

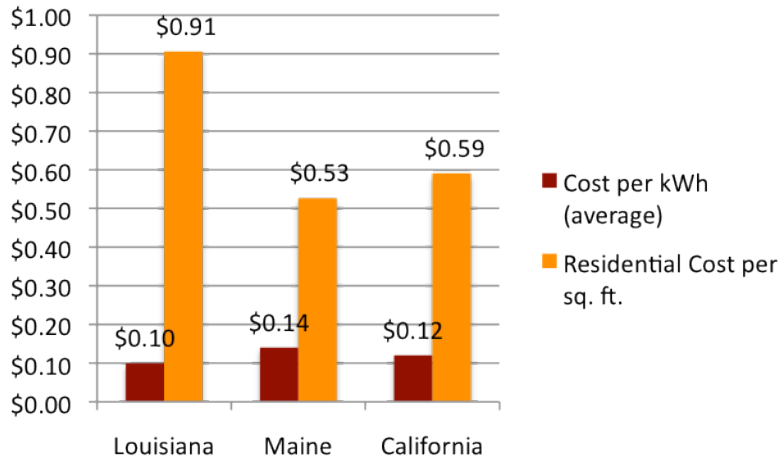


Efficiency Works

Energy Bills in Louisiana are Too High

The national average to operate an efficient commercial building is \$1.00 per sq.ft. Commercial customers of NOLAWise, New Orleans' energy efficiency loan program, are reporting costs of \$1.50 - \$2.00 to operate. That's 50-100% more expensive than the national average.

Residential customers are paying too much. The chart below shows that Louisiana families are paying almost twice what California and Maine customers pay even though Louisiana's utility rates are much lower.



Louisiana's rates are not going to get much cheaper. We are in the top 10% of cheapest rates in the U.S but rank 46th for costliest bills. The only way to lower the monthly utility burden on families and businesses is to invest in energy efficiency.

Efficiency Works to Keep Rates and Bills Low

Energy efficiency programs save ratepayers and businesses a lot of money because utility scale energy efficiency costs less than building new power plants. The cost of a kilowatt-hour (kWh) of energy efficiency is about 3 cents per kWh; a new natural gas plant has an average cost of 8 cents per kWh.



The proposed Louisiana EE program follows the successful Arkansas model of a 2-phase process. Phase I is a 3 year project with a modest investment that directs Louisiana's utilities to design and implement a small energy efficiency rebate program for their customers. Meanwhile, phase II rule-making will begin with plenty of time for all stakeholders to work through challenging issues before the start of the long-term, comprehensive program.

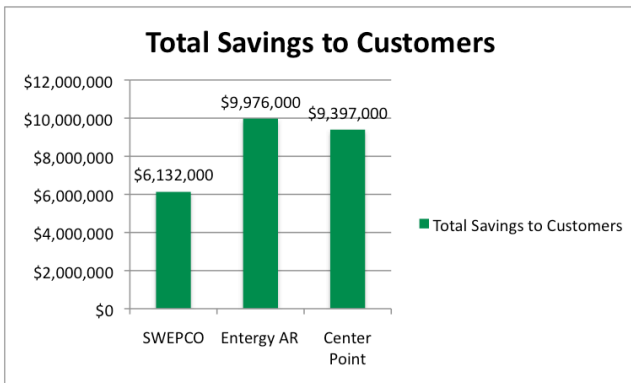
	Time-Frame	Types of Residential measures	Types of Commercial measures
Phase I	2013-2016	Caulking, attic insulation, energy star appliance rebates, HVAC	high efficiency chillers, occupancy sensors, high efficiency motors



Efficiency Works

Efficiency Works to Save All Rate-Payers \$

Louisiana and Arkansas share many of the same utility companies. These companies already have experience and demonstrated success running energy efficiency programs in Arkansas. Below is chart showing Entergy, Swepeco, and Center Point dollar savings for Arkansas' rate-payers in 2012.



These savings go directly back to customers. For 2012 alone, \$25,505,000 flowed back to customers. (Arkansas Public Service Commission).

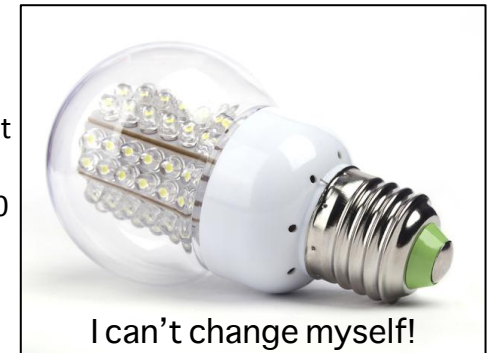
Efficiency Works for Kids

Our Lady of the Lake in Baton Rouge states on their website that the recent worldwide increase in childhood asthma has been linked to environmental factors, including air pollution. Asthma is a leading cause of hospital stays and school absences. Increased energy efficiency means fewer emissions, less pollution, and cleaner air for Louisiana's kids.



Efficiency Works by Creating JOBS

Energy efficiency programs put *people* to work because the labor requires a human hand. A machine cannot caulk a window or tune-up an AC unit. Buildings in Louisiana cannot be shipped off to China for repairs; the work must be done on-site. The American Council for an Energy Efficient Economy reported that Louisiana could create 27,100 Jobs by 2030 if we invest in energy efficiency today.

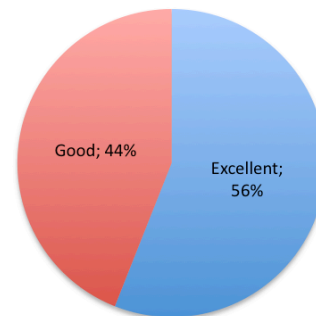


Efficiency Works

Because it's in High Demand

Forty-six states and the city of New Orleans have invested in energy efficiency and people love it. Entergy asked Energy Smart participants "How do you rate the value of your Energy Smart Assessment? Fair, Good, or Excellent?" The results speak for themselves.

Residential Solutions Program



Small Commercial Programs

