significant sample of all common area projects. ENO reserves the right to site-verify installations prior to approval and incentive payment for any project. Over time, as contractors' exhibit consistently high performance, verifications for those contractors can be reduced. Contractors who exhibit poor performance will be re-trained and have 100% of their projects verified for a period of time, and can be removed from the program if poor performance continues.
8. *Incentive payment:* Rebates for prescriptive EE projects will be built into the contractor's quotes – that is, contractors will front the cost of rebates and will invoice the implementing contractor on a regular (e.g. bi-monthly) basis to be made whole. This structure is necessary for program participants to overcome first-cost barriers, to simplify the transaction, and minimize the “hassle” factor.”

PROGRAM TRACKING REQUIREMENTS

The program will accurately track the variables necessary to minimize differences between reported and evaluated savings.

ADMINISTRATIVE REQUIREMENTS

Program administration will be the responsibility of the implementing contractor via vendor operations management.

OVER-SUBSCRIPTION PLAN

Oversubscription will be managed by suspending marketing and outreach. Once the budget for the current year is expended, a waiting list will be established for program participation in the following program year.

3. High Efficiency Residential and Commercial AC Tune-up Program

PROGRAM DESCRIPTION

The program is designed to minimize the following market barriers to efficient cooling in the residences:

- Lack of awareness of energy and cost savings potential for existing air conditioners
- Lack of easy access to qualified vendors and installers of advanced tune-up services
- Lack of awareness of services that result in properly-tuned air conditioning systems
- Lack of awareness of differences between levels and completeness of tune-up and maintenance services

The Energy Smart High Efficiency AC Tune-Up Program will provide residential customers with a comprehensive set of options to lower the energy consumption and cost associated with keeping their homes cool and comfortable in the summer.

Customers with functioning ACs can improve the efficiency of their units with the help of a comprehensive AC Tune-up. Research shows that most central AC systems have tune-up opportunities, resulting from either improper refrigerant charge and/or incorrect airflow rates¹. These inefficiencies can lead to increased energy usage and accelerated equipment degradation. The program will build capacity within the territory's HVAC contractor network to address these issues and provide value-added services to its customers. These services are eligible to be incentivized because they go above and beyond the standard industry practices and offerings in the marketplace. Marketing efforts will promote the value of these services to customers and the energy-saving and economic benefits.

The AC Tune-up offerings will be cross-promoted with the other residential programs, and, will help create a transformed AC market in New Orleans by:

- Targeting consumers at the decision point of maintaining their equipment,
- Targeting contractors to integrate the program tune-up into their business plan,
- Rewarding best practice, including cleaning indoor and outdoor components, measuring and adjusting airflow, and refrigerant charge adjustment using the most accurate tools and methods.
- Minimizing lost opportunities by cross-promoting comprehensive and efficient air conditioner maintenance and tuning through the other programs offered by the utility to its residential and commercial customer base.

¹ Consortium for Energy Efficiency, *Specification of Energy-Efficient Installation and Maintenance for Residential HVAC Systems*, 2000

TARGET MARKET

Residential customers with functioning central air conditioners.

AC Tune-Up

All residential customers with working central air conditioning or heat pumps, including larger, commercial applications are the target market for this program.

MARKET SIZE

There are approximately 182,000 residential customers in ENO's territory. The market is limited to those customers who have central air conditioning or heat pumps. Air conditioners and heat pumps have a 15 year life-time.

ELIGIBLE MEASURES & INCENTIVE STRATEGY

AC Tune-Ups

ENO anticipates paying HVAC contractors an incentive amount per tune-up that is adequate to motivate contractors and customers to perform the comprehensive steps required and which aligns with the level of verified savings achieved. Final incentive levels may change pending discussions with the implementation contractor, changes in service prices and availability, or other factors. Over time, these incentives may also be adjusted based upon customer and market response, and verified savings.

DELIVERY STRATEGY

Participating contractors will deliver the program.

Key elements of the delivery strategy include:

1. *HVAC Contractor recruitment and training:* The implementation contractor will recruit HVAC contractors and organize required trainings, including AC Tune-up best practices, tools and required steps, and training in program processes and procedures. The implementer will ensure that all participating contractors are legally licensed in the state and are adequately insured to protect themselves and ENO in the event of damages or injury. The implementer will ensure that individual participating technicians have the legally required licensing or registration under their employer's license, as well as EPA refrigerant handling certification.
2. *Marketing:* This is a contractor-driven initiative - HVAC contractors will recruit customers through direct marketing efforts. However, ENO's implementer will also recruit customers through cross-promotion with other programs, as well as general awareness activities. Program information will also be posted on the Energy Smart Web site, and provided through the call center.
3. *Project implementation:* Trained and Qualified participating HVAC contractors will provide tune-up and installation services according to program protocols.

-
4. *Incentive application & payment:* HVAC contractors will submit all project paperwork to the implementation contractor for QA/QC review. Contractors will provide the incentive as an upfront discount off their services to the customer. The contractor will be reimbursed for the discount provided to the customer following application review and approval. Contractors with Quality Assurance failures, non-Program compliant work, or customer satisfaction issues may have their incentive payments held until corrections have been completed and verified.
 5. *Project verification:* All technical air conditioning performance data submitted by contractors and utilized to calculate savings will be verified by the implementer as legitimate and accurate. Verification of customer approval of the Program services and any expenditures must be documented by customer signature and date. Data transferred from the contractor to the implementer will be transferred via a secure path and encrypted to ENO's standards. Implementer will take reasonable steps to ensure that incentives are not paid for projects submitted on previously-participating systems before the measure life expires. A third party evaluator will perform post-installation verifications prior to payment on a target of a 10% random sample of all projects submitted PER TECHNICIAN. ENO reserves the right to site-verify installations prior to approval and incentive payment for any project. Over time, as technicians exhibit consistently high performance (100% "Pass" rate), verifications for those technicians may be reduced. Technicians who exhibit poor performance will be re-trained and have 100% of their projects verified for a period of time, and can be removed from the program if poor performance continues.

PROGRAM TRACKING REQUIREMENTS

AC Tune-Up

Unit data

- Model number
- Serial number
- Nominal tonnage
- Split system or Package unit
- AC only or Heat Pump
- Whether or not the unit is well maintained
- Approximate remaining effective useful life (EUL)
- Tune-up data
 - Pre/post refrigerant charge levels
 - Pre/post air flow measurements
 - Other checklist items
 - Condenser coil cleaning
 - Evaporator coil cleaning
 - Blower assembly cleaning
 - Date of tune-up

ADMINISTRATIVE REQUIREMENTS

The implementation contractor responsibilities include working with ENO on final program design, marketing materials development, program marketing and outreach activities, management and oversight of the contractor and distributor networks, QA/QC activities, customer and contractor dispute resolution, tracking and reporting, and program element goal achievement.

OVER-SUBSCRIPTION PLAN

Over-subscription will be managed by suspending marketing and outreach. Once the budget for the current year is expended, a waiting list will be established for program participation in the following program year.

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4. Residential Lighting and Appliances

PROGRAM DESCRIPTION

The objective of the Lighting and Appliances initiative is to increase awareness and sales of efficient lighting and appliances to ENO's residential population. The program will offer customers the opportunity to purchase, largely through retail locations, a variety of discounted products that are ENERGY STAR qualified or better.

The Residential Lighting and Appliances Program is designed to minimize the following market barriers to EE implementation for ENO's residential customers:

- Lack of information about energy-saving lighting products and appliances
- Lack of easy access to ENERGY STAR qualified products
- Higher first-cost for ENERGY STAR qualified products
- Consumer misinformation about the quality of efficient products

The two main program activities include (1) retailer recruitment and merchandizing, and 2) administration of the incentive process (including program tracking). The implementation contractor will work to expand the retail network, as well as increase the number of available products. Recruitment will also include the development of a marketing strategy that leverages the ENERGY STAR brand, development of point-of-purchase (POP) materials, and ongoing retailer training.

The incentive process will include both midstream and upstream approaches. ENO will continue its in-store/instant coupon-based approach, but will also negotiate with retailers and manufacturers to buy-down the cost of program-qualified products.

TARGET MARKET

The Residential Lighting and Appliances Program will be available to all qualified residential customers.

MARKET SIZE

There are approximately 182,000 residential customers in ENO's service territory.

ELIGIBLE MEASURES & INCENTIVE STRATEGY

The program currently utilizes a markdown/buy down incentive process and distribution of products directly to customers, as well as mail-in rebates to ensure all retailers and customers are able to participate.

- **Markdowns / Buy downs** are provided directly to a manufacturer or retail partner with the goal of lowering first costs of products and passing the savings on to the customer. The customer is able to see the actual discount offered compared to everyday price on the shelf. The selected implementation contractor will solicit participation by retailers in its service territory. A solicitation process allows ENO to partner with industry to support the most important objectives of the program, the APSC's goals, and to continuously specify key objectives throughout the life of the Program.

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- **Distribution of products to customers** for no charge at events where face-to-face interaction can take place.
 - **Mail-in rebates** for appliances will be paid directly to customers who apply and are qualified to receive rebates.

Anticipated Measures

Measures eligible for rebates are likely to include, but will not necessarily be limited to:

Lighting

- CFLs
- CF fixtures
- LEDs
- LED fixtures

Appliances

- ENERGY STAR Refrigerators
- ENERGY STAR Window AC
- ENERGY STAR Heat Pump Water Heaters

Home Electronics

- Advanced power strips

ENO anticipates that this program will decrease the volume of rebates for CFLs concurrent with the federal phase-out of general service incandescent lighting. The Energy Independence and Security Act of 2007 (EISA) established minimum efficiency requirements for general service lamps effective in 2012, which will essentially phase out general-service incandescent lighting for most applications.

Note that final incentive levels and measure mix may change pending discussions with the implementation contractor, with retailers, changes in product prices and availability, or other factors. Over time, incentives may be adjusted based upon customer or retailer response.

DELIVERY STRATEGY

The implementing contractor will assist ENO with program delivery.

Key elements of the Residential Lighting and Appliances Program implementation include:

1. *Retailer and supplier recruitment:* The implementation contractor will solicit participation by retailers, including those currently participating in the Program. The implementation contractor will finalize product specifications and performance criteria, product stocking based on anticipated rebate volume, and data sharing requirements.

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2. *Training requirements:* The contractor will provide training to retailers on the ENERGY STAR product line, and on program processes. On-going training and merchandising visits by field staff will create a foundation for the program to participate in manufacturer and retailer seasonal promotions, taking advantage of ENERGY STAR and other national campaigns while ensuring continuous education for the customer.
 3. *Marketing plan development and implementation:* ENO will work with the implementation contractor to develop a marketing plan. Marketing will focus on two key tactics:
 - Leverage broader marketing campaigns by providing engaging in-store collateral materials to inform and educate potential buyers
 - Conduct ongoing promotions to drive traffic to ENO's program website. The website will contain information about specific appliances and lighting products.
 4. *Incentive process:* ENO will work with the implementation contractor to develop an incentive payment plan. This needs to involve a strategy for advancing funds to the implementation contractor and ultimately to the participating retailers.
 5. *QA/QC review:* Applications for payment from manufacturers will be subject to a QA/QC review to ensure all required information has been submitted and that incentive calculations are correct. To minimize errors there will be a 100% review of all payment requests and sales data.
 6. *Project verification:* Because this program does not track individual participants in markdown/buy down promotions, the implementation contractor will not verify installation of the products rebated by the program via this delivery mechanism. Tracking products and reporting accomplishments will be completed through agreements reached with retailers and manufacturers. All participating retailers will be audited on a regular basis to ensure compliance with program processes. For participants in appliance promotions where individual participant information is known, a statistically significant sample of participants will be audited to verify installation of the products rebated by the program.

PROGRAM TRACKING REQUIREMENTS

The implementing contractor will develop a robust program data tracking system to calculate gross program energy and demand savings. The minimum data collection requirements for this program are expected to include:

- Number
- Type
- Quantity
- Date, and
- Location of transaction

of products that receive incentives through retail markdowns and

- Participant name
- Participant address, and

-
- Participant account number

of products that receive incentives through mail-in rebates, as well as their deemed savings. Other information required to calculate savings may be required.

ADMINISTRATIVE REQUIREMENTS

Program administration will be the responsibility of the implementing contractor via vendor operations management. The implementing contractor will develop a program data tracking system. The implementer will be responsible for uploading all required program data from their database into this system on a weekly basis. This may also include re-uploading any data that is necessary due to changes in the New Orleans Technical Reference Manual which are applied retroactively to that program year. The implementer will also be required to respond to any requests for program data from ENO, evaluators, the Council or independent auditors hired by ENO.

OVER-SUBSCRIPTION PLAN

Over-subscription in a markdown promotion can be proactively managed through careful planning and allocation of funding. Once the budget for the current year is expended, the program will be terminated until the following program year.

5. Residential Direct Load Control (pending: subject to the outcome of the Direct Load Control Pilot in Program Year 6 of Energy Smart)

PROGRAM DESCRIPTION

This opt-in load control initiative would allow the Company to cycle off a participant's home central air conditioners ("CAC") condenser during peak events. Over the long-run system and customer benefits include, amongst others lower rates (due to a lesser need to dispatch the most expensive generating units), and better regional air quality (since peaking units emit higher levels of criteria pollutants relative to other units). To minimize discomfort, the enabling technology allows the air-handler fan to remain powered to circulate air throughout the house.

The program – which will be delivered by a turn-key implementation contractor – will employ load control technology both radio switches (installed directly on the CAC) and smart thermostats (installed in the customer's home) to control participants' AC units that will have the provision to integrate with smart metering technology in the future to attempt to implement with a "no regret"² strategy. Enrollees will be compensated at varying levels depending on the cycling option they choose; the greater the level of cycling during the peak period, the greater the incentive. Specific cycling options will be determined following program approval, but typical cycling options range from 25% to 100%.

The peak period will be defined.

TARGET MARKET

Residential customers with functioning CACs will be eligible.

Rental properties will be eligible, but only if the property owner gives their approval to install the control equipment.

MARKET SIZE

The target market includes all residential customers with CACs. The functional status and/or effective useful life ("EUL") of these units is not known at this time. In order to better understand the existing stock of CACs both this program and the Cooling Solutions initiative will collect field data, including CAC model number and other information.

ELIGIBLE MEASURES & INCENTIVE STRATEGY

Customers will receive an annual bill credit for participating in the program. The bill credit will be paid each year regardless of whether any peak events were called. Participants may opt out at any time but will not be able to re-enroll for 12 months following the date of opt out.

Incentive levels will vary by cycling strategy, which will be finalized pending program approval.

² The no regret strategy is implementing demand response technology in such a way as to reduce the risk of losing the technology investment when smart grid/ automated metering (AMI) technology is deployed.

ENO anticipates offering at least two cycling strategies ranging from:

- **100% cycling.** Participants opting for this strategy would have their AC cycled off for up to six hours during the peak event, for example.
- **25% cycling.** Participants opting for this strategy would have their AC cycled off for 15 minutes, then back on for 30 throughout the peak event, for example.

Other common strategies include 50% and 75% cycling options.

The anticipated number of peak events is not known at this time.

ENO will not provide incentives that are prohibited within the promotional practice rules.

DELIVERY STRATEGY

An implementation contractor will be selected by the Company for turn-key program implementation.

Key elements of program delivery include:

1. *Customer recruitment* through i marketing channels such as direct mail, outbound calling, the program website, and other tactics.
2. *Customer intake and installation scheduling services*
3. *Pre-screening* of interested customers
4. *Radio and thermostat installation services*, including customer instruction of thermostat functionality and programming
5. *Customer support and complaint resolution*
6. *Maintenance and repair* or replacement of defective control units
7. *Updated cycling forecasts* on program Web site and communication of cycling events via phone, email or other media
8. Administration of cycling events
9. Annual incentive payment
10. "*Scram*" tests in the absence of cycling events to ensure system is operational
11. *Monitoring of actual load impacts*, and development of a demand impact adjustment factor (prior to evaluation)
12. *QA/QC.* Quality control audits will be performed by the contractor on a statistically significant sample of each installer's sites.

PROGRAM TRACKING REQUIREMENTS

The implementing contractor and ENO will develop a robust program data tracking system. The minimum data collection requirements for this program are expected to include:

1. Customer scheduling and customer service data
2. Thermostat and radio switch installation information, including but not limited to:
 - a. Model of equipment installed
 - b. Date of installation

-
- c. CAC data, including model number and other data.
3. Quality assurance results;

The turn-key implementation contractor will be expected to track program data and upload program information to the Company at regular intervals

ADMINISTRATIVE REQUIREMENTS

Program administration will be the responsibility of ENO and the implementing contractor via vendor operations management.

OVER-SUBSCRIPTION PLAN

Oversubscription will be managed by suspending marketing and outreach. Once the budget for the current year is expended, a waiting list will be established for program participation in the following program year.

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6. Large Commercial & Industrial Solutions

PROGRAM DESCRIPTION

The primary objective of the Large Commercial and Industrial Solutions Program (“Large C&I”) is to provide a solution for nonresidential customers interested in purchasing energy efficient technologies that can produce verifiable savings either through a calculated (prescriptive) or a measured and verified (custom) approach. Participants can receive incentives for a wide range of measures, such as lighting and controls, variable speed drives, HVAC equipment, refrigeration equipment, office equipment, food service equipment, air compressor systems, and industrial process upgrades. Incentives and savings for prescriptive measures will be based primarily on measures in the ENO TRM.

The Large C&I program is designed to reduce or bypass market barriers such as:

- Lack of EE information and awareness of energy and non-energy benefits;
- The perception that energy efficient technologies have high “first costs”;
- Lack of customer understanding about measure payback;
- Lack of customer awareness of energy efficient technologies;
- Lack of easy access to qualified vendors and installers;
- Absence of tools to quantify savings;
- Lack of access to capital; and
- Split incentives between owners and tenants in leased spaces.

The Large C&I program is designed to generate significant energy savings, as well as a longer-term market penetration by nurturing delivery channels, such as design professionals, distributors, installation contractors, and Energy Service Companies (“ESCO”s).

TARGET MARKET

The Large C&I program will be available to all C&I customers with a connected load of over 100 kW. Additionally, the program will be available to all commercial new construction customers.

ELIGIBLE MEASURES & INCENTIVE STRATEGY

For Prescriptive measures, incentives will be paid for measures in the New Orleans TRM. Examples of these are included below:

HVAC

- Air-Air Heat Pump Systems
- Water Source Heat Pumps
- Electronically Commutated Motors
- Unitary HVAC/Split Systems
- Air Cooled and Water Cooled chillers

Lighting

- CFL
- Efficient Linear Lighting

-
- LED Exit Sign
 - LED
 - Induction
 - Occupancy Sensor
 -

Food service measures

- Efficient cooking equipment
- Process Heating, Cooling and Refrigeration
- Machine Drive and Data Center
- New Construction Measures

For Custom measures, any measure that must be measured to show electrical savings will be eligible, provided it is cost-effective.³ Examples of efficient technology types that may be incorporated in a custom project include:

- Process chillers;
- Machine Drive;
- Compressed Air;
- Data Center Efficiency;
- HVAC system improvements (chilled water, economizers, building automation)
- Custom Lighting,
- Process upgrades;
- Pump upgrades.
- Variable speed drives;
- Other process/ non-process use;
- Retrocommissioning;
- New Construction measures

Incentives will be paid to program participants pending project completion and verification. The incentive levels will vary by measure, and final incentive levels will be determined in the final program implementation planning period. For planning purposes, most incentives were targeted to achieve 50% of incremental costs in order to reduce the payback of measures to under 3 years.

Paid-incentive totals will be initially capped by Tax ID Group so that all customers groups have an equal chance to participate. ENO reserves the right to change cap levels based on expected or demonstrated participation and savings rates among Tax ID Groups in order to maximize program cost-effectiveness. To maximize participation, incentives will be subject to a per customer cap. All incentive levels and caps will be determined during the final program design.

ENO will not provide incentives that are prohibited within the promotional practice rules.

³ Under the Total Resource Cost test.

DELIVERY STRATEGY

The implementing contractor selected by ENO will deliver the program key elements of the Large C & I Program. Implementation strategy shall include, but is not limited to:

1. *Trade ally recruitment and training:* Trade allies (installation contractors) are a key delivery mechanism for this program as they promote participation and available incentives to their customers. Trade allies will be recruited to participate in training sessions which will be designed to inform them about program incentives, participation processes, and requirements. Trade allies actively participating in the program and other ENO program offerings will receive regular communications about program activities and changes to ensure they are informed and engaged participants.
2. *Marketing.* Customers will be recruited through participating contractors, inbound calls, through other communication and outreach activities, and ENO account representative referrals. To ensure that nonresidential customers perceive ENO's EE programs as a seamless set of offerings, cross-referrals from other programs will also be provided where appropriate.
3. *Technical assistance:* The program implementation contractor will provide program participants with any requested facility assessments, upgrade recommendations, requested calculations, and measurement of savings. Program staff will also provide guidance on documentation and assistance regarding program offerings and participation processes/requirements. These efforts will be provided to customers and trade allies to help minimize confusion and overcome barriers to participation.
4. *Application submittal:* Customers will submit project applications as prepared by program implementation staff prior to installation of qualifying EE measures. Following installation, participant and/or program trade ally to submit required documentation (invoicing and product data) to program implementation staff.
5. *QA/QC review:* Incentive applications will be subject to a QA/QC review to ensure all required forms and documentation have been submitted and that incentive calculations are correct. To minimize errors in this process there will be a 100% review on all applications for verification of equipment efficiency rating, proper installation, etc. on the part of the Company.
6. *Project verification:* An independent evaluator will perform pre- and post-installation verifications on all projects and will verify all projects. ENO reserves the right to site-verify installations prior to approval and incentive payment for any project.
7. *Incentive payment:* To minimize barriers to participation, the program will seek to expedite incentive payments to participating C&I customers. The implementer is responsible for the processing of all incentive payments to customers.
8. *Communication support:* Implementation contractor will provide communication support to the utility, utility customers, and trade allies as needed.

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9. *Reporting*: All projects will be uploaded for verification in the implementing contractor's database for approval.
 10. *Auditing and evaluation*: All projects are subject to auditing and/or evaluation requirements as set by ENO and/or the Council. The implementer is responsible for responding to all questions and data requests sent through the utility, which can include documentation, savings calculations, and implementation processes.

Program Tracking Requirements

The implementing contractor will develop a robust program data tracking system. The minimum data collection requirements for this program are expected to include:

1. Business NAICS and Tax ID code
2. Participant information
 - Contact Data
 - Physical address
 - Utility account data
3. Contractor information
4. For each project:
 - A unique project ID
 - Characteristics of measures installed, including but not necessarily limited to, where appropriate
 - Photo evidence and documentation of inspections
 - Tracking of old and new equipment as required to assist in determining actual energy savings
 - model number
 - capacity, size, or electrical demand
 - efficiency
 - logged data
 - Location of installation
 - Hours of operation
 - Orientation of building surfaces treated
 - Seasonality of equipment
 - Calculated project savings
 - Deemed savings calculations or
 - Measured and verified savings calculations and/or reports
 - Project audit/verification status and date
 - Project total cost (or incremental cost)
 - Incentive amount and paid date

ADMINISTRATIVE REQUIREMENTS

Program administration will be the responsibility of ENO via vendor operations management. The implementing contractor will maintain a program data tracking system. This may also include re-uploading any data that is necessary due to changes in the New Orleans Technical Reference Manual which are applied retroactively to that program year. The implementer will

also be required to respond to any requests for program data from ENO, evaluators, the Council or independent auditors hired by ENO.

OVER-SUBSCRIPTION PLAN

Over-subscription will be managed by suspending marketing and outreach. Once the budget for the current year is expended, a waiting list will be established for program participation in the following program year.

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7. Small Business

PROGRAM DESCRIPTION

ENO's Small Business program will provide small businesses and other qualified non-residential customers the opportunity to achieve electricity savings through the use of the program. The program will help small business customers analyze facility energy use and identify energy efficiency ("EE") improvement projects. Program participants will be consulted as to the available offerings through the program as well as financial incentives for eligible efficiency measures that are installed in their facilities using trade allies.

This initiative is designed to reduce or bypass market barriers such as:

1. Small business owners without technical expertise or time to devote to EE improvements. Most of these businesses do not necessarily have adequate time or resources to focus on EE improvements.
2. Most small businesses have limited access to investment capital. This means that business owners may not be able to front the money for the efficiency upgrade without immediate assistance from the program.

TARGET MARKET

Eligibility for this program will be limited to Small Business customer with less than 100 kW of peak demand.

ELIGIBLE MEASURES & INCENTIVE STRATEGY

The Small Business program offers direct install (DI) and prescriptive measures as listed below:

Direct Install Measures

- Low-flow faucet aerators
- Pre-rinse spray valves
- Vending machine controls
- Compact fluorescent lamps (CFLs)
- Low-flow showerheads

Prescriptive Measures

- High efficiency lighting
- Lighting controls
- Refrigeration
- High efficiency HVAC
- Duct ceiling (converted residences only)
- Ceiling insulation (converted residences only)
-

For Custom measures, any measure that must be measured to show electrical savings will be eligible, provided it is cost-effective.⁴ Examples of efficient technology types that may be incorporated in a custom project include:

- Process chillers;
- Machine Drive;
- Compressed Air;
- Data Center Efficiency;
- HVAC system improvements (chilled water, economizers, building automation)
- Custom Lighting,
- Process upgrades;
- Pump upgrades.
- Variable speed drives;
- Other process/ non-process use;
- Retrocommissioning;
- New Construction measures

Incentives for prescriptive measures will be paid to program participants or trade allies pending project completion and verification by the program. The incentive levels will vary by measure, and final incentive levels and incentive capping will be determined in the final program implementation planning period

DELIVERY STRATEGY

The implementing contractor selected by ENO will administer this program. Key elements of the implementation strategy include:

1. *Trade Ally recruitment*: The implementation contractor will recruit contractors to provide program delivery services.
2. *Trade Ally Training*: The program will provide both technical and sales training to contractors.
 - a. Technical training will focus on key aspects of the technical knowledge and skills needed by trade ally personnel to provide customers with the specified energy-efficient products and services.
 - b. Sales training will help trade allies increase their understanding of the benefits associated with up-selling customers to energy efficient technologies.
3. *Marketing*: Specific tactics to promote this program are likely to include:
 - a. Direct mail postcards
 - b. Online Marketing
 - c. Small Business Events and Direct Outreach/Grassroots Marketing

⁴ Under the Total Resource Cost test.

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4. *QA/QC review:* All projects applications will be subject to a QA/QC review to ensure all required forms and documentation have been submitted and that incentive calculations are correct. To minimize errors in this process there will be a 100 % review on all project documentation for verification of equipment efficiency rating, proper installation, etc. on the part of the Company.
 5. *Project verification:* The implementation contractor will perform pre- and post-installation verifications on 100% of projects. ENO reserves the right to site-verify installations prior to approval and incentive payment for any project.
 6. *Incentive payment:* Incentives for retrofit projects can be built into the trade ally invoice as a discount to the customer or the customer may choose to receive the financial incentives upon program verification of project completion.
 7. *Reporting:* All projects will be uploaded for verification in the implementing contractor's database for process approval.
 8. *Auditing and evaluation:* All projects are subject to auditing and/or evaluation requirements as set by ENO and/or the Council.

PROGRAM TRACKING REQUIREMENTS

The program will accurately track the variables necessary to minimize differences between reported and evaluated savings.

ADMINISTRATIVE REQUIREMENTS

Program administration will be the responsibility of ENO via vendor operations management. The implementing contractor will have a program data tracking system. The implementer will be responsible for uploading all required program data from their database into this system on a weekly basis. This may also include re-uploading any data that is necessary due to changes in the New Orleans Technical Reference Manual which are applied retroactively to that program year. The implementer will also be required to respond to any requests for program data from ENO, evaluators, the Council or independent auditors hired by ENO.

OVER-SUBSCRIPTION PLAN

Over-subscription will be managed by suspending marketing and outreach. Once the budget for the current year is expended, a waiting list will be established for program participation in the following program year.

8. Publicly Funded Institutions

PROGRAM DESCRIPTION

The Publicly Funded Institutions Program is a public sector program that is targeted to local publically funded institutions. The program should assist end use customers in overcoming barriers that are specific to public funded groups. Through hands on expertise and consulting, the program benchmarks the partner's energy use, and identifies a roadmap to success for the partners. Customers will be given guidance throughout their experience in the program.

The Publicly Funded Institutions Program is designed to minimize the following market barriers to energy efficiency (EE) implementation for ENO's public sector customers:

- Budget constraints
- Lack of understanding about project financials
- Lack of awareness on energy efficient technologies

The implementation process for Publicly Funded Institutions includes the following steps:

1. Program expertise and consulting
2. Benchmarking energy use
3. Developing an Energy Master Plan
4. Technical assistance with EE projects
5. Communication support

In addition, the program implementation contractor will educate customers on the various financial vehicles available to fund the implementation of energy efficiency improvements. The implementation contractor will further leverage the program's incentive dollars and encourage the participation of contractors that can deliver energy efficient products and services in a cost-effective manner.

TARGET MARKET

The Publicly Funded Institutions program is targeted to public sector facilities, including those run by counties, cities, towns, as well as public/private primary and secondary schools, and junior colleges and universities in ENO's service territory.

ELIGIBLE MEASURES & INCENTIVE STRATEGY

The Publicly Funded Institutions program offers direct install (DI) measures, prescriptive measures and custom measures that can be measured and verified. Examples of some EE measures are listed below:

Direct Install Measures

- Low-flow faucet aerators
- Pre-rinse spray valves
- Vending machine controls
- Compact fluorescent lamps ("CFLs")

-
- Low-flow showerheads

Prescriptive Measures

- High efficiency lighting
- Lighting controls
- Refrigeration
- High efficiency HVAC / Chillers
- Personal Computer Power Management (“PCPM”)
- High efficiency new construction

Custom Measures

- Variable frequency drives (“VFDs”)
- Water / Waste water treatment upgrades
- HVAC / Chiller controls
- Building automation controls

ENO will provide financial incentives for approved measures. The incentive levels will vary by measure, and final incentive levels and incentive capping will be determined in the final program implementation planning period

DELIVERY STRATEGY

The implementation contractor will help ENO administer the Publicly Funded Institutions Program.

Key elements of the Publicly Funded Institutions Program implementation strategy include:

1. *Contractor recruitment and training:* Contractors will be recruited to participate in training sessions regarding program incentives, and participation processes and requirements.
2. *Public sector customer recruitment:* Customers will be recruited primarily through direct outreach activities by the implementation contractor.
3. *Program implementation:* The implementation contractor will work with customers to collect and review building and energy use data, benchmark performance, and develop an Energy Master Plan. The plan will then be used to recommend upgrades that are eligible for rebates and technical assistance. The implementation contractor will guide customers and trade allies through the participation process to minimize barriers to participation.
4. *QA/QC review:* Incentive applications will be subject to a quality assurance review by program technical staff to ensure accuracy of savings and incentive calculations. There will be a 100% review on all applications for verification on the part of the implementation contractor.
5. *Project verification:* ENO reserves the right to site-verify installations prior to project approval and incentive payment. The implementation contractor will pre and post

inspection site verification on 100% of all projects to verify the performance of work completed.

6. *Incentive payment:* Incentives for retrofit projects can be built into the trade ally invoice as a discount to the customer or the customer may choose to receive the financial incentives upon program verification of project completion.
7. *Communication support:* Implementation contractor will provide communication support to the customer as needed.
8. *Reporting to ENO:* All projects will be uploaded for verification into the implementing contractor's database for approval.
9. *Auditing and evaluation:* All projects are subject to auditing and/or evaluation requirements as set by ENO and/or the Council.

PROGRAM TRACKING REQUIREMENTS

The program implementer will accurately track the variables necessary to minimize differences between reported and evaluated savings.

ADMINISTRATIVE REQUIREMENTS

Program administration will be the responsibility of ENO. The implementing contractor will have a program data tracking system. The implementer will also be required to respond to any requests for program data from ENO, evaluators, the Council or independent auditors hired by ENO.

9. Schoolkits Program

PROGRAM DESCRIPTION

The Schoolkit program will continue to target middle school students in the New Orleans area. The program implementer will work with local schools to enhance energy efficiency lessons and provide students with energy efficiency kits that they will use in their homes. .

TARGET MARKET

5th – 7th graders in Orleans Parish

DELIVERY STRATEGY

The delivery strategy is intentionally vague to allow for flexibility in design and implementation of the program.

PROGRAM TRACKING REQUIREMENTS

The program implementer will accurately track the variables necessary to minimize differences between reported and evaluated savings.

ADMINISTRATIVE REQUIREMENTS

Program administration will be the responsibility of ENO. The implementing contractor will have a program data tracking system. The implementer will also be required to respond to any requests for program data from ENO, evaluators, the Council or independent auditors hired by ENO.

10. Behavioral Program

PROGRAM DESCRIPTION

The program implementer will provide customers with information regarding potential ways to lower their electric bills.

TARGET MARKET

All Orleans Parish customers

DELIVERY STRATEGY

The delivery strategy is intentionally vague to allow for flexibility in design and implementation of the program.

PROGRAM TRACKING REQUIREMENTS

The program implementer will have the ability to track and verify the energy savings associated with the behavioral program.

ADMINISTRATIVE REQUIREMENTS

Program administration will be the responsibility of ENO. The implementing contractor will have a program data tracking system. The implementer will also be required to respond to any requests for program data from ENO, evaluators, the Council or independent auditors hired by ENO.

ENTERGY NEW ORLEANS, INC.

SCOPE OF WORK

2017 – 2019

ENERGY EFFICIENCY PROGRAMS

October 1, 2015

1. PROJECT SUMMARY

Entergy New Orleans, Inc. (“**ENO**” or the “**Company**”) is issuing this Request for Proposal (“**RFP**”) for the selection of an experienced Third Party Administrator (“**TPA**”) to deliver any number or all of the energy efficiency programs summarized herein and attached as Appendix A as part of the ENO comprehensive two-year plan (“**EE Plan**”). The TPA will be retained by ENO to implement, deliver, administer and conduct Quality Control/Quality Assurance (“**QC/QA**”) and some measurement and evaluation of the energy conservation and demand side management programs approved by the New Orleans City Council (“**Council**”). The EE Plan will also employ the services of an independent evaluation, measurement and verification consultant to evaluate all programs. The EE Plan’s energy efficiency programs are available to ENO retail customers and are further described in other attachments.

These contracts covering the scope of work will have a term through March 31, 2019. A **Sample Contract** is included with this RFP. ENO expects that the Sample Contract will not be substantially negotiated or amended. Bidder must note any exceptions to the provisions in the Sample Contract as part of its response in the Bidder Certification Form and must include a redline markup of the Sample Contract.

Bidders are requested to prepare and submit a detailed proposal as outlined herein no later than May 1, 2016. A detailed timeline of events is provided in the table below.

Table 1 – RFP Scheduled Milestones

Milestone	Completion Date
Issue RFP	April 1, 2016
Deadline for submission of questions	May 1, 2016
Pre-bid Conference Call	May 15, 2016
Bid Submittals	June 1, 2016
Evaluate Submittals Select Finalists	June 15, 2016
Contractor Interviews	July 1, 2016
Contractor Selection	July 15, 2016
Work begins	April 1, 2017

1.1.ENERGY EFFICIENCY PROGRAM SUMMARIES

The following program descriptions are available for proposals for the Entergy New Orleans, Inc. 2017 through 2019 Program year. All programs are expected to be available for operation/implementation April 1, 2017. Detailed program descriptions are attached as Appendix A. Other key criteria not described in the program summaries or descriptions below include:

- All programs demand reduction (kW) and energy savings (kWh) are based upon evaluated results. Evaluated results for each year are completed by July of the following year. Programs must be flexible to adjust to both annual Evaluation, Measurement and

Verification (“EM&V”) and Technical Resource Manual (“TRM”) adjustments implemented retroactively.

- All proposals will need to plan to use controlled disbursement accounts for customer incentive payments.
- All collection data technologies will need to be updated each year to handle changes in energy savings and demand reductions as a result of retroactive TRM and EM&V adjustments.
- ENO prefers some portion of the proposing TPAs cost to be at risk to align with ENO’s intention of achievement of the energy efficiency targets in New Orleans.
- All programs need to be designed to be cost effective through the life of the program proposal period.
- All responders to this RFP will need to include cost of participation in any or all energy efficiency.
- Plan on at least 6 months for completing contracts once ENO makes a winning proposal decision. Final contracts will not be finalized and implementation began until Council approval for programs are completed. ENO reserves the right to refuse any and/or all proposals.
- The implementing contractor will have an independent database to use for management tracking, invoice payments and regulatory reporting by ENO.
- Most current Deemed Savings and EM&V protocols are available in the New Orleans TRM

1.1.1. Home Performance with Energy Star (“HPwES”) – This program will achieve long-term, significant cost-effective electricity savings through the use of local auditors and contractors who will help residential customers analyze their energy use and identify opportunities to improve efficiency, install low-cost energy-saving measures, and identify and implement more comprehensive home efficiency projects. HPwES will offer three levels of home energy audits. The Tier 1 Audit will include a “walk-through” inspection and direct installation of low-cost measures, such as CFLs and hot water heater tank wraps. The Tier 2 Audit is a comprehensive home inspection with diagnostic testing, performed by a qualified contractor.

1.1.2. Energy Smart for Multifamily - This program targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The program will address their unique needs, which are often overlooked, through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education.

1.1.3. High Efficiency AC Tune Up Program - The Energy Smart High Efficiency AC Tune-Up Program will provide residential customers with a comprehensive set of options to lower the energy consumption and cost associated with keeping their homes and businesses cool and comfortable in the summer. Customers with functioning ACs can improve the efficiency of their units with the help of a comprehensive AC Tune-up. The program will build capacity within the territory’s HVAC contractor network to provide

value-added services to its customers. These services are eligible to be incentivized because they go above and beyond the standard industry practices and offerings in the marketplace. The AC Tune-up offerings will be cross-promoted with the other programs, both residential and commercial, and, will help create a transformed AC market in the New Orleans.

1.1.4. Residential Lighting and Appliances - The objective of the Lighting and Appliances initiative is to increase awareness and sales of efficient lighting and appliances to ENO's residential population. The program will offer customers the opportunity to purchase, largely through retail locations, a variety of discounted products that are ENERGY STAR qualified or better. The two main program activities include (1) retailer recruitment and merchandizing, and 2) administration of the incentive process (including program tracking). The implementation contractor will work to expand the retail network, as well as increase the number of available products. Recruitment will also include the development of a marketing strategy that leverages the ENERGY STAR brand, development of point-of-purchase (POP) materials, and ongoing retailer training. The incentive process will include both midstream and upstream approaches. ENO will continue its in-store/instant coupon-based approach, but will also negotiate with retailers and manufacturers to buy-down the cost of program-qualified products.

1.1.5. Residential Direct Load Control – This program is an opt-in load control initiative will allow ENO to cycle off a participant's home CAC condenser during peak events. To minimize discomfort, the enabling technology will allow the air-handler fan to remain powered to circulate air throughout the house. The program – which will be delivered by a turn-key implementation contractor – will employ load control technology both radio switches (installed directly on the CAC) and smart thermostats (installed in the customer's home) to control participants' AC units. Enrollees will be compensated at varying levels depending on the cycling option they choose; the greater the level of cycling during the peak period, the greater the incentive. Specific cycling options will be determined following RFP selection, but typical cycling options range from 50% to 75%. The peak period will be defined prior to issuance of the RFP

1.1.6. Large Commercial & Industrial Solutions - The primary objective of the Large Commercial and Industrial Solutions Program (Large C&I) is to provide a solution for larger (greater than 100 kW demand) nonresidential customers interested in energy efficiency through a prescriptive or custom approach. Incentives and savings for prescriptive measures will be based primarily on measures in the New Orleans TRM. The Large C&I program is designed to generate significant energy savings, as well as a longer-term market penetration by nurturing delivery channels, such as design professionals, distributors, installation contractors, and Energy Service Companies ("ESCO"s).

1.1.7. Small Business - ENO's Small Business program will provide small businesses and other qualified non-residential customers the opportunity to achieve electricity savings through the use of the program. The program will help small business customers analyze

facility energy use and identify energy efficiency (EE) improvement projects. Program participants will be consulted as to the available offerings through the program as well as financial incentives for eligible efficiency measures that are installed in their facilities using trade allies.

1.1.8. Behavioral Program – Subject to the results of the original ENO behavioral pilot and the desire of the Council, ENO’s behavioral program will offer customers advice on behavioral changes which can help lower their electric bills.

1.1.9. Schoolkits Program – The Schoolkit program will continue to target middle school students in the New Orleans area. The program implementer will work with local schools to enhance energy efficiency lessons and provide students with energy efficiency kits that they will use in their homes.

1.1.10. Publicly Funded Institutions is a public sector program that is targeted to local publically funded institutions. The program should assist end use customers in overcoming barriers that are specific to public funded groups. Through hands on expertise and consulting, the program benchmarks the partner’s energy use, and identifies a roadmap to success for the partners. Customers will be given guidance throughout their experience in the program. The implementation process for Publicly Funded Institutions includes the following steps:

- Program expertise and consulting
- Benchmarking energy use
- Developing an Energy Master Plan
- Technical assistance with EE projects
- Communication support

In addition, the program implementation contractor will educate customers on the various financial vehicles available to fund the implementation of energy efficiency improvements. The implementation contractor will further leverage the program’s incentive dollars and encourage the participation of trade allies that can deliver energy efficient products and services in a cost-effective manner.

In addition to marketing and implementation of the above-mentioned programs, the implementing contractor will also market any Time of Use or other Demand Side Management initiatives which are placed under the Energy smart umbrella.

2. PROGRAM TARGETS AND COST ALLOCATION

The targets and funding allocated for each program and available to the TPA to administer the EE programs to cover both the incentive and non-incentive costs will be shown in a table below. The TPA must adhere to the spending allocations for the first year of the program. Any changes to these allocations must be pre-approved by ENO as a demonstrated, cost-effective enhancement.

ENO expects that a portion of the TPA's fee will be at risk based upon its performance in the areas of, at a minimum, kWh energy savings, kW reduction and customer satisfaction. As part of Bidder's response and Cost Proposal, Bidder will be required to propose a structure for setting or creating performance metrics for the performance-based compensation. Bidder proposal should be specific about how this will be captured. Bidder needs to identify the level of performance-based compensation that will be linked to each of the relevant performance areas. The bidders compensation shall not exceed the total funding allocation as described in Table 2.

3. ROLES AND RESPONSIBILITIES

This section provides an overview of the roles and responsibilities of ENO with regards to oversight of the TPA and the EE programs in order to aid the Bidder in their development of budget, marketing and other responses requested in this RFP. The TPA's Roles and Responsibilities are defined within the Scope of Work requirements in Section 7 of this RFP.

3.1.1. Entergy New Orleans, Inc. Roles and Responsibilities

ENO anticipates providing regulatory services, high level administrative, contract management and oversight of the selected TPA through a dedicated program manager. The following is a high-level review of the anticipated roles and responsibilities for ENO staff:

- 3.1.2.** Obtain regulatory approval to implement any or all programs.
- 3.1.3.** Provide high-level guidance and direction to the TPA, including review and revision of proposed annual implementation plans and milestones;
- 3.1.4.** Evaluate portfolio and program effectiveness; recommend and approve modifications to the programs on an as-needed basis;
- 3.1.5.** Oversee program metrics, budget, timeline and evolving program design;
- 3.1.6.** Coordinate with TPA on further development of EM&V criteria for each program;
- 3.1.7.** Perform periodic field observations and monitoring to provide quality assurance regarding customer related interactions and other programmatic responsibilities fulfilled by the TPA and Participating Local Contractors.
- 3.1.8.** Provide internal and external reporting of program performance to ENO leadership and to the Council and independent EM&V monitor.
- 3.1.9.** Coordinate and be responsible for the flow of EE funds from ratepayer collection to program expenditures as specified in the program budget;

- 3.1.10.** Audit the invoices of TPA and subcontractors (via independent auditor, Council's auditors and ENO audits);
- 3.1.11.** Review and approve any printed materials and advertising plans;
- 3.1.12.** Assist marketing efforts through normal customer service activities.
- 3.1.13.** Report annual results to regulators and seek approval for any program changes as a result of market changes, retroactive EM&V changes and Technical Resource Manual changes.
- 3.1.14.** Provide database for TPA to report program results
- 3.1.15.** Coordinate annual stakeholder meeting
- 3.1.16.** ENO is ultimately responsible for portfolio marketing and marketing strategy ENO will review, modify and reach agreement with TPA prior to implementation. Furthermore, ENO Communications will create and provide templates for any recurring communications, and ENO will review and approve all marketing campaigns and collateral before distribution to trade allies and local participating contractors.
- 3.1.17.** Assist with handling escalated customer complaints
- 3.1.18.** ENO will obtain the services of independent EM&V consultant.
- 3.1.19.** ENO maintains the right to perform customer satisfaction surveys at the Company's sole discretion.
- 3.1.20.** Final approval at program rates, requirements, eligibility criteria and incentive levels.
- 3.1.21.** Program management, on sight and coordination with all ENO organizations with assistance of TPA as maybe required.

4. SCOPE OF WORK

The five major areas of focus for the Scope of Work for the TPA shall be the Final Program Design and Implementation, Marketing, Data Management and Tracking, Quality Assurance / Quality Control ("QA/QC"), EM&V and General Administration and Management. Please provide a concise yet detailed narrative indicating your proposed approach to providing the TPA Scope of Work, including the detailed tasks, timelines and stages involved, in response to the sections below. It is important to ENO and the Council that the programs are implemented as quickly and efficiently as possible.

4.1. QUALIFICATIONS – EXPERIENCE

Please include descriptions of your firm and/or team's experience and capabilities in managing, delivering and implementing the programs requested for this scope of work. Vendors should provide detailed information on their overall core team qualifications and experience. Please note that it is a requirement of this contract that the TPA maintain a local office within the ENO service territory during the term of this contract and that key personnel who are assigned full time to the EE Program be located within the New Orleans office.

4.1.1. Management Structure

- 4.1.1.1. Provide a brief description of your company and the services it provides including number of employees, office locations and capabilities. Describe the business structure under which you typically operate (i.e., -for-profit corporation, not-for-profit corporation, partnership, etc.). If a new organizational structure is planned by a Vendor, that structure should be described fully and clearly. If Vendor currently has an office in New Orleans, provide its address. If you do not currently have an office in New Orleans, describe your plans to open such an office and the personnel to be located there.
- 4.1.1.2. Include your management and organizational chart to accomplish the tasks included in the Scope of Work below. Indicate position, title, job responsibilities, percentage of FTE equivalent and whether the position/personnel is based in New Orleans. Involvement at the professional level of New Orleans domiciliaries.
- 4.1.2. Provide the professional experience and resumes of partners, principals and employees in your company who will be responsible for, and actively involved in, the provision of professional services related to this scope of work including the appropriate evidence of accreditation, certification or licensing in their respective stated professions. Also provide proof that it, its staff and the staff of Subcontractors is (or has a plan prior to contract execution to be) in compliance with applicable state and city permitting, licensing and certification requirements.
- 4.1.3. Vendors must clearly specify any Subcontractors who are retained by the Vendor at the time of the application and/ or who are expected to perform work as a Subcontractor in connection with this project. Provide the same detailed information regarding Subcontractors' project staff as requested above for the Vendor's proposed staff. The Vendor must obtain the prior written consent from ENO to use any Subcontractors who are not included in the original bid submission.
- 4.1.4. Please provide any additional information that may be useful in evaluating your proposal.

4.2. REPORTING

- 4.2.1. Vendors shall describe their proposed approach for general management, budgeting, financial management and reporting. This section shall address the methods through which the Vendor proposes to manage the required data, information technology requirements and reporting functions.
- 4.2.2. Vendor will describe their financial management systems related to budgeting, invoicing and payments to Subcontractors, Participating Local Contractors, employees and customers. Please confirm that your financial accounting system is consistent with generally accepted accounting principles. Please also confirm that you shall be able to provide information and documentation required for independent annual financial audits.
- 4.2.3. Describe your proposed plan to administer the incentive funds flow between ENO, the TPA and the customers or Participating Local Contractors. If your proposal requires ENO to advance incentive funds to the TPA, additional forms of security will be required.
- 4.2.4. Describe the reports you will prepare and provide on a weekly, monthly, quarterly and annual basis detailing program performance to date, anticipated activities, accomplishments, issues and opportunities. Please include in your exhibits to the proposal templates of reports to be delivered to ENO.
- 4.2.5. Describe ability to assist in preparation of annual regulatory reporting requirements as described with guidelines.
- 4.2.6. Describe your approach to accommodating updates and revisions to the program design in coordination with ENO staff to ensure performance targets are achieved.
- 4.2.7. Please provide any additional information that may be useful in evaluating your proposal.

4.3.PROGRAM DESIGN AND IMPLEMENTATION AND DELIVERY

- 4.3.1. Given the program framework and budget previously approved by the Council, please describe your approach and strategy for program design, implementation and delivery. Outline your proposed timeline from initial contract signing to program launch and ongoing delivery for the contract period. Please outline all appropriate milestones and goals.
- 4.3.2. Please describe your launch strategy, start-up activities and ongoing program delivery strategy; provide specifics for each program where needed.
- 4.3.3. Describe your plan with respect to Participating Local Contractors including:

- 4.3.3.1. Recruitment plan; This plan will be a factor considered in the evaluation process.
 - 4.3.3.2. Plan to ensure that these contractors are licensed and insured; and
 - 4.3.3.3. Training and Certification plan.
 - 4.3.3.4. On-going marketing support for participating local contractors (business to business). The criteria for including the local participating contractor(s) and the process to exclude or remove a local participating contractor from programs.
- 4.3.4.** Describe your plans to deliver training to ENO staff to help facilitate program coordination and success.
- 4.3.5.** The TPA must provide access to a professional, dedicated and knowledgeable energy efficiency call center for customers inquiring about the EE Plan. The call center will handle all inbound customer inquiries. Describe your approach to providing this service including call center location, staffing and projected performance levels.
- 4.3.6.** Define, in broad terms, the activities that will be taken to achieve the energy savings goals.
- 4.3.7.** Highlight any new and innovative ideas as well as your proven best practice approaches that you propose for the ENO EE Programs.
- 4.3.8.** Please provide any additional information that may be useful in evaluating your proposal.

4.4. MARKETING¹

Describe your previous overall experience developing marketing and outreach plans and materials to support similar programs. Include relevant examples of creative marketing and technical support pieces for design proposals (e.g. mock-up's of EE website designs) as an exhibit(s) to your proposal. Examples should be included as separate attachments to the Proposal; hyperlinks or references to external sources will not be accepted as a satisfactory response.

- 4.4.1.** Given your understanding of ENO's local market, generally describe your marketing and communications strategy to support the EE program delivery. The marketing strategy shall include both pre- and post-launch components.

¹ENO retains ultimate responsibility for program marketing and marketing strategy ENO will review, modify, and reach agreement with Program Administrator prior to implementation. Furthermore, ENO's Marketing Communications will create and provide approved templates for any recurring communications, and ENO will review and approve all marketing campaigns and collateral before distribution to the Trade Ally Network.

- 4.4.2. Provide the marketing strategy to raise awareness and demand for each customer segment (residential/ small commercial/ large commercial & industrial) and each program within those customer segments, including key milestones and timeline.
- 4.4.3. Describe your means of tracking the results of marketing initiatives, including the description of any databases to be used for this purpose.
- 4.4.4. Please provide any additional information that may be useful in evaluating your proposal.

4.5.DATA MANAGEMENT AND TRACKING

The TPA shall develop and maintain a data management system to track program participation and integrate with ENO database.

- 4.5.1. Include your experience and approaches to program and participant data tracking.
- 4.5.2. Provide a brief overview of your existing data tracking system capabilities and proposed enhancements. Include representative “screen shots” of your proposed data tracking system as an indication of what will be developed for this program.
- 4.5.3. Describe your capability to provide a secure web-based password protected program tracking and real-time reporting capabilities for TPA and upload access for ENO. Read only access for program manager, the independent EM&V, and COUNCIL EM&V vendor and the Council’s Advisors to monitor.
- 4.5.4. Demonstrate your ability to provide and maintain a proven data management system that will include deemed savings measurements adopted for New Orleans. The data management system shall include but not be limited to the following information:

Recommended Data Fields Description	Description
<p>Participating Customer Information Unique customer identifier, such as account number • Customer contact information – name, mailing address, telephone number • Date/s of major customer milestone such as rebate application date, approval date, rebate processing date, etc.</p>	<p>Information to readily identify customers for follow-up Contact</p>
<p>Measure Specific Information • Measure Group (Equipment Type) • Equipment Fuel/Energy Source • Equipment size • Equipment quantity • Efficiency level • Estimated savings</p>	<p>Information which documents the details of the equipment installed and equipment replaced under the program *Measure Codes: All data should be captured in numeric format to facilitate data tracking and analysis. Therefore, a data legend should be identified for each measure type and contractor type.</p>

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<ul style="list-style-type: none"> • Estimated incremental measure cost, if applicable • Equipment Useful Life • Measure Name - Text Description • * Measure Code- Numerical Code • Serial Number (where applicable) • Reported age of equipment replaced (if available) • Reported measure type of equipment replaced (if available) 	<p>This data legend should be clearly identified in the program database's supporting materials.</p>
<p>Vendor Specific Information</p> <ul style="list-style-type: none"> • Name and Contact Information for Contractor • Contractor Type • Date of Installation • Cost of the installed equipment (if available) • Efficiency level of the installed equipment 	<p>To be collected when the measure is installed by a third-party vendor. This information can be determined from the supporting documentation provided to qualify for the program incentive</p>
<p>Program Tracking Information</p> <ul style="list-style-type: none"> • Date of the initial program contact/rebate information • Date of rebate/incentive paid • Incentive amount paid to date • Incentive amounts remaining • Application Status (i.e., number of applications approved, pending or denied) • Reason and Reason code for application denial 	<p>Information to determine program cost effectiveness and timing for rebate applications and processing</p>
<p>Program Costs</p> <ul style="list-style-type: none"> • Overall program budgets • Program costs to date • Incentive Costs • Administrative Costs • Marketing/Outreach Costs • Evaluation Costs 	<p>This information related directly to program expenses. This information may be tracked in a separate worksheet from measure costs; however the totals should be reported out annually.</p>
<p>Recommended Data Fields Description</p>	<p>Description</p>
<p>Marketing and Outreach Activities</p> <ul style="list-style-type: none"> • Advertising and marketing spending levels • Media schedules • Summary of number of community events/outreach activities • Other media activities - estimated impressions via mailings, television/radio, print ads 	<p>The program implementers should provide separate documentation regarding the type, number, and estimated impressions made for each marketing or outreach activity.</p>

A measure code legend and database input for measure specific descriptions to facilitate independent EM&V review.

Example of Data Legend for Database Tracking and Evaluation Purposes

Example Measure Category	Example Measure Code
Air Source Heat Pump	1
Room Air Conditioner	2

Central Air Conditioner	3
Natural Gas Furnace	4
Storage Water Heater (Gas)	5
Tankless Water Heater (Gas)	6
Storage Water Heater (Electric)	7
Heat Pump Water Heater	8
Attic Insulation	9
Wall Insulation	10

Similarly, contractor should also be identified by a category to facilitate analysis and tracking. The program database and tracking system should also be linked to the utilities or energy provider’s current Customer Information System so that it can be updated regularly to verify eligibility.

Example of Contractor Codes

Example Contractor Type	Example Contractor Code
Architect	11
Engineer	22
Plumber	33
HVAC	44
Insulation Installer	55
Home Builder (Production)	66
Home Builder (Custom)	67
Specialty	90

Database tracking and development also should capture the following types of information during data collection to facilitate EM&V.

Data Collection Fields

Data Collection Fields	Description
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<p>Premise Characteristics</p> <ul style="list-style-type: none"> • Housing Type • Number of Occupants • Estimated/Actual Square Footage 	<p>This information includes descriptions of the housing type and questions asked of participants during the Measure Installation</p>
<p>Measure Characteristics</p> <ul style="list-style-type: none"> • Efficiency level of equipment removed (retrofit only) • Model level for equipment removed (retrofit only) 	<p>This information is commonly captured by the contractor or recorded from the invoice and should be tracked in the database.</p>

Program specific data to be collected are shown in the program descriptions within Appendix A.

- 4.5.5. Describe the software format, data exchange format and database structure you propose to use for tracking participant and savings data, and your ability and flexibility to change formats depending on the request of ENO. Any custom software and databases built for ENO shall be considered property of ENO and transferred upon request.
- 4.5.6. Outline your proposed quality assurance procedures and controls, such as protection of customer information and audit procedures in compliance with Section 14.7 of the Sample Contract.
- 4.5.7. Please provide any additional information that may be useful in evaluating your proposal.

4.6.EVALUATION, MEASUREMENT AND VERIFICATION

Evaluation, Measurement and Verification (“EM&V”) functions for each program shall be consistent with Council orders.. Until approval of EM&V Protocols the EM&V shall be consistent with approved the New Orleans TRM and stipulated net-to-gross ratios. The TPA must provide annual EM&V submittals for each program to the Council as part of the annual program review process.

- 4.6.1. Detail the M&V activities you plan to include for each program
- 4.6.2. Describe how deemed savings will be verified annually.
- 4.6.3. Describe what variables will be considered in your analysis (kWh data, temperature or other related variables).
- 4.6.4. Describe your QA/QC process to verify that installations and work claimed and charged by Participating Local Contractors have been adequately performed.
 - 4.6.4.1. Describe the quality control process to evaluate the performance of Participating Local Contractors.

- 4.6.4.2. Describe the process to verify and track customer satisfaction, complaints and satisfactory resolution.
- 4.6.4.3. The QA/QC must meet the minimum requirements described with the EE programs in Exhibit A.
- 4.6.5.** Please provide any additional information that may be useful in evaluating your proposal.