



Efficiency *Works*

- Efficiency *works* because it saves ALL customers money, whether or not they choose to participate in the program. Utility scale energy efficiency costs about \$0.03 per kWh while a new natural gas plant costs \$0.08 per kWh. (The Lazard Report, 2011)
- Efficiency *works* because it boosts the local economy. Louisiana could save \$4B through energy efficiency by 2030 while boosting the local economy with an additional \$3B through new job creation and increased state and local tax revenues. (ACEEE Report, Louisiana 2013)
- Efficiency *works* to be cost-effective. Louisiana efficiency programs must pass a stringent test for cost-effectiveness BEFORE they can be offered to customers. By design, energy efficiency programs must be less expensive than buying power from another source. (LPSC Energy Efficiency Docket R-31106 TRC test)
- Efficiency *works* because it creates good, paying local jobs. Energy experts report that Louisiana could create 27,100 new jobs by investing in energy efficiency. (ACEEE Report, Louisiana 2013)
- Efficiency *works* by lowering demand. Demand must be met either by energy efficiency or new power plants. Entergy plans on building a new power plant every five years through 2031 at a cost of \$1B per plant (does NOT include the fuel to run it!) Entergy Louisiana is currently seeking rate increases of \$7.56 a month for residential (7.7% increase) and \$76.81 a month for commercial (5.6% increase) and this rate increase does NOT cover a single new power plant. (Entergy Resource Plan and Entergy Rate Case Fact Sheet)
- Efficiency *works* in neighboring states. Arkansas customers saw a \$30M return in 2012 from their energy efficiency program. Their programs are expected to more than double in size from 2014-2016. (Arkansas Public Service Commission)
- Efficiency *works* because it's popular. Energy Smart in New Orleans has a 98% customer satisfaction rate. Due to the financial success of the Energy Smart programs, Entergy is seeking a 60% increase in their budget for efficiency over the next three years. (Entergy New Orleans)
- Efficiency *works* by lowering bills. Louisiana families pay energy bills that are too high and out of step with how cheap our energy rates are. In Maine, residents pay \$0.53 per sq.ft, California pay \$0.59 per sq.ft while Louisianians pay \$0.91 per sq.ft! Customers in the NOLA Wise program are saving about \$650 a year on their energy bills, that's 25% in savings! (EIA and NOLAWise data)
- Efficiency *Works* for business by slashing energy waste and boosting the bottom line. 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.
- Efficiency *Works* for Louisiana's Kids. A recent worldwide increase in childhood asthma rates 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. (Asthma information from Our Lady of the Lake, Baton Rouge)