

BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSISSIPPI

ENTERGY MISSISSIPPI, LLC IN RE: APPLICATION FOR APPROVAL OF QUICK
EC-123-0082-00 START ENERGY EFFICIENCY PORTFOLIO
PLAN

DOCKET 2014-UA-006

SUBMITTAL OF ENTERGY MISSISSIPPI, LLC'S ANNUAL REPORT OF ITS
ENERGY EFFICIENCY PORTFOLIO PLAN

COMES NOW Entergy Mississippi, LLC, ("Entergy Mississippi," "EML," or the "Company"), pursuant to the Mississippi Public Service Commission's (the "Commission") Public Utilities Rules of Practice and Procedure ("Procedural Rules") and the January 13, 2020 Order of the Commission, and files this Submittal of its Annual Report of its Energy Efficiency Portfolio Plan ("Energy Efficiency Annual Report" or the "2019 Report") and respectfully would show the following:

On November 22, 2019, the Commission entered a Final Order amending Procedural Rule 29 and establishing Integrated Resource Planning and Reporting requirements for investor-owned, rate regulate gas and electric utilities. The previous version of Rule 29.107 required that EML, "by May 1 annually . . . shall file an Annual Report addressing the performance of all approved energy efficiency programs." The new Rule 29, as modified, continues to require annual reporting of utility demand side management portfolios, which include energy efficiency programs, via the Annual Energy Delivery Plan, which EML plans to file on November 1st of each year. The Commission ordered on January 13, 2020 that all regulated gas and electric utilities that have previously filed annual energy delivery reports pursuant to former Rule 29


shall continue to file with the Commission an annual report by May 1st annually until the submission of the first Annual Energy Delivery Plan.

Attached hereto as ATTACHMENT A is EML's Energy Efficiency Annual Report, which contains information and data on the initial implementation of the Company's Energy Efficiency Portfolio Plan. The Energy Efficiency Annual Report contains the results of the prescribed EM&V measures for the Portfolio and each program during calendar year 2019, a measure of the savings for those programs, the amounts spent on the programs, and any recommendations for expansion, reduction, alteration, addition, or elimination of any programs. The Report also contains additional information regarding program highlights that may be useful to the Commission in understanding the implementation of the Company's Energy Efficiency Portfolio Plan.

WHEREFORE, PREMISES CONSIDERED, Entergy Mississippi hereby submits this 2019 Annual Report of its Energy Efficiency Portfolio Plan for the Commission's consideration pursuant to Rule 29.

This the 1st day of May, 2020.

ENTERGY MISSISSIPPI, LLC

BY: 
ALEXANDER C. MARTIN, II
COUNSEL

Tianna H. Raby (MSB No. 100256)
Alexander C. Martin, II (MSB No. 103634)
Alicia S. Hall (MSB No. 103580)
Entergy Services, LLC
P.O. Box 1640
Jackson, Mississippi 39215-1640
(601) 969-4838

RP 6.111 CERTIFICATE OF SERVICE

I, ALEXANDER C. MARTIN, II, Attorney for Entergy Mississippi, LLC, hereby certify that on this day I have electronically delivered the above and foregoing document to:

Katherine Collier
Executive Director
Mississippi Public Service Commission
2nd Floor, Woolfolk State Office Building
Jackson, Mississippi 39201

and that on this day I have caused to be transmitted one copy of the foregoing to:

Virden C. Jones
Executive Director
Mississippi Public Utilities Staff
3rd Floor
Woolfolk State Office Building
Jackson, Mississippi 39201

Tad Campbell
General Counsel
Mississippi Public Utilities Staff
3rd Floor
Woolfolk State Office Building
Jackson, Mississippi 39201

Frank Farmer
General Counsel
Mississippi Public Service Commission
2nd Floor
Woolfolk State Office Building
Jackson, Mississippi 39201

and that in so doing I have complied with Rule 6 of the Commission's Public Utilities Rules of Practice and Procedure, in accordance with the Commission's March 12, 2020 Order Temporarily Suspending the Rules and Encouraging Use of the Commission's Electronic Filing Systems.

This the 1st day of May, 2020.



ALEXANDER C. MARTIN, II

P.O. Box 1640
Jackson, Mississippi 39215-1640
(601) 969-2390

ENTERGY MISSISSIPPI, LLC
(EML) ENERGY EFFICIENCY
QUICK START PORTFOLIO
IMPLEMENTATION REPORT
FOR 2019

DOCKET No. 2014-UA-006

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I. Executive Summary

A. Background

In Docket 2014-UA-006, Entergy Mississippi, LLC ("EML," "Entergy Mississippi," or "the Company") filed its portfolio of Quick Start energy efficiency programs ("the Plan") in response to Mississippi Public Service Commission Rule No. 29 ("Rule 29") of the Public Utilities Rules of Practice and Procedure ("MPSC Rules") approved in Docket 2010-AD-2. The Quick Start Portfolio includes energy efficiency offers to each of EML's customer classes and are compliant with Rule 29. The programs cover the period from mid-2014 through 2019. The Quick Start Portfolio has evolved over the years to include new offers, measures, and methods of delivery to better fit the needs of EML's customers. Each year of the delivery, EML has refined the offerings, modified incentives to fit a changing market, and brought new offerings to its customers. This evolution will continue into 2020 with the lessons learned from 2019.

The current Quick Start Portfolio is based on best practices and proven approaches in other jurisdictions and the development of these offerings at EML. The offerings build the necessary infrastructure to support potential, future measures and offers, and explicitly address the needs of all customer classes including a special emphasis on low-income customers and government buildings. The cumulative budget for the Portfolio through 2019 is \$37,747,832. The estimated budget and load impact included in the Quick Start Portfolio 2014-2019 are summarized in Table 1¹.

Table 1: EML Quick Start Portfolio Filing (goals and budgets, as filed)

| | Cumulative Portfolio Impact by End of 2019 | | | | | |
|-------------------------|--|-------------|-------------|-------------|------------------------------------|--------------|
| | Lighting ² | Appliances | HVAC | READI | CIGE (Prescriptive & Custom) | TOTAL |
| MWh | 48,224 | 3,754 | 24,043 | 20,051 | 72,313 | 168,384 |
| MW | 5.596 | 0.825 | 12.131 | 2.592 | 13.353 | 34.497 |
| Incentives (\$) | | | | | | |
| Implementation (w/EM&V) | | | | | | |
| TOTAL Cost (\$) | \$3,944,245 | \$2,410,513 | \$6,659,667 | \$6,787,139 | \$17,946,268 | \$37,747,832 |

¹ MW and MWh savings are cumulative wholesale gross savings including line loss.

The offerings include:

- Residential Lighting. The Residential Lighting offering increases the market penetration of ENERGY STAR® certified lighting products among income-qualified customers. The program partners with community-based organizations to provide free lighting products to income-qualified customers. This offering is delivered through partnerships with the Mississippi Food Bank Network, Community Action Agencies, Senior Living organizations, VA clinics and other local non-profit groups serving income-qualified customers.
- Residential Appliances. The Residential Appliance offering increases the market penetration of certain ENERGY STAR qualified and high efficiency appliances and products. The offering brings opportunities for all residential customers to purchase a variety of high efficiency appliances and products through retail sales channels with incentives that reduce customer purchase costs. The offering includes the opportunity to purchase high efficiency products from an online Marketplace and use “instant” coupons in some retail stores rather than submitting traditional incentive applications.
- Residential HVAC Equipment and AC Tune-up. The Residential HVAC Equipment and Tune-Up offering provides customers with financial incentives for eligible high-efficiency technologies. The incentives are offered in a prescriptive format, and address heating and cooling loads, which are the largest energy usages in most homes. The offering includes “tune-ups” of existing air conditioners (A/C) and heat pumps to EML’s customers with an emphasis on low-income customers.
- Residential Audit and Direct Install. The Residential Audit and Direct Install (“READI”) offering provides education about home energy usage as well as contractor installed products that results in immediate energy and cost savings. These services are provided at no cost to the customer. The customer receives a report that details how energy is currently being used in the home (e.g. an assessment), ways the customer could reduce energy consumption (e.g. education), and referrals to other EML offerings that may benefit the customer, in particular an A/C tune-up for additional savings and comfort at no additional cost.
- Business and Small Business. These offerings are marketed to customers as the Entergy Solutions for Business (“ESfB”) for commercial, industrial, governmental and educational customers and Small Business Solutions (“SBS”) for small businesses. The offers feature three distinct participation paths for non-residential retail customers. The ESfB program offers a Prescriptive path, the first and most common participation point for business customers. This option offers over 100 “prescriptive” financial incentives to eligible customers, and promotes common technology solutions such as lighting, lighting controls, HVAC systems, and food service equipment. An alternative ESfB path is through Custom incentives which address technologies not covered by the Prescriptive path and/or technologies to be installed in unusual applications or where the savings associated with the project require additional engineering to be estimated accurately. The SBS offering is marketed and delivered to small business customers, defined as using less than or equal to 25 kW. Complimentary lighting assessments, enhanced incentives,

direct install measures, and dedicated small business trade allies provide a comprehensive and turnkey framework to support and energize participation and engagement from Entergy Mississippi's small business customers. Measures are solely focused on interior lighting retrofit opportunities, however options for non-lighting upgrades are introduced to the small business customers for participation in the prescriptive and custom paths.

| | Residential | Residential – Income-qualified | Commercial | Small Business | Industrial | Education | Governmental |
|--------------------------------------|-------------|-----------------------------------|------------|-------------------|------------|-----------|--------------|
| Residential Lighting | | X | | | | | |
| Residential Appliances | X | X | | | | | |
| Residential HVAC Equip. & Tune-up | X | X | | | | | |
| Residential Audit and DI | X | X | | | | | |
| Business and Small Business Programs | | | X | X | X | X | X |

B. Summary of Portfolio Implemented in 2019 and Annual Reporting Requirements pursuant to RP 29.107

EML began offering the Quick-Start Portfolio in October 2014. As shown in Table 2, a phased approach was utilized to launch the initial five offerings within the Quick-Start Portfolio. 2019 was the fifth full year of operation for the Quick-Start Portfolio. There were a few changes to the offerings during 2019 including the addition of an online e-commerce Marketplace and instant coupons on large appliances that can be used at participating retailers.

Table 2: Quick-Start Program Launch Dates

| Quick-Start Program | Launch |
|---|--|
| Residential Lighting | October 6, 2014 |
| Residential Energy Audit and Direct Install | November 3, 2014 |
| Residential HVAC Equipment and AC Tune-up | Equipment: January 15, 2015 Tune-up: March 16, 2015 |
| Residential Appliances | April 5, 2017 |
| Business and Small Business | Business: December 1, 2014 Small Business: March 22, 2017 |

EM&V³

The Quick Start Portfolio of offerings that had completed projects in PY2019, evaluated savings exceeded claimed savings with an overall realization rate of 105.3 percent for energy savings and 101.4 percent for energy demand. For PY2019, total evaluated annual savings for all PY2019 projects were 44,545 MWh and 6.55 MW.

Table 3: PY2019 EML Energy Efficiency Portfolio Savings⁴

| Energy Efficiency Program | Number of Participants | Claimed Energy Savings (MWh) | Evaluated Energy Savings (MWh) | Realization Rate (MWh) | Claimed Demand (MW) | Evaluated Demand (MW) | Realization Rate (MW) |
|---|------------------------|------------------------------|--------------------------------|------------------------|---------------------|-----------------------|-----------------------|
| Residential Appliances | 3,720 | 2,646 | 2,567 | 97.0% | 0.09 | 0.09 | 97.2% |
| Residential Low-Income Lighting | 25*25* | 1,826 | 1,826 | 100.0% | 0.30 | 0.30 | 100.0% |
| Residential HVAC Equipment and Tune-up | 3,638 | 3,866 | 3,858 | 99.8% | 1.72 | 1.72 | 100.0% |
| Residential Energy Audit and Direct Install | 6,427 | 4,081 | 4,082 | 100.0% | 0.54 | 0.51 | 93.3% |
| Commercial, Industrial, Government, Education, Small Business | 901** | 29,888 | 32,208 | 107.8% | 5.27 | 5.85 | 111.0% |
| Total Portfolio | 14,711 | 42,306 | 44,541 | 105.3% | 7.92 | 8.46 | 106.8% |

* For the Residential Low-Income Lighting offer, the total participant count refers to the number of giveaway locations that participated through the program. Individual participant information is not collected for this offering.

** Participant count is the count of unique premise ID or account numbers that participated in the program. ICF's total participant count is 901 which includes unique application IDs.

Table 4: PY2019 Residential Offerings Participation

| Residential Offerings | Number of Participants | Number of Measures |
|---|------------------------|--------------------|
| Residential Appliances | 3,720 | 4,990 |
| Residential Low-Income Lighting | 25* | 72,000 |
| Residential HVAC Equipment and Tune-up | 3,638 | 3,762 |
| Residential Energy Audit and Direct Install | 6,427 | 102,373 |
| Total Residential Portfolio | 13,810 | 183,125 |

* For the Residential Low-Income Lighting offering, the total participant count refers to the unique giveaway locations that operated through the offering. Individual customer information is not collected for this offering.

Table 5: PY2019 Residential Offerings Claimed and Evaluated Savings

| Residential Offering | Percent Claimed Portfolio Savings (MWh) | Claimed Energy Savings (MWh) | Evaluated Energy Savings (MWh) | Realization Rate (MWh) | Claimed Demand Savings (MW) | Evaluated Demand Savings (MW) | Realization Rate (MW) |
|---|---|------------------------------|--------------------------------|------------------------|-----------------------------|-------------------------------|-----------------------|
| Residential Appliances | 21.3% | 2,646 | 2,567 | 97.0% | 0.09 | 0.09 | 97.2% |
| Residential Low-Income Lighting | 14.7% | 1,826 | 1,826 | 100.0% | 0.30 | 0.30 | 100.0% |
| Residential HVAC Equipment and Tune-up | 31.1% | 3,866 | 3,858 | 99.8% | 1.72 | 1.72 | 100.0% |
| Residential Energy Audit and Direct Install | 32.9% | 4,081 | 4,082 | 100.0% | 0.54 | 0.51 | 93.3% |
| Total Residential Portfolio | 100.0% | 12,418 | 12,333 | 99.3% | 2.65 | 2.61 | 98.5% |

Table 6: PY2019 Residential Offerings Wholesale* Savings

| Offering | Measure | YTD Measure Quantity Installed | Percent of Savings (MWh) | Premise Level MWh Savings | Premise Level MW Savings | Gross Wholesale MWh Savings | Gross Wholesale MW Savings |
|---|-----------------------|--------------------------------|--------------------------|---------------------------|--------------------------|-----------------------------|----------------------------|
| Residential Appliances | Appliance | 2,614 | 2.3% | 285 | 0.05 | 294 | 0.05 |
| | Domestic Hot Water | 9 | 0.1% | 14 | <0.01 | 15 | <0.01 |
| | HVAC | 2,301 | 16.9% | 2,089 | <0.01 | 2,153 | <0.01 |
| | Pool Pump | 66 | 1.5% | 179 | 0.04 | 185 | 0.04 |
| | Subtotal | 4,990 | 20.8% | 2,567 | 0.09 | 2,647 | 0.09 |
| Residential Low-Income Lighting | LED | 72,000 | 14.8% | 1,826 | 0.30 | 1,882 | 0.31 |
| | Subtotal | 72,000 | 14.8% | 1,826 | 0.30 | 1,882 | 0.31 |
| Residential HVAC Equipment and Tune-up | Retrofit | 980 | 6.6% | 813 | 0.23 | 838 | 0.24 |
| | Tune Up | 2,782 | 24.7% | 3,045 | 1.48 | 3,139 | 1.53 |
| | Subtotal | 3,762 | 31.3% | 3,858 | 1.72 | 3,978 | 1.77 |
| Residential Energy Audit and Direct Install | Advanced Power Strips | 1,237 | 2.5% | 305 | <0.01 | 315 | <0.01 |
| | Appliance | 3,158 | 1.1% | 139 | 0.02 | 143 | 0.02 |
| | Energy Audit | 6,427 | 0.0% | <0.01 | <0.01 | <0.01 | <0.01 |
| | Faucet Aerator | 6,473 | 2.3% | 283 | 0.03 | 292 | 0.03 |
| | LED Lighting | 80,524 | 16.5% | 2,030 | 0.32 | 2,093 | 0.33 |
| | Low Flow Showerhead | 4,554 | 10.7% | 1,324 | 0.14 | 1,365 | 0.14 |
| | Subtotal | 102,373 | 33.1% | 4,082 | 0.51 | 4,208 | 0.52 |
| Total Residential Portfolio | | 183,125 | 100.0% | 12,333 | 2.61 | 12,714 | 2.69 |

Table 7: PY2019 Non-Residential Offerings Participation

| Non-Residential Offerings | Number of Measures | Number of Participants |
|---|--------------------|------------------------|
| Commercial, Industrial, Government, Education | 140,153 | 901 |
| Total Non-Residential Portfolio | 140,153 | 901 |

Table 8: PY2019 Non-Residential Offerings Claimed and Evaluated Savings

| CIGE Program Sectors | Percent Claimed Portfolio Savings (MWh) | Claimed Energy Savings (MWh) | Evaluated Energy Savings (MWh) | Realization Rate (MWh) | Claimed Demand Savings (MW) | Evaluated Demand Savings (MW) | Realization Rate (MW) |
|-----------------------|---|------------------------------|--------------------------------|------------------------|-----------------------------|-------------------------------|-----------------------|
| CIGE - Custom | 1.1% | 318 | 318 | 100.0% | 0.16 | 0.16 | 100.0% |
| CIGE - Prescriptive | 77.6% | 23,196 | 23,511 | 101.4% | 3.46 | 3.53 | 102.1% |
| CIGE - Small Business | 21.3% | 6,374 | 8,379 | 131.5% | 1.65 | 2.15 | 130.6% |
| Total CIGE Portfolio | 100.0% | 29,888 | 32,208 | 107.8% | 5.27 | 5.85 | 110.9% |

Table 9: PY2019 Non-Residential Offerings Wholesale* Savings

| Program | Measure | YTD Measure Quantity Installed | Percent of Savings (MWh)** | Premise Level MWh Savings | Premise Level MW Savings | Gross Wholesale MWh Savings* | Gross Wholesale MW Savings* |
|-----------------------|--------------------|--------------------------------|----------------------------|---------------------------|--------------------------|------------------------------|-----------------------------|
| CIGE - Custom | HVAC | 1 | 1.0% | 313 | 0.16 | 323 | 0.17 |
| | Lighting | 1 | 0.0% | 4 | <0.01 | 4 | <0.01 |
| | Total | 2 | 1.0% | 318 | 0.16 | 327 | 0.17 |
| CIGE – Prescriptive | Commercial Kitchen | 20 | 0.8% | 242 | 0.05 | 249 | 0.05 |
| | HVAC | 27 | 0.5% | 152 | 0.04 | 156 | 0.04 |
| | Lighting | 111,638 | 71.7% | 23,102 | 3.44 | 23,816 | 3.55 |
| | Refrigeration | 52 | 0.0% | 16 | <0.01 | 16 | <0.01 |
| | Total | 111,737 | 73.0% | 23,511 | 3.53 | 24,238 | 3.64 |
| CIGE - Small Business | Lighting | 28,414 | 26.0% | 8,379 | 2.15 | 8,638 | 2.22 |
| | Total | 28,414 | 26.0% | 8,379 | 2.15 | 8,638 | 2.22 |
| Total CIGE Portfolio | | 140,153 | 100.0% | 32,208 | 5.85 | 33,204 | 6.03 |

* The wholesale savings considers a 3 percent line loss where $Gross\ Wholesale = (Premise/0.97)$.

** Numbers do not total 100% due to rounding.

Portfolio Cost Effectiveness

The cost-effectiveness of Offerings and for the Portfolio has been calculated for 2019 and for 2015-2019. The overall Portfolio passed the Total Resource Cost (TRC) Test with a 1.41 in 2019 and a 1.33 for 2015-2019. The Residential Portfolio has a 1.14 TRC and the Commercial Portfolio achieved a 1.65 TRC for the period of 2015-2019.

Table 10: PY2019 Portfolio Cost-Effectiveness⁴

| 2019 | | | | |
|---------------------------|-------------|-------------|-------------|-------------|
| | TRC Test | PAC Test | PCT Test | SCT Test |
| Total Portfolio | 1.41 | 1.63 | 6.99 | 1.66 |
| Residential Portfolio | 1.05 | 1.09 | 4.06 | 1.22 |
| Lighting | 4.66 | 4.66 | 17.75 | 6.28 |
| HVAC | 1.00 | 1.11 | 2.60 | 1.09 |
| Appliances | 0.65 | 0.66 | 4.68 | 0.66 |
| READI | 0.96 | 0.96 | 4.18 | 1.16 |
| Non-Residential Portfolio | 1.65 | 2.04 | 8.42 | 1.94 |
| CIGE | 1.65 | 2.04 | 8.42 | 1.94 |

Table 11: PY2015-2019 Portfolio Cost-Effectiveness

| 2015-2019 | | | | |
|---------------------------|-------------|-------------|-------------|-------------|
| | TRC Test | PAC Test | PCT Test | SCT Test |
| Total Portfolio | 1.33 | 1.79 | 6.36 | 1.51 |
| Residential Portfolio | 1.14 | 1.28 | 4.11 | 1.26 |
| Lighting | 1.97 | 2.81 | 6.38 | 2.30 |
| HVAC | 0.95 | 1.00 | 2.86 | 0.97 |
| Appliances | 0.38 | 0.46 | 2.45 | 0.38 |
| READI | 0.96 | 0.96 | 3.96 | 1.14 |
| Non-Residential Portfolio | 1.48 | 2.34 | 7.85 | 1.71 |
| CIG | 1.48 | 2.34 | 7.85 | 1.71 |

⁴ Total Resource Cost (TRC), Program Administrator Cost (PAC), Participant Cost Test 1(PCT), and Societal Cost Test (SCT).

i. Portfolio Savings⁵

EML achieved 137% of the estimated energy savings target of 31,857 MWh and 120% of the estimated demand savings target of 6.789 MW Goal for 2019. EML has achieved 108% of the cumulative Quick-Start Portfolio estimated energy savings target of 168,384⁶ MWh and 103% of the estimated demand savings target of 34.497 MW, based on cumulative Quick Start Portfolio results from inception to date, shown in Figure 1 and Figure 2.

Figure 1: Cumulative MWh Saved Compared to Estimated MWh Savings

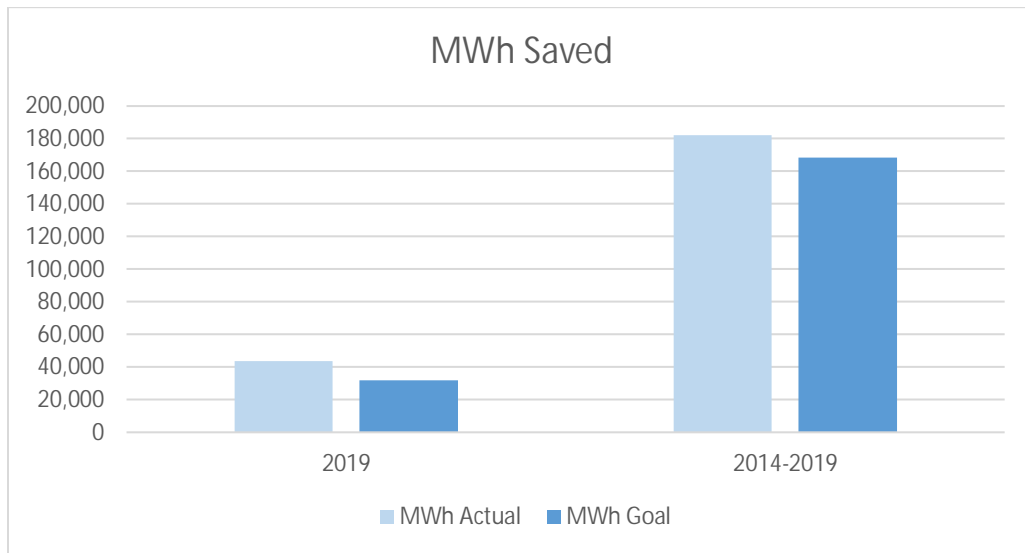
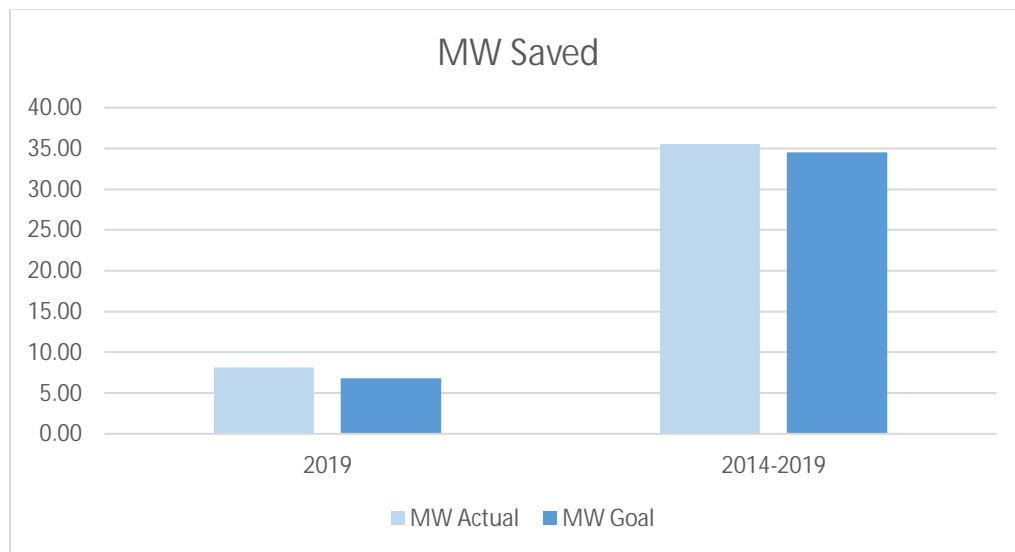


Figure 2: Cumulative MW Saved Compared to Estimated MW Savings



⁶ The total estimated MWh and MW Goals are based on Cumulative Total for 2014-2019 Program Years.

The Quick Start Portfolio achieved wholesale⁷ savings of 43,614 MWh and 8.167 MW during 2019. These totals achieved 137% of the MWh goal and 120% of the MW goals for the Portfolio as filed for 2019 in Docket 2014-UA-006. Table 12 shows the impacts by offering.

Table 12: Portfolio Impacts for 2019

| | Portfolio Impact for 2019 | | | | | |
|--------------|---------------------------|------------|-------|-------|------------------------------|--------|
| | Low Income Lighting* | Appliances | READI | HVAC | CIGE (Prescriptive & Custom) | TOTAL |
| Participants | 18,000 | 3,720 | 6,427 | 3,661 | 1,079 | 32,887 |
| MWh | 1,882 | 2,728 | 4,207 | 3,985 | 30,812 | 43,614 |
| MW | 0.306 | 0.096 | 0.560 | 1.768 | 5.437 | 8.167 |

Table 13 shows the cumulative impacts by offering for 2014-2019.

Table 13: Cumulative Impacts for 2014-2019

| | Cumulative Portfolio Impact for 2014-2019 | | | | | |
|--------------|---|------------|--------|--------|------------------------------|---------|
| | Lighting | Appliances | READI | HVAC | CIGE (Prescriptive & Custom) | TOTAL |
| Participants | 97,015 | 6,890 | 31,219 | 14,267 | 2,824 | 152,215 |
| MWh | 30,534 | 4,263 | 19,585 | 22,268 | 105,325 | 181,975 |
| MW | 4.964 | 0.209 | 2.623 | 9.457 | 18.257 | 35.510 |

ii. Portfolio Spending and Job Creation

Total portfolio expenditures during 2019 reached 116.4% of the filed budget approved by the Mississippi Public Service Commission ("MPSC" or "Commission"). The budget summaries below provide information about the overall portfolio budget spend in 2019. Residential Lighting, Residential Energy Audit and Direct Install, Residential Heating and Cooling, and Business Offerings utilized carryover dollars from prior years to fund additional incentives and participation in 2019. The budget expenditures beyond plan were associated with increased participation and incentive spend on the HVAC and CIGE/Small Business Offerings.

Table 14 shows the overall budget summary by offering and Table 15 includes a breakdown of the costs associated with planning, design, marketing, delivery, incentives, and direct install.

Table 14: Quick-Start Portfolio 2019 Actual Costs vs. Estimated Costs

| Entergy Mississippi Quick-Start Portfolio | | | |
|--|-----------|-----------|------------|
| 2019 Implementation and Incentive Estimated vs. Actual Summary | | | |
| Offering | Estimated | Actual | % Variance |
| Res Lighting | \$178,767 | \$176,450 | -1.3% |

⁷ Wholesale savings refers to savings realized at the generator level which adds line loss factor to the premise savings.

| | | | |
|---|--------------------|---------------------|--------------|
| Res Appliance | \$1,029,014 | \$1,011,898 | -1.7% |
| Res Energy Audit and Direct Install | \$1,682,108 | \$1,605,935 | -4.5% |
| Res HVAC and Tune-up | \$1,296,735 | \$1,558,779 | 20.2% |
| CIGE Prescriptive and Custom and Small Business | \$4,562,860 | \$5,832,829 | 27.8% |
| Total for Portfolio | \$8,749,484 | \$10,185,891 | 16.4% |

Table 15: Quick-Start Portfolio PY2019 Actual Cost Summary by Category

| Entergy Mississippi Quick-Start Portfolio | | | | | | |
|--|-------------------|----------------------|-----------------------------|------|-------|---------------------|
| 2019 Actual Cost Summary by Category (YTD) | | | | | | |
| Offering | Planning / Design | Marketing & Delivery | Incentives / Direct Install | EM&V | Admin | Total |
| Res Lighting | | | | | | \$176,450 |
| Res Appliance | | | | | | \$1,011,898 |
| Res Energy Audit and Direct Install | | | | | | \$1,605,935 |
| Res HVAC and Tune-up | | | | | | \$1,558,779 |
| CIGE Prescriptive and Custom | | | | | | \$5,832,829 |
| Total All Programs | | | | | | \$10,185,891 |

Table 16 provides cumulative 2014-2019 actual costs compared against filed budgets.

Table 16: Quick-Start Portfolio Cumulative Actual Costs vs. Estimated Costs

| 2014-2019 Cumulative Implementation and Incentive Actual Costs vs. Estimated Costs | | | |
|--|---------------------|---------------------|---------------|
| Offering | Estimated | Actual | % Variance |
| Res Lighting | \$3,944,246 | \$3,656,209 | -7.30% |
| Res Appliance | \$2,410,513 | \$2,090,921 | -13.26% |
| Res Energy Audit and Direct Install | \$6,787,139 | \$6,959,773 | 2.54% |
| Res HVAC and Tune-up | \$6,659,667 | \$5,978,055 | -10.23% |
| CIGE Prescriptive and Custom | \$17,946,268 | \$18,697,509 | 4.19% |
| Total for Portfolio | \$37,747,833 | \$37,382,467 | -0.97% |

Table 17 provides the cumulative actual cost summary for 2014-2019 by category.

Table 17: Quick-Start Portfolio Cumulative Actual Cost Summary by Category

| 2014-2019 Cumulative Actual Cost Summary by Category (YTD) | | | | | | |
|--|-------------------|----------------------|-----------------------------|------|-------|-------------|
| Offering | Planning / Design | Marketing & Delivery | Incentives / Direct Install | EM&V | Admin | Total |
| Res Lighting | | | | | | \$3,656,209 |

| | | | | | | |
|-------------------------------------|--|--|--|--|--|--------------|
| Res Appliance | | | | | | \$2,090,921 |
| Res Energy Audit and Direct Install | | | | | | \$6,959,773 |
| Res HVAC and Tune-up | | | | | | \$5,978,055 |
| CIGE Prescriptive and Custom | | | | | | \$18,697,509 |
| Total for Portfolio | | | | | | \$37,382,467 |

Job Creation

Another objective of the Quick-Start Portfolio of offerings was to foster development of a contractor infrastructure capable of supporting the delivery of existing and future energy efficiency offers and create jobs through delivery of energy efficiency. All offerings contribute to accomplishing this goal through contractor development, training/educational activities and related opportunities created through offerings to EML customers.

Through the HVAC Equipment and Tune-up Offering, four new HVAC businesses launched business models (Fall 2015 and Winter 2016, Spring 2018, and Summer 2018) focused on the tune-up offerings available to low-income customers which started or continued their participation and delivery of the Offering during 2019. The HVAC Offering created/supported an estimated twelve technicians to perform tune-ups and sell or install high efficiency HVAC equipment. The READI Offering supported nine full time positions associated with the delivery of over 6,400 energy audits and direct installs during 2019 and the Appliance Offering supported one full time position to deploy signage and deliver training for retail stores at the point of sale. In total, the Residential Portfolio directly created and supported 18 jobs during the 2019. The appliance offering has also had positive impacts for many retailers, like Cowboy Maloney's, who increased their sales of energy efficient products that received incentives.

In 2019 there were approximately sixty-four (64) registered Small Business Solutions trade allies and twenty-three (39) CIGE trade allies. There were 30 active trade allies out of the 64 for Small Business Solutions and 25 out the total is active in CIGE, meaning they completed a project under the offering in 2019.

ICF conducted a roundtable meeting with the small business trade allies in December of 2019 and specifically asked each about the impact on their business and growth resulting from being a participating trade ally. All 13 who attended indicated that they added staff in 2019 to accommodate growth due to the offerings, either field installers or administrative staff. The total number of new staff added by the trade allies who attended this roundtable was 15. Additionally, over 60 companies attended Entergy Solutions for Business trainings in 2019, which consists of education and insight into trends in the industry, upcoming technologies and changes in standards, and other industry knowledge that helps contractors and trade allies become more informed on energy efficiency and improve their businesses.

The offerings not only generated revenue for trade allies but also increased sales for supply houses which changed their practices to regularly stock energy efficient products. One success story is Cortelco. Three trade allies in the northern part of the state now regularly do business with Cortelco Inc. in Corinth MS.

"My name is Paul Stacy. I am Director of Operations for Cortelco LED in Corinth, MS. Cortelco LED is a subsidiary of Cortelco, Inc. For over 50 years, Cortelco has assembled and distributed analog telephones from our factory in Corinth. Approximately 4 years ago, we began to import and sell LED lighting in an attempt to grow our business.

We have had very good results working with Entergy Mississippi Trade Allies. We became aware of the program in 2018 and I attended a training session in Senatobia. From that session, I made contact with several Trade Allies and was able to bid jobs for them. In the 2 years since I attended that session, we have sold over \$100,000 worth of LED lighting to Entergy Trade Allies. We continue to get bid opportunities that would not be possible without the Trade Ally program. This has helped us to expand our LED lighting offerings. We are also preparing to manufacture LED flat panels at our factory in Corinth. I look forward to promoting this product with Entergy Mississippi Trade Allies."

iii. Recommendations for Changes

See Section 2 for a discussion of each offering and the plans for 2020.

II. Residential Portfolio

Overview

The Entergy Solutions for Residential portfolio is the overall suite of residential offerings that consists of Residential Lighting, Residential Appliances, Residential Energy Audit and Direct Install (READI), and the Residential HVAC Equipment and Tune-up. Entergy Solutions for Residential is designed to help residential customers purchase a variety of high efficiency products, educate customers about decreasing their energy consumption and improving the performance of their homes, improve the performance of existing air conditioning systems, or to replace existing HVAC equipment with high-efficiency technologies.

The Residential Portfolio saved a total of 12,802 MWh and 2.730 MW during 2019.

One of the ongoing objectives of the residential portfolio is to reach income-qualified customers. During 2019, the residential portfolio met or exceeded its goals of reaching low-income customers in each of the individual residential offerings. Cumulatively, income-qualified customers saved 4,368 MWh and 1.200 MW, which accounted for 34% of the Residential Portfolio savings.

Table 18: Income Qualified Participation and Energy Savings

| | Income Qualified Participation in 2019 | | | |
|--------------|--|-------|-------|--------|
| | Lighting | READI | HVAC | TOTAL |
| Participants | 18,000 | 1,329 | 1,521 | 20,850 |
| MWh | 1,826 | 847 | 1,696 | 4,368 |
| MW | 0.297 | 0.111 | 0.792 | 1.200 |

- EML continued to distribute energy efficient light bulbs to income-qualified customers and donated over 72,000 ENERGY STAR LED light bulbs to the Mississippi Food Network ("MFN") and other low-income organizations, which were distributed to over 18,000 EML customers who may not otherwise have the means to purchase energy efficient lighting at retail stores. Income-qualified customers saved 1,825 MWh and 0.297 MW through the bulb distributions alone.
- Over 40% of the measures delivered through the Residential Heating and Cooling Offering during 2019 were to income-qualified households. Income-qualified customers saved 1,695 MWh and 0.79 MW through the delivery of the Heating and Cooling Offering.
- The Residential Energy Audit and Direct Install Offering delivered 1,329 of the 6,427 total deliveries to income-qualified households, accounting for 21% of participants. Income-qualified customers saved 847 MWh and 0.11 MW through their participation in READI
- The following sections provide detailed write-ups for each offering included in the Residential Portfolio. Each section includes an overview, highlights, impact summary, planned or completed enhancements, and a summary of marketing activity.

A. Residential Lighting

i. Description

The Residential Lighting Offering distributes ENERGY STAR LED bulbs to income-qualified⁸ residential electric customers who may not otherwise have the means to purchase LEDs at traditional retail stores. EML partners with local community organizations such as the Mississippi Food Network, Community Action Agencies, Senior Service Centers, and Mississippi Planning & Development Districts and VA clinics to distribute the bulbs. The offering targets a harder to reach demographic and offers them the latest in energy efficient lighting technology. The Residential Lighting Offering also distributes cross-promotional materials, which highlight other low or no-cost EML offerings to customers and other opportunities to save energy and money in their home.

ii. Highlights

Highlights

In 2019, the offering donated its largest amount of LED bulbs to income-qualified residents through partnerships with Community Action Agencies, Senior Service Centers, and the Mississippi Association of Planning and Development. The offering donated 72,000 LED bulbs in 2019.

EML partnered with non-profit organizations to host 8 community events, where EML representatives were on hand at local community centers to distribute the LED bulb packages, educational material, and answer questions about maximizing energy efficiency in the home. During these events, customers were also encouraged to participate in EML's READI offering and the HVAC tune up offering. Audit sign-up sheets were available at the events for customers to easily and quickly request an audit.

- In 2019, EML held their fourth Food Bank initiative, distributing approx. 60,800 ENERGY STAR LED bulbs to the Mississippi Food Network (MFN), and more than 11,200 ENERGY STAR LED bulbs to local organizations including Community Action Agencies, Senior Service Centers, Human Resource Agencies, Mississippi Association of Planning and Development, VA clinics and other non-profit organizations. EML distributed the bulbs to approximately 18,000 EML customers in need.



Entergy Mississippi set up an "Employee EE Awareness Day" at the Consolidated Catfish processing plant in Isola to sign up READI and Tune up customers and distribute educational materials to customers.

⁸ "Income-qualified" is based on the percentage of low-income households in each county compared with the state's poverty level according to the current census data -- meet the income eligibility requirement of 60% of the median state income or lower.

In the 2019 program year, EML collaborated with 112 (88 MFN locations) individual local community organizations to host events to distribute bulbs to local patrons who frequent the local resource centers. During the events, when EML representatives were on site, they distributed educational material detailing the benefits of LED lighting and highlighting other no cost or low-cost EML residential offerings.

Challenges

EML continues to identify organizations outside of its existing partnerships to reach a broader base of harder to reach customers. Many of the partnerships in 2019 participated in the prior year.

iii. Approved Budget and Actual Expenses

Table 19 provides the Residential Lighting Offering Budget Summary for Incentive and Implementation costs for 2019.

Table 19: Residential Lighting Offering 2019 Budget Summary

| Entergy Mississippi Residential Lighting | | | |
|--|-----------|-----------|------------|
| 2019 Budget Summary (YTD) | | | |
| | Estimated | Actual | % Variance |
| Incentive Costs | | | |
| Implementation Costs | | | |
| Total Costs | \$178,767 | \$176,450 | -1% |

iv. Annual Savings

Table 20 provides details of the LED bulb sales by wattages, the quantity of each bulb, and the energy and demand savings.

Table 20: Impact Summarization for the Residential Lighting Offering

| Residential Lighting Measure Detail 2019 Year to Date | | | | | | |
|---|----------------------|----------------|---------------------------|--------------------------|-----------------------------|----------------------------|
| Measure Name | YTD Quantity (Bulbs) | Total Packages | Premise Level MWh Savings | Premise Level MW Savings | Gross Wholesale MWH Savings | Gross Wholesale MW Savings |
| LED - Standard | | | | | | |
| Lighting LED - 9 Watt | 72,000 | 18,000 | 1,825.614 | 0.297 | 1,882.076 | 0.306 |
| Grand Total | 72,000 | 18,000 | 1,825.614 | 0.297 | 1,882.076 | 0.306 |

v. Enhancements

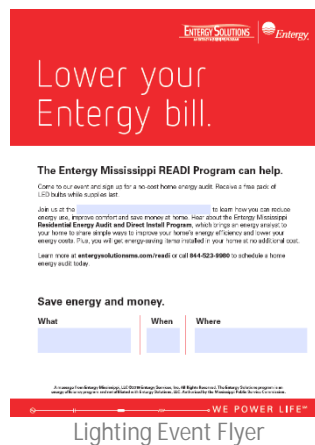
In 2020, the Residential Lighting Offering will diversify the distribution of ENERGY STAR LED bulbs to income-qualified residents by expanding the number of organizations receiving ENERGY STAR LED bulbs through the Mississippi Food Network and VA Medical Centers along with the newly established partnership with the Center for Advancement of Youth and the University of Mississippi Medical Center. In 2019, ENERGY STAR LED bulbs were distributed to 88 organizations through the Mississippi Food Network through two separate distributions; in 2020, 88 organizations will again receive ENERGY STAR LED bulbs through the Mississippi Food Network through one single distribution. The Veterans Affairs Medical Center of Jackson, Mississippi will distribute ENERGY STAR LED bulbs to 5 separate locations throughout EML's territory in addition to the main location in Jackson. This increase in participating organizations represents EML's continued commitment to identify and serve it's hard to reach income-qualified customers throughout its territory.

vi. Marketing

In 2019, the promotion of energy efficient lighting continued to thrive with our expanded partnership with the Mississippi Food Network, the Veterans Affairs Medical Center of Jackson, Mississippi and other community-based organizations.

The Residential Lighting Offering was also promoted and advertised through a number of different channels including:

- Fact sheets at eight community events
- Donation events giving away ENERGY STAR LED bulbs to Mississippi Food Network and some of their partners in our service area
- Lighting events with various organizations throughout the spring and summer with community engagement at eight local events with over 2,400 attendees



B. Residential Appliances

i. Description

The Residential Appliance Offering promotes to residential customers the purchase and use of select ENERGY STAR qualified appliances. These purchases are promoted by downstream incentives offered on select ENERGY STAR appliances. Marketing materials, such as Point-of-Purchase (POP) materials and brochures, are placed in participating retail locations to help identify qualifying products. In addition, program staff work with and train in-store sales representatives on the incentives available for ENERGY STAR qualified products.

In 2019 EML also launched the online Marketplace and instant Point of Sale (POS) coupons. The Marketplace allows EML's customers to order select products online with the incentives already applied. The instant incentives are delivered by applying requested online coupons to internet purchases with big box retailers or customers can request a digital coupon to print or show on their smart phone to be applied at check out. These digital coupons were available on select products and not at all retailers.

ii. Highlights

Highlights

The Appliance Offering continued building on the success in 2018 to increase customer participation and through outreach and marketing efforts.

During the 2019 program the following was achieved:

- The number of participants in the Appliance Offering increased from 2822 measures in 2018 to 4,990 measures in 2019.
- There was a 6% increase in incentivized measures through retail stores with traditional incentive applications while an additional 1,994 measures were incentivized through the new instant coupon and Marketplace offerings.
- Smart thermostats were the most frequently incentivized measure in 2019, totaling 2,251 measures, a change from clothes washers being the most incentivized appliance in 2018. Clothes washers were a distant second in 2019 with 954 incentivized and 723 refrigerators.
- Program staff hosted meetings with AO Smith, and several distributors to promote the heat pump water heater incentive. A partnership is planned for 2020 which should bring increase participation for heat pump water heaters.
- Cowboy Maloney's is a major retail partner of the Appliance Offering and works collaboratively with EML to proactively promote the incentives available for products they offer at retail. During 2019, Cowboy Maloney's remained the offering's top appliance retail distributor.

- The appliance offering was able to achieve 123% of budget MWh savings with a large influx of thermostats through the online marketplace.
- Launch of the Marketplace and Instant coupon offerings in occurred in Q3. It is anticipated that with a full year of these services that participation will be significantly higher in 2020.

Challenges

The new online marketplace which was planned to launch early in 2019 was delayed until Q3. The program was still able to achieve the MWh goal with many thermostats incentivized through Marketplace around the black Friday shopping holiday but fell well short on MW saved and participants.

There were additional challenges around data capture and transfer from Marketplace and Instant Rebates to ICF and Entergy which delayed reporting.

iii. Budget and Actual Expenses

Table 21 provides the Residential Appliance Budget Summary for Incentive and Implementation costs for 2019.

Table 21: Residential Appliance 2019 Budget Summary

| Entergy Mississippi Residential Appliances | | | |
|--|-------------|-------------|------------|
| 2019 Budget Summary (YTD) | | | |
| | Estimated | Actual | % Variance |
| Incentive Costs | | | |
| Implementation Costs | | | |
| Total Costs | \$1,029,014 | \$1,011,898 | -2% |

iv. Annual Savings

The Appliance Offering had 4,990 measures incentivized with a savings of 2,728 MWh. The Appliance Offering saw a 73% increase in participation and 155% increase in MWh savings as compared to 2018. Table 22 provides details for the measures incentivized under the Residential Appliance Offering and the energy and demand savings associated with each of the measures.

Table 22: Impact Summarization for the Residential Appliance Offering

| Residential Appliance Rebate Measure Detail for 2019 | | | | | |
|--|------------------------------|---------------------------|--------------------------|-----------------------------|----------------------------|
| Measure | YTD Measure Quantity Rebated | Premise Level MWh Savings | Premise Level MW Savings | Gross Wholesale MWh Savings | Gross Wholesale MW Savings |

| | | | | | |
|--|-------|-----------|--------|-----------|--------|
| Retail Purchase with Rebate Application | 2,996 | 785.202 | 0.0913 | 809.487 | 0.0941 |
| Air Purifier | 8 | 5.062 | 0.0006 | 5.219 | 0.0006 |
| Clothes Dryers | 572 | 100.844 | 0.0103 | 103.962 | 0.0106 |
| Clothes Washer | 942 | 118.092 | 0.0280 | 121.744 | 0.0288 |
| Dehumidifier | 21 | 4.299 | 0.0010 | 4.432 | 0.0010 |
| Electric Heat Pump Water Heater | 9 | 14.272 | 0.0013 | 14.714 | 0.0013 |
| Freezer | 277 | 12.386 | 0.0020 | 12.769 | 0.0021 |
| Pool Pump - Two Speed | 1 | 2.086 | 0.0005 | 2.151 | 0.0005 |
| Pool Pump - Variable Speed | 65 | 177.012 | 0.0350 | 182.487 | 0.0361 |
| Refrigerator | 717 | 51.008 | 0.0081 | 52.585 | 0.0083 |
| Room Air Conditioner | 50 | 4.307 | 0.0046 | 4.441 | 0.0048 |
| WiFi Thermostat - Elec - Heat Pump | 25 | 31.454 | 0.0000 | 32.427 | 0.0000 |
| WiFi Thermostat - Elec - Other | 70 | 121.605 | 0.0000 | 125.366 | 0.0000 |
| WiFi Thermostat - Natural Gas | 239 | 142.775 | 0.0000 | 147.190 | 0.0000 |
| Retail Purchase with Instant Coupon | 109 | 92.954 | 0.0006 | 95.829 | 0.0006 |
| Clothes Dryers | 4 | 0.705 | 0.0001 | 0.727 | 0.0001 |
| Clothes Washer | 12 | 1.551 | 0.0004 | 1.599 | 0.0004 |
| Freezer | 5 | 0.234 | 0.0000 | 0.241 | 0.0000 |
| Refrigerator | 6 | 0.491 | 0.0001 | 0.506 | 0.0001 |
| WiFi Thermostat - Elec - Heat Pump | 7 | 8.190 | 0.0000 | 8.443 | 0.0000 |
| WiFi Thermostat - Elec - Other | 31 | 54.396 | 0.0000 | 56.078 | 0.0000 |
| WiFi Thermostat - Natural Gas | 44 | 27.387 | 0.0000 | 28.234 | 0.0000 |
| Marketplace Purchase (online e-commerce store) | 1,885 | 1,767.980 | 0.0011 | 1,822.660 | 0.0011 |
| Advanced Power Strip | 50 | 8.628 | 0.0011 | 8.894 | 0.0011 |
| WiFi Thermostat - Elec - Heat Pump | 123 | 143.910 | 0.0000 | 148.361 | 0.0000 |
| WiFi Thermostat - Elec - Other | 502 | 862.290 | 0.0000 | 888.959 | 0.0000 |
| WiFi Thermostat - Natural Gas | 1,210 | 753.152 | 0.0000 | 776.446 | 0.0000 |

v. Enhancements

For 2020 some measures were removed or revised to improve cost effectiveness. The freezer measures had been high cost per kWh saved relative to other measures and the refrigerator measure incentive was lowered to improve cost-effectiveness. The air purifier measure was also dropped due to lack of participation. The incentive for smart thermostats was lowered to \$75 as prices on thermostats have decreased over the past year. While this incentive has been lowered, the program team has been exploring new channels to promote the thermostat measure. These include new marketing strategies to support the online Marketplace, where most of the thermostats are purchased by Entergy customers, and to engage with HVAC contractors who will use the incentive to upsell their customers to a smart thermostat.

In order to promote the online Marketplace and Instant Rebate options for customers, the program team will continue to explore marketing opportunities to promote Marketplace through various channels including paid search, social media and direct to customer outreach via email campaigns.

In order to drive uptake of the Heat Pump Water Heater measure, there were several options explored in 2019 with the two main manufacturers of Heat Pump Water Heaters (HPWH), AO Smith and Rheem. AO Smith offered to co-brand and support a promotional mailer targeting Entergy customers in areas where electric water heating is prevalent. From experience and on the recommendation of AO Smith this will target customers with options for both mail in and instant rebates. Alongside this promotional mailer, the program team will continue outreach to contractors who serve those geographical areas.

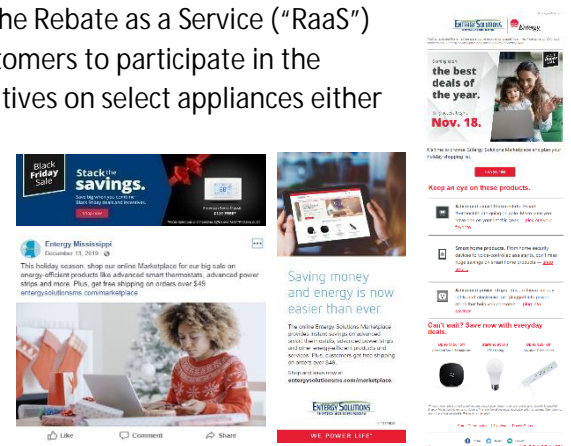
Residential new construction incentives are also under consideration for 2020-2021 which will mirror several of the current appliance incentives.

vi. Marketing

Multiple marketing channels were utilized throughout 2019 to promote the Appliances Offering and the wide variety of available incentives. The marketing message focused on saving energy and money by applying for incentives on qualifying ENERGY STAR certified appliances. The ENERGY STAR brand and national campaigns were leveraged where possible for marketing this offering.

In September 2019, the Entergy Solutions Marketplace and the Rebate as a Service ("RaaS") platforms launched adding additional points of entry for customers to participate in the Appliances Offering. These new platforms offer instant incentives on select appliances either online, in-store or both. Marketing material was developed and/or updated to cross-promote these new initiatives. The marketing plan to promote the various products, incentives and promotions for Marketplace included the following tactics:

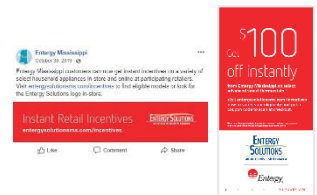
- Weekly customer email blasts
- Entergy Mississippi employee email blast
- Paid search campaigns
- Entergy bill insert
- Homepage banner ads
- Social media posts
- Entergy's Circuit newsletter articles
- Cross-promotion when promoting other Entergy Solutions offerings



Banner, Social Media Post, Bill Insert and Email

The marketing plan to customers promoting the various products, incentives and retailers as part of RaaS included the following tactics:

- In-store point-of-purchase ("POP")
- Circuit newsletter articles
- Social media posts



Social Media Post and POP

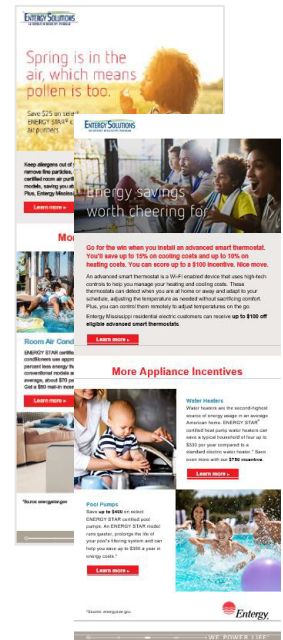
In addition to the tactics listed above promoting Marketplace and RaaS, the tactics below were executed as part of the umbrella marketing campaign for the Appliances Offering.

- Email blasts launched in January, March, April, June, July and October
- In-store POP

- Shelf/display signage
- Appliance triangle clings
- Tent cards
- Channel cards
- Incentive brochures with application



POP Material



Air Purifier & Thermostat Email

Entergy Mississippi's own marketing channels were also utilized to promote the Appliances Offering. These channels included:

- Entergy Solutions website
- Circuit Newsletter articles in March, April, June and September, October, November and December issues
- Facebook and Twitter



Social Media Posts and Circuit Article

Future marketing plans for 2020 include:

- Update all promotional materials, POP, and website as needed
- Partner with top manufacturers for co-branded marketing opportunities
- Web banners
- Customer email blasts
- Paid search for Marketplace
- Circuit newsletter articles
- Continued support of community events
- Retail events
- Social media posts

C. Residential Audit and Direct Install

i. Description

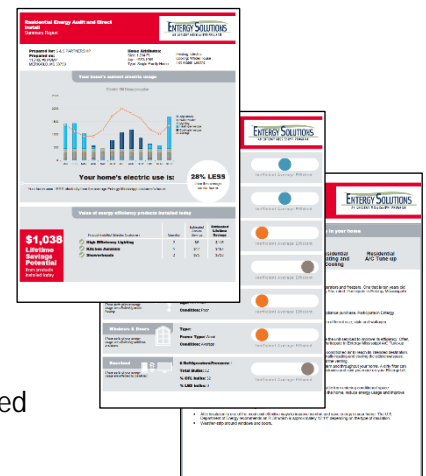
The Residential Energy Audit and Direct Install (READI) Program provides education about home energy usage as well as contractor-installed products that immediately result in energy and cost savings. These services are provided at no additional cost to the customer. The customer is given a report that details how energy is currently being used in the home, ways the customer can reduce energy consumption, and other Entergy Solutions Offerings that may be of benefit to the customer.

ii. Highlights

Highlights

The READI Offering issued an annual Request for Proposal for interested contractors in Q4 2018 and selected contractors for participation in 2019. During the 2019 the following was achieved:

- 6,427 READIs were delivered in 2019. This was a decrease from 2018 overall based on a shift to greater single-family delivery.
- Outreach focused on expanding single family deliveries; These deliveries went from 2,702 single family homes in 2018 to 3,510 in 2019 and from 6,471 multi-family units in 2018 to 2,917 in 2019.
- 1,329 of the total 6,427 READI deliveries were to income-qualified households, accounting for 21% of participants.
- Participation achieved 83% of filed participation goals for 2019.
- MWh savings achieved during 2019 were 82% of the filed goal.
- MW savings achieved during 2019 were 81% of the filed goal.
- The average number of measures (direct install of bulbs, aerators, low-flow showerheads, power strips, refrigerator coil cleanings, night lights) delivered during a READI appointment was 14.9.
- The average savings for a READI delivery during 2019 was 630 kWh and .084 kW.
- In 2019, the READI Offering continued Ice Cream & Sprinkles, Watermelon, and Coffee & Doughnuts Social events early in the year then explored other options including partner events with volunteer fire departments and at a large catfish plant in Isola. These events proved to be an effective method of disseminating information about the Entergy Solutions Portfolio while also generating participation in the READI Offering and will be continued in 2020 along with Super Tax Day events hosted by EML.
- Offering delivery continued its focus on customer satisfaction and encouraged READI contractors to request customer feedback. The program received 757 single-family customer survey responses in 2019, which represented a significant increase over 2018, and responses from property management staff evaluating multi-family deliveries representing more than 245 multi-family properties.



The Residential Energy Audit and Direct Install Offering has been extremely well received by EML's customer base and achieved a customer satisfaction rate of 99+% during 2019. A summary of the customer satisfaction survey results is shown in Table 23.

Table 23: READI Customer Satisfaction Survey Results for 2019

| READI - 2019 | Excellent | Good | Fair | Poor | Total |
|--|-----------|-------|-------|-------|-------|
| How timely was the arrival of your Entergy Solutions Mississippi contractor? | 95.09% | 4.51% | 0.40% | 0.00% | |
| | 717 | 34 | 3 | 0 | 754 |
| How professional and courteous was your contractor? | 96.14% | 3.46% | 0.40% | 0.00% | |
| | 723 | 26 | 3 | 0 | 752 |
| How clearly did your contractor explain what work was to be done and your options? | 94.94% | 4.53% | 0.53% | 0.00% | |
| | 713 | 34 | 4 | 0 | 751 |
| Did your contractor perform the work agreed upon to your satisfaction? | 95.09% | 4.51% | 0.27% | 0.13% | |
| | 717 | 34 | 2 | 1 | 754 |
| Overall, how would you rate the quality of work performed and your experience? | 94.85% | 4.23% | 0.66% | 0.26% | |
| | 718 | 32 | 5 | 2 | 757 |
| Combined Response Ratings | 95.22% | 4.25% | 0.45% | 0.08% | |
| | 3,588 | 160 | 17 | 3 | 3,768 |
| Good or Excellent | 99.47% | | | | |

A sample of written comments from Customer Satisfaction responses include:

- *Tech offered wonderful suggestions on energy saving solutions. Very courteous + a pleasure to work with.*
- *Mr. Webber saved me about \$1485 on my bill!*
- *Ben was very friendly and was really good with answering my questions! I had a lot and he even answered thing that didn't pertain to what he was out for!*
- *The young man did an excellent job on explaining how to save money*
- *Tech was very well prepared, very professional and well mannered.*
- *Was already pretty aware of our "weak spots" in our old house, but I'm still glad we signed up. Contractors arrived a few minutes early and knocked on the door promptly at 8 and were extremely courteous and professional.*

Challenges

The READI offering was slowed for multifamily participation at the end of 2019 due to oversubscription of other offerings. This resulted in a failure to achieve goals for participation and savings while the overall Portfolio significantly exceeded goals.

Average incentive per participant was above target as a result of the growth in single family participation as a percentage of the overall participation.

One of the primary subcontractors for the central district, Seal Solar, elected to step away from participation mid-year. They transitioned their business to a subcontractor, Diversified Energy, who had to be brought up to speed and integrated into the process. Though this involved some challenges they were successful in delivery overall and have been integrated into the 2020 participating contractors.

iii. Budget and Actual Expenses

Table 24 provides the Residential Energy Audit and Direct Install Budget Summary for Incentive and Implementation costs for 2019.

Table 24: Residential Energy Audit and Direct Install 2019 Budget Summary

| Entergy Mississippi Residential Energy Audit and Direct Install | | | |
|---|-------------|-------------|------------|
| 2019 Budget Summary (YTD) | | | |
| | Estimated | Actual | % Variance |
| Incentive Costs | | | |
| Implementation Costs | | | |
| Total Costs | \$1,682,108 | \$1,605,935 | -5% |

iv. Annual Savings

During 2019, READI continued the success from prior years and delivered energy audits to 6,427 customers, install 102,373 measures, and save 4,081 MWh and 0.54 MW.

Table 25 provides details for the measures installed under the Residential Energy Audit and Direct Install Offering, the percent of customers accepting these measures, and the energy and demand savings associated with each of the measures.

Table 25: Impact Summarization for the Residential Energy Audit and Direct Install

| Residential Energy Audit and Direct Install Measure Detail For 2019 | | | | | | |
|---|--------------------------------|----------------------|---------------------------|--------------------------|-----------------------------|----------------------------|
| Measure | YTD Measure Quantity Installed | Percent of Customers | Premise Level MWh Savings | Premise Level MW Savings | Gross Wholesale MWh Savings | Gross Wholesale MW Savings |
| Bathroom Faucet Aerators | 3,272 | 35% | 178.53 | 0.019 | 184.05 | 0.02 |
| Efficient-Flow Showerheads | 4,554 | 51% | 1323.18 | 0.138 | 1,364.11 | 0.14 |
| Energy Saving Power Strip | 1,237 | 19% | 305.44 | 0.036 | 314.88 | 0.04 |
| Kitchen Faucet Aerators | 3,201 | 50% | 104.19 | 0.011 | 107.41 | 0.01 |
| LED Night Lights | 6,427 | 100% | 139.12 | 0.000 | 143.42 | 0.00 |
| LEDs | 74,097 | 98% | 1891.17 | 0.324 | 1,949.66 | 0.33 |
| Refrigerator Coil Cleaning | 3,158 | 49% | 138.95 | 0.016 | 143.25 | 0.02 |
| Multi-Family Energy Audits | 3,033 | 47% | 0.00 | 0.00 | 0.00 | 0.00 |
| Single Family Energy Audits | 3,394 | 53% | 0.00 | 0.00 | 0.00 | 0.00 |
| All Measures | 102,373 | | 4,080.58 | 0.543 | 4,206.79 | 0.56 |

v. Enhancements

A participating contractor will continue to be assigned to each of the three districts to respond to incoming appointment requests and to recruit multi-family building properties to participate. In 2020 these three primary contractors have been allowed to now recruit single and multi-family work outside of their designated territory in order to encourage greater coverage into underserved areas. Two additional subcontractors have been awarded budget as well who will have no designated territory but who will be able to work across the Entergy service territory.

Building on the success in 2019 in survey responses, the auditors will now be providing an opportunity, at the time of delivery, to fill out an electronic survey on the auditors' tablet. This survey is managed by SurveyMonkey. Customers will still have the option of filling out a written survey to be mailed in.

To control costs, a change has been made in the process of coil cleaning and advanced power strip installation. It had been determined through QA that some refrigerator coils were not being cleaned consistently or effectively. The new process involves a pre and post cleaning picture of all refrigerator coils. The coil cleaning incentive was lowered to \$5. The Advanced Power Strip (APS) installation process has also been changed. A non-branded power strip is being sourced for 2020 at a lower cost than previous years and the auditor will no longer install the APS. The auditor will now provide instruction on the APS installation for eligible single-family audits. This change allowed for a lowering of the labor costs for this measure to \$2 per measure. During the contractor selection process for 2020 a discount was also negotiated on per home audits with two subcontractors to bring costs in line across the board.

Through the ICF managed EML Learning portal, contractors will have the opportunity to complete continuing education credits as well as the full classroom portion of Building

Performance Institute (BPI) certification. With this resource in place, new contractors or new employees of existing contractors will be able to certify new BPI auditors at a lower cost to them and without the need to schedule the 25-30 hours of classroom learning in a single week.

Building on the success of READI sign up events held in the later part of 2019, future signups will be scheduled to coincide with other events within the larger community or where there is a "captive audience". This ensures great traffic and more exposure to new customers. During READI events, the program team will also be signing up customers for HVAC tune ups where appropriate and cross promoting other offerings. Examples of this are dedicated events for manufacturing companies where their entire staff can participate in "Energy Efficiency Day" and community events like high school baseball or football games. Lighting distribution events will also be used to promote the READI offering.

vi. Marketing

Multiple marketing channels were utilized throughout 2019 to promote the READI Offering. The following marketing tactics were executed in 2019:

- Updated marketing collateral
 - Participation overview brochure
 - Multi-family leave behind card
 - Food bank event flyer
 - Customer survey postcard
- Seasonally themed residential customer email blasts were sent in January, May and August promoting the READI Offering and encouraging customers to request an audit appointment
- READI articles were included in the Circuit newsletter in May and August
- Social media posts promoting the READI Offering with relevant seasonality themes via Facebook and Twitter
- A READI scheduler was launched with the new Marketplace site. This provides customers with another way to sign-up to participate
- Participation in community events throughout the state. To promote each event, flyers were created and distributed to encourage participation

- Energy Mississippi
May 17

Saving money makes time at home even sweeter. Sign up for our home energy audit and get tips for saving energy and money around your house. Plus, receive energy-saving products installed at no additional cost. Schedule your READ appointment today at energyidaho.com/contact or call 844-529-9980.

A family of four is sitting on a couch, smiling, with a large dog lying next to them. The background shows a bright, modern living room with large windows.

Like Comment Share

Social Media Post

Thank You!



Having completed your REAP/Pro energy audit, you've taken the first step toward improving your home's energy efficiency, and saving money. Please help us to continue to improve our service by completing this simple survey.

How would you rate the following?

| | Excellent | Good | Fair | Poor |
|--|-----------|------|------|------|
| REAP/Pro's level of energy efficiency REAP/Pro audit | | | | |
| REAP/Pro's level of professionalism and courtesy | | | | |
| Clarity of the explanation of the work that was to be done and your options? | | | | |
| Your satisfaction with the completion of the agreed upon work? | | | | |
| REAP/Pro's ability to perform and provide you the experience? | | | | |

Did the experience provide you with new and useful information about energy use in your home?

Yes ☐ No ☐

Do you plan to make changes to reduce your energy use?

Yes ☐ No ☐ If no, please explain in another Energy Message program after your audit?

Additional Comments: _____

REAP/Pro Analyst Name: _____

Customer Name: _____

energysolutionsinc.com | 844-823-9890

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Better Together

Join us for the perfect pair – coffee and doughnuts.

What is new? The 2014 Best of Show, the Specialty and Specialty, for coffee for the industry. Join us for the perfect pair – coffee and doughnuts.

Fresh-Brewed Fun

What:

When:

Where:

Coffee is the most popular beverage consumed in the U.S. and is a key part of many businesses. Energy Solutions is proud to be a part of the Specialty and Specialty, for coffee for the industry. Join us for the perfect pair – coffee and doughnuts.

What: Fresh-Brewed Fun, the Specialty and Specialty, for coffee for the industry. Join us for the perfect pair – coffee and doughnuts.

When: 10/28/2014, 10/29/2014, 10/30/2014, 10/31/2014, 11/01/2014, 11/02/2014, 11/03/2014, 11/04/2014, 11/05/2014, 11/06/2014, 11/07/2014, 11/08/2014, 11/09/2014, 11/10/2014, 11/11/2014, 11/12/2014, 11/13/2014, 11/14/2014, 11/15/2014, 11/16/2014, 11/17/2014, 11/18/2014, 11/19/2014, 11/20/2014, 11/21/2014, 11/22/2014, 11/23/2014, 11/24/2014, 11/25/2014, 11/26/2014, 11/27/2014, 11/28/2014, 11/29/2014, 11/30/2014, 12/01/2014, 12/02/2014, 12/03/2014, 12/04/2014, 12/05/2014, 12/06/2014, 12/07/2014, 12/08/2014, 12/09/2014, 12/10/2014, 12/11/2014, 12/12/2014, 12/13/2014, 12/14/2014, 12/15/2014, 12/16/2014, 12/17/2014, 12/18/2014, 12/19/2014, 12/20/2014, 12/21/2014, 12/22/2014, 12/23/2014, 12/24/2014, 12/25/2014, 12/26/2014, 12/27/2014, 12/28/2014, 12/29/2014, 12/30/2014, 12/31/2014

Where: 10/28/2014, 10/29/2014, 10/30/2014, 10/31/2014, 11/01/2014, 11/02/2014, 11/03/2014, 11/04/2014, 11/05/2014, 11/06/2014, 11/07/2014, 11/08/2014, 11/09/2014, 11/10/2014, 11/11/2014, 11/12/2014, 11/13/2014, 11/14/2014, 11/15/2014, 11/16/2014, 11/17/2014, 11/18/2014, 11/19/2014, 11/20/2014, 11/21/2014, 11/22/2014, 11/23/2014, 11/24/2014, 11/25/2014, 11/26/2014, 11/27/2014, 11/28/2014, 11/29/2014, 11/30/2014, 12/01/2014, 12/02/2014, 12/03/2014, 12/04/2014, 12/05/2014, 12/06/2014, 12/07/2014, 12/08/2014, 12/09/2014, 12/10/2014, 12/11/2014, 12/12/2014, 12/13/2014, 12/14/2014, 12/15/2014, 12/16/2014, 12/17/2014, 12/18/2014, 12/19/2014, 12/20/2014, 12/21/2014, 12/22/2014, 12/23/2014, 12/24/2014, 12/25/2014, 12/26/2014, 12/27/2014, 12/28/2014, 12/29/2014, 12/30/2014, 12/31/2014





Are you READY for summer?

Schedule a home energy audit for energy saving tips and upgrades tailored to **your** additional cost.

As temperatures rise this summer, you can take steps to lower your energy bills and protect your home. A home energy audit can help you identify energy leaks and inefficiencies. **Free** energy audits are available in all states. **Low cost** audits are available in some states. **Free** energy audits are available in some states. **Low cost** audits are available in some states.

Available. No-charge appointment.

How to Work

- 1. Schedule your energy audit.**
One of our specially trained energy efficiency experts will visit your home and conduct a walk-through with you to assess energy use and identify energy saving opportunities.
- 2. Review findings and recommendations.**
After the audit, the expert will provide a report summarizing the findings and recommendations to help you understand the audit results.
- 3. Implement energy saving measures.**
After your assessment, the energy efficiency expert will provide a number of options for how you can start saving energy and making improvements to your home.

More Ways to Save



Use an efficient water heater
Energy efficient water heaters can save you up to 10% on your water heating bills. They are available in a variety of sizes and prices.

Learn more



Use an efficient refrigerator
Energy efficient refrigerators can save you up to 10% on your refrigerator bills. They are available in a variety of sizes and prices.

Learn more



Use an efficient air conditioner
Energy efficient air conditioners can save you up to 10% on your air conditioning bills. They are available in a variety of sizes and prices.

Learn more



Use an efficient furnace
Energy efficient furnaces can save you up to 10% on your furnace bills. They are available in a variety of sizes and prices.

Learn more



Use an efficient boiler
Energy efficient boilers can save you up to 10% on your boiler bills. They are available in a variety of sizes and prices.

Learn more



Use an efficient water pump
Energy efficient water pumps can save you up to 10% on your water pump bills. They are available in a variety of sizes and prices.

Learn more



Use an efficient water filter
Energy efficient water filters can save you up to 10% on your water filter bills. They are available in a variety of sizes and prices.

Learn more



Use an efficient water softener
Energy efficient water softeners can save you up to 10% on your water softener bills. They are available in a variety of sizes and prices.

Learn more



Use an efficient water heater tankless
Energy efficient water heater tankless can save you up to 10% on your water heater tankless bills. They are available in a variety of sizes and prices.

Learn more

Contact your local Energy Solutions representative for more information.

Energy Solutions

ENERGY SAVING TIPS

[illegible]

Three Steps to Savings

Are money efficiency ideas really worth the effort? Here are three that are:

- 1. Schedule Your Energy Audit**

Most of us never schedule a home energy audit, even though it's a good idea to have one. An energy audit can help you find out where your energy is going and how to save it. It can also help you find out if you have any energy efficiency problems, such as leaks, drafts, or inefficient appliances.
- 2. Review Findings and Recommendations**

After your energy audit, you'll receive a report with findings and recommendations. Review these carefully and make a plan to implement the recommendations that will help you save the most money.
- 3. Get Energy-Saving Items Available**

After you've reviewed the findings and recommendations, you'll want to get the energy-saving items available. This includes things like energy-efficient light bulbs, water-saving faucets, and weatherstripping doors and windows.

By following these three steps, you can save money on your energy bills and make your home more energy efficient.

What If I'm a Rentier?

Even if you're a rentier, there are still things you can do to save money on your energy bills. Here are some ideas:

- **Check for leaks:** Make sure you have no leaks in your home, as this can waste a lot of energy.
- **Use energy-efficient light bulbs:** These bulbs use less energy than regular incandescent bulbs and last longer.
- **Use energy-efficient appliances:** If you have a new refrigerator, air conditioner, or other appliance, make sure it's energy efficient.
- **Use weatherstripping:** This can help you keep the cold air out and the warm air in.
- **Use a programmable thermostat:** This can help you save money by automatically turning the heat down when you're asleep or away from home.

Follow These Steps to Start Saving Energy and Money Today

- 1. Check for leaks and energy efficiency problems.** Make sure you have no leaks in your home, as this can waste a lot of energy. Also, check for drafts, inefficient appliances, and other energy efficiency problems.
- 2. Schedule an energy audit.** If you have the time and money, schedule an energy audit to get a professional's advice on how to save energy.
- 3. Implement energy-saving measures.** Once you've identified the problems, start implementing the energy-saving measures that will help you save the most money.

By following these steps, you can start saving energy and money today.

Get Started

The first step is to find a way to increase the energy efficiency of your home. This can be done in a number of ways, including:

- **Weatherstripping doors and windows:** This can help you keep the cold air out and the warm air in.
- **Using energy-efficient light bulbs:** These bulbs use less energy than regular incandescent bulbs and last longer.
- **Using energy-efficient appliances:** If you have a new refrigerator, air conditioner, or other appliance, make sure it's energy efficient.
- **Using a programmable thermostat:** This can help you save money by automatically turning the heat down when you're asleep or away from home.

By following these steps, you can start saving energy and money today.

ENERGY SOLUTIONS
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Got an Hour?
Get **READY** to save on power!

Schedule Your
Energy Audit Today.
We're in your neighborhood.

entergysolutions.com/s/ready



Entergy.

Readi Program Energy Audit

A fast, easy way to improve comfort and start saving on energy costs right now.

Just Three Steps to Savings

- 1. Schedule your energy audit.** A specially trained energy analyst will assess your home's insulation, heating and air conditioning systems, windows, doors, lighting, appliances and more.
- 2. Review findings and recommendations.** You will receive a customized report that recommends simple changes you can make to reduce energy use, improve efficiency and increase comfort. Plus, you'll get information about more ways to save through our other residential discount programs for heating and cooling and air conditioning tune-ups.
- 3. Get energy-saving items installed or completed.** If you permit, we'll install energy-saving items like LED bulbs, LED night lights, light or hand-held efficient flow showerheads, faucet aerators and a power-saving shower, and conduct refrigerator coil cleaning.

Best of all, the **Readi Program** is available at no additional cost. It's included with your existing electric service.

Don't wait! Schedule a **Readi Program** appointment at entergreadi.com/readi or call 844-523-9980 today.

A member of the Energy Services, Inc. (ESI®) Family of Companies, ESI is a wholly-owned subsidiary of the Energy Services Group, LLC. Authorized by the State of Maryland to provide energy efficiency services.

WE POWER LIFE™

D. Residential HVAC Equipment and AC Tune-up

i. Description

The Residential HVAC Equipment and AC Tune-up Offering provides customers with financial incentives for eligible high-efficiency technologies. The incentives are offered in a prescriptive format and address heating and cooling loads, the largest energy usages in most homes. The offering also offers incentives for “tune-ups” of existing air conditioners (A/C) and heat pumps to EML’s customers.

ii. Highlights

Highlights

The Residential HVAC Equipment and Tune-up Offering was successfully introduced to contractors in 2015. The HVAC Equipment and tune-up participation has continued to grow from 2015 with 8 new contractors participating during 2019 with a focus in underserved areas in the delta.

During the 2019, the following was achieved:

- A total of 3,762 participants, achieving 3,866 MWh and 1.715 MW in savings.
- 2,782 A/C or heat pump tune-ups delivered to customers.
- 60% of the A/C tune-ups delivered during 2019 were to income-qualified households, which accounted for 60% of the total measures delivered through the offering.
- The Heating and Cooling Offering sustained 10 technician jobs associated with delivery of A/C tune-ups and sales or installation of high efficiency equipment.
- The HVAC Tune-up and READI Offerings continued to successfully be cross marketed to multifamily property management companies.
- EML continued the partnership with Delta Technical College and Hinds Community College on delivery of A/C tune-up training, facilitating hands-on training with diagnostic tools for students.
- Facilitated contractor’s participation in the HVAC Tune-up Offering by providing Filed Piece equipment loaners to prospective participants, which allowed for one-on-one training of technicians and use of the diagnostic tool before making a financial investment in the equipment itself.
- Improvement of the MeasureQuick Application which is compatible with additional gauges, probs, and meters from other providers in addition to Field Piece. New validations to improve data capture and to ensure proper procedures and data capture.
- Multifamily Property Managers were surveyed and 100% were satisfied with their participation.

Challenges

The Heating and Cooling Equipment participation more than doubled in 2019, largely due to two factors; increased new contractor participation resulting from new outreach and the introduction of a new tier of HVAC Equipment Incentive, added in 2019, supplementing eligible equipment with 15 SEER rated equipment.

Due to cross-promotion between READI and HVAC, market rate multifamily properties participated in the program through they were not the focus. Because the multifamily deliveries previously only targeted low-income multifamily properties, the introduction of market rate multifamily properties caused the income qualified percentage of tune-ups to drop from 87% in 2017 to 33% in 2018. Through implementation efforts to focus contractors on low income properties this was brought back up to 60%.

The program team has continued to address the need for training in the HVAC industry by providing both training and mentoring to technicians working with participating contractors. The training courses continue to be successful through the partnership with Hinds and Delta Tech Community Colleges that was initiated during 2015. These colleges continue to be key partners in the delivery of technical training to the HVAC industry. The education and training on use of the MeasureQuick software application and field diagnostic equipment and delivery of the qualifying tune-up are a major component of trade ally outreach.

iii. Approved Budget & Actual Expenses

Table 26 provides the Residential HVAC Equipment and AC Tune-Up Budget Summary for Incentive and Implementation costs for 2019.

Table 26: Residential HVAC and Tune-up 2019 Budget Summary

| Entergy Mississippi Heating and Cooling | | | |
|---|-------------|-------------|------------|
| 2019 Budget Summary (YTD) | | | |
| | Estimated | Actual | % Variance |
| Incentive Costs | | | |
| Implementation Costs | | | |
| Total Costs | \$1,296,735 | \$1,558,779 | 20% |

iv. Annual Savings

During 2019, the Heating and Cooling Offering saved 3,985.48 MWh and 1.768 MW.

Table 27 provides details on the measures installed under the Heating and Cooling Offering.

Table 27: Impact Summary for the Residential Heating and Cooling Offering

| Residential Heating and Cooling Measure Detail For 2019 |
|---|
|---|

| Measure | YTD Measure Quantity Installed | Premise Level MWh Savings | Premise Level MW Savings | Gross Wholesale MWh Savings | Gross Wholesale MW Savings |
|--|--------------------------------|---------------------------|--------------------------|-----------------------------|----------------------------|
| Air Conditioner Tier 1 (15 SEER) | 177 | 96.40 | 0.024 | 99.38 | 0.025 |
| Air Conditioner Tier 2 (16 SEER) | 530 | 353.24 | 0.139 | 364.16 | 0.144 |
| Air Conditioner Tier 3 (18 SEER) | 122 | 149.01 | 0.039 | 153.62 | 0.040 |
| Diagnostic Tune-up Central AC | 11 | 29.55 | 0.004 | 30.47 | 0.005 |
| Diagnostic Tune-up Heat Pump | 1,250 | 1,327.29 | 0.685 | 1,368.34 | 0.706 |
| Heat Pump Tier 1 (15 SEER) | 47 | 47.25 | 0.008 | 48.71 | 0.008 |
| Heat Pump Tier 2 (16 SEER) | 72 | 102.86 | 0.016 | 106.04 | 0.017 |
| Heat Pump Tier 3 (18 SEER) | 20 | 47.58 | 0.006 | 49.05 | 0.006 |
| Income Qualified Diagnostic Tune-up Central AC | 252 | 445.68 | 0.154 | 459.47 | 0.159 |
| Income Qualified Diagnostic Tune-up Heat Pump | 1,269 | 1,250.12 | 0.638 | 1,288.78 | 0.658 |
| Mini-Split Air Conditioner Tier 2 (18 SEER) | 2 | 1.31 | 0.000 | 1.35 | 0.000 |
| Mini-Split Heat Pump Tier 1 (16 SEER) | 1 | 0.99 | 0.000 | 1.02 | 0.000 |
| Mini-Split Heat Pump Tier 2 (18 SEER) | 9 | 14.65 | 0.001 | 15.10 | 0.001 |
| All Measures | 3,762 | 3,865.91 | 1.715 | 3,985.48 | 1.768 |

v. Enhancements

HVAC Equipment Incentives

Residential New Construction incentives are being explored through a new product offering which will incorporate a variety of measures including all current HVAC incentives.

Although contractors offer higher efficiency equipment, several continued to struggle to convince customers to go beyond the 16 SEER and 12.5 EER. To increase participation at the highest tier of HVAC Equipment Incentive will be increased in 2020 to encourage Tier 3 participation, 18 SEER. The new incentive amount for Tier 3 have been raised to \$1,100 for heat pumps and \$850 for AC. Incentives were also lowered for the most popular, Tier 2. The Tier 1 incentives for 15 SEER will remain in place but were lowered by \$50 for both heat pumps and AC. As noted above, HVAC contractors are also being encouraged to integrate the smart thermostat incentive into their sales presentation to drive additional participation in the appliance offering.

HVAC Tune-up Incentives

MeasureQuick Software was introduced in late 2018 for the diagnostic AC Tune-ups. MeasureQuick was exclusively accepted for submittal of incentives in 2019. During 2020, the Entergy Solutions Team will continue to work with the developers of MeasureQuick to add validations which will improve data capture. This will allow for more efficient tune-up submissions and less paperwork for contractors to complete on the backend after tune-ups are finished. Examples of the updates that MeasureQuick allows are a minimum time between test

in and test out, a requirement that the system be in “steady state” before data can be captured, a high EER validation that will stop the contractor from proceeding while the system is operating outside of normal parameters, which was noted in the 2019 EM&V report, and improved diagnostics for HVAC technicians. MeasureQuick has also been reconfigured to require the technician to provide a serial number for each condenser, eliminating erroneous duplication in reporting.

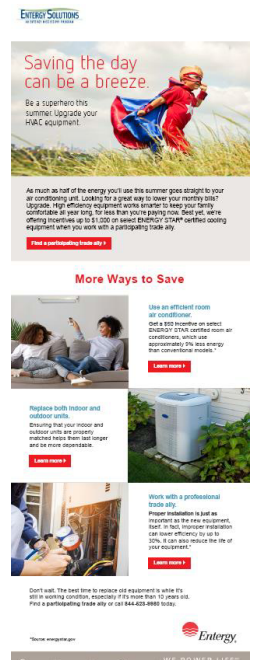
As indicated above, during READI and Lighting event program staff will be promoting the Tune up offering and, whenever possible, signing people up through the online scheduler at that time. Through the ICF managed scheduler tool participating tune-up contractors will receive customer leads in a “round robin” rotation. Participating contractors will be given two business days to schedule the tune-up, which must be delivered within 30 days. The tune-up request feature will allow customers to know they are getting a qualified technician who has been trained by the program staff at no additional cost.

vi. Marketing

Marketing activities to support and promote the HVAC Equipment and A/C Tune-up Offerings occurred throughout 2019. Activities included updating marketing material to reflect changes and promoting the offering through Entergy’s marketing channels. The following marketing tactics were executed in 2019:

HVAC Equipment

- Updated marketing collateral pieces:
 - Overview brochure
 - Terms and conditions
 - Trade ally reference guide
 - Incentive reassignment form
- Customer satisfaction survey postcard mailed to customers with incentive check
- Email blasts sent in January and July to capitalize on different heating and cooling seasons
- Article created for the July issue of the Circuit newsletter
- Seasonal social media posts throughout the year



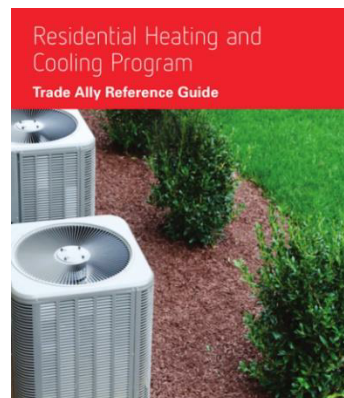
- Kept website up-to-date with latest information
- A/C Tune-Up
- An A/C Tune-up scheduler was launched with the new Marketplace site. This provides customers with another way to sign-up to participate
 - Updated marketing collateral pieces:
 - Cross-promotion of A/C Tune-up in all other offering brochures
 - Terms and conditions
 - Seasonal social media posts throughout the year
 - Kept website up-to-date with latest participation information



Social Media Post

Future marketing activities planned for the HVAC Equipment and Tune-Up Offerings in 2020 include:

- Updating all HVAC and Tune-Up promotional materials and website as needed
- Email blasts
- Circuit newsletter articles
- Seasonal social media posts
- Support trade ally events
- A/C Tune-up door hanger



Tune-up Brochure

Customer Survey Card

III. ENTERGY SOLUTIONS FOR BUSINESS

Overview

Entergy Solutions for Business (ESfB) is the banner for the overall suite of offerings for non-residential customers that consist of prescriptive and custom measures and incentives, along with a dedicated offering under the ESfB banner for small business customers called Small Business Solutions (SBS). ESfB is designed to help non-residential customers replace aging, inefficient equipment and systems with energy-efficient technologies. ESfB educates and promotes to commercial, industrial, governmental and educational (CIGE) customers several initiatives available to assist them in saving energy and reducing their electric bill. The goal of ESfB is to produce long-term cost-effective electric savings in the CIGE market sector. Savings are achieved by offering incentives structured to cover a portion of the customer's incremental cost of installing energy efficiency measures. ESfB targets all non-residential electric customers while recognizing needs of different size businesses with differing technical capabilities and capital resources such as small business and governmental customers.

In general, all electric, commercial, industrial, governmental education customers in Entergy Mississippi's territory are eligible to participate, with specific eligibility requirements for small business incentives.

i. Description

All CIGE customers can apply for prescriptive or custom incentives. Both incentive types, however, are offered as a single offering under the general ESfB offering. The prescriptive component offers a simplified method to make efficient choices regarding pre-defined energy efficiency measures without requiring analysis or participation rules. Incentives and claimed savings are based on pre-defined technologies and calculation methods. Typical prescriptive measures include lighting, HVAC, variable frequency drives, and commercial refrigeration equipment. When a customer submits a prescriptive application, no detailed engineering analysis is required. The offering already has the savings and cost effectiveness of each measure built in and, therefore, offers an incentive on a \$/unit basis. For example, lighting is offered at \$.35/watt reduced and HVAC may offer \$30/ton of cooling. The prescriptive forms provide a “menu” of eligible measure codes, as shown below in Table 28 and the associated incentive amounts.

Table 28: Excerpt from Lighting Application

| | | | | | |
|-----------------------|-----|---|-----|--------|--|
| LED Replacement Lamps | 120 | LED screw-in PAR38, BR30, BR40, MR16 and 4-pin CFL replacement lamps | 10% | \$0.35 | <ul style="list-style-type: none"> Installation of type PAR, BR, R or B integral screw-in replacement lamps, type MR lamps, and 4-pin base lamps to replace incandescent, halogen and CFL lamps of similar lumen output. Applicant must verify compatibility with existing controls and transformer where applicable. |
| | 121 | LED screw-in A19, A21, candelabra | 10% | \$0.35 | <ul style="list-style-type: none"> Installation of A19, A21, candelabra integral LED replacement lamps to replace incandescent or halogen lamps of similar lumen output. Applicant must verify compatibility with existing controls. |
| | 122 | "Corn-cob" type replacement lamps for HID, halogen and incandescent lamp replacement | 10% | \$0.35 | <ul style="list-style-type: none"> Installation of "corn-cob" type LED replacement lamps to replace HID, halogen or incandescent lamps of similar lumen output. Applicant must verify compatibility with existing controls. |
| TLEDs | 200 | Interior lamp replacements with TLEDs in troffer or panel fixtures replacing T8 or T12 lamps | 10% | \$0.35 | <ul style="list-style-type: none"> Installation of lamps only in existing fluorescent fixtures. TLEDs must meet the guidelines listed in TLED Requirements on the Requirements tab. Delamping – If proposing to install TLEDs in existing fixtures, using a delamping approach, standard fluorescent delamping technical requirements will apply with regards to lamp centering, use of listed retrofit kits, etc. (refer to Measure Code 15 for example). No additional incentives will be offered for delamping using TLED technology. If TLED is not using existing fluorescent ballast as power supply, then the existing ballast shall be removed. If TLED is using a dedicated external driver, technical specifications for the power supply/driver being used shall be submitted. If TLED is using line voltage via lampholder must be UL certified. |
| | 105 | Replacement/Retrofit of linear fluorescent T12/T8 or halogen/incandescent/CFL fixtures new LED fixtures, or self-contained LED retrofit kits. | 10% | \$0.35 | <ul style="list-style-type: none"> Installation of self-contained LED retrofit kits (2x4 LED troffer kits, "array" kits, etc.), new LED fixtures, or LED panels is permitted. Applicant must verify compatibility with existing controls. |

Table 29: Excerpt from Non- Lighting Application

| Fill in Gray Cells Only! | | | | |
|--|----------|------------------------------------|------------------------------|--------------------|
| IX. COMMERCIAL REFRIGERATION MEASURES AND INCENTIVES | | | | |
| Please complete the following application where applicable. If you require more room for describing the location of the measures installed, please attach a list of measures with corresponding locations to this application. | | | | |
| Measure | Quantity | | Per Unit Incentive | Subtotal Incentive |
| Anti-Sweat Heat Controls | | # cooler doors controlled | \$50 per door | \$0 |
| | | # freezer doors controlled | | \$0 |
| Describe Location: | | | | |
| | | | | |
| Measure | Quantity | | Per Unit Incentive | Subtotal Incentive |
| Reach-In Door Closer | | # cooler doors controlled | \$45 per cooler door closer | \$0 |
| | | # freezer doors controlled | \$50 per freezer door closer | \$0 |
| Describe Location: | | | | |
| | | | | |
| Measure | Quantity | | Per Unit Incentive | Subtotal Incentive |
| Strip Curtains for Walk-In Coolers and Freezers | | # square feet for coolers | \$5 per square foot | \$0 |
| | | # square feet for freezers | | \$0 |
| Describe Location: | | | | |
| | | | | |
| Measure | Quantity | | Per Unit Incentive | Subtotal Incentive |
| Evaporator Fan Controller on Existing Shaded-Pole Motor | | # of shaded-pole motors controlled | \$35 per motor | \$0 |
| | | | | |

The Custom offering covers cost-effective measures that are not included under the Prescriptive path, including new construction. Site-specific engineering and cost analysis are required for each project submitted. The proposed project or equipment must have verifiable electric energy savings. EML will only approve projects, not overall technologies. While a specific Custom measure may be approved under one project, it does not guarantee that the same technology will be approved on any other project.

Custom projects are paid an incentive of \$.08/kWh saved, down to a one-year payback (limited to no less than a one-year payback). If the payback is already relatively quick without an incentive, then the incentive may be less than \$.08/kWh since it is already approaching a one-year payback.

Typical Custom measures include but are not limited to:

- Energy management systems,
- Compressed air systems,
- Process equipment,
- Industrial systems, and
- Induction lighting.

The Small Business Solutions (SBS) offering, which also falls under the Entergy Solutions for Business offering, is designed to overcome barriers to participation by small business customers by providing significant financial incentives and a streamlined process for installing targeted improvements. Barriers to business energy efficiency include lack of information, lack of delivery infrastructure, and lack of capital. These barriers often prevent participation in utility-sponsored programs geared toward larger or more generalized commercial and industrial markets. Because small commercial and industrial customers generally face high transaction costs for efficiency projects and limited savings potential, they are not targeted by most energy service companies. The SBS offering seeks to identify cost-effective efficiency retrofit opportunities in eligible customer sites. It provides direct installation, financial incentives, education, and other strategies to encourage the early replacement of existing equipment with high efficiency alternatives. The SBS offering has a primary emphasis on lighting efficiency upgrades.

Under this offering, small business customers can receive a complimentary lighting space-by-space assessment of their existing lighting equipment and are provided with a report that details recommended upgrades, cost of the total project, what the customer's share is of the project, and what the simple payback is. Customers will get a an electronic and/or paper copy of this assessment. If they decide to move forward with upgrading their facility the SBS offering covers up to 70% of the total projects cost, with a \$10,000 cap on this offering. Customers must use a registered SBS trade ally purchase the material and install the equipment as SBS trade allies agree to the requirements of participation and fixed prices for the customers.

ii. Highlights

Highlights

For 2019 was a tremendously successful year for ESfB and SBS. As a portfolio, all goals were reached for participation, MWh and MW. The portfolio exceeded goals by achieving 155% of the MWh goal and 126% of the MW goal. The incentive budget exceeded the 2019 value of [REDACTED] by approximately [REDACTED], which was made possible Entergy's decision to leave the offering open despite oversubscription early in the year. The SBS offering had significant participation above what was anticipated for the year. Originally the goal for number of audits performed was 600, but due to a very high level of participation interest, ICF completed 682 audits. The conversion rate of audits performed to actual projects implemented was about 64% which is very high and another sign of success for the SBS offering.

There was notable engagement with the community and local associations throughout EML's service territory. Account managers also spoke at several Rotary Clubs including Senatobia and Como Rotary Clubs. There were several individual presentations to customers in the governmental and educational sectors, including Rankin County School District, MS Dept of Environmental Quality, Mississippi Department of Corrections, Mississippi College, Northwest Community College and Delta State. A presentation was also given at the Association of Mississippi Supervisors' Conference in June and the Mississippi Municipal League. The program

team also kept open lines of communication with the Mississippi Development Authority and helped to promote their business loan programs while they helped promote the ESfB offerings.

Challenges

The success of the Small Business Solutions offering was a challenge due to the high demand for participation with limited resources. At the launch of the offering there was such a high volume of audit requests that program staff immediately put some mechanisms in place to slow down the participation to better manage resources. Even so, participation remained high for the year.

Although one trade ally for the SBS offering had issues with customer service complaints, those issues were resolved through additional coaching and training. For the CIGE offering, there were no significant concerns with trade ally performance.

iii. Approved Budget & Actual Expenses

Table 30 provides the Commercial, Industrial, Governmental and Educational Prescriptive Budget Summary for Incentive and Implementation costs for 2019.

Table 30: Commercial, Industrial, and Governmental Prescriptive 2019 Budget Summary

| Entergy Mississippi Business and Small Business | | | |
|---|-------------|-------------|---------------|
| 2019 Budget Summary (YTD) | | | |
| | Estimated | Actual | % Variance |
| Incentive Costs | | | |
| Implementation Costs | | | |
| Total Costs | \$4,562,860 | \$5,832,829 | 28% |

iv. Annual Savings

During 2019, the Entergy Solutions for Business Offering was available to EML non-residential customers and provided incentives. Table 31 provides details on the measures installed under the CIGE Prescriptive Offering.

Table 31: Impact Summary for the Business and Small Business Offering

| Business and Small Business Measure Detail For 2019 | | | | | |
|--|----------------------------|-------------------|------------------|-----------------------------|----------------------------|
| Measure | Measure Quantity Installed | Premise Level MWh | Premise Level MW | Gross Wholesale MWh Savings | Gross Wholesale MW Savings |
| Prescriptive and Custom Offering | | | | | |
| "Corn-cob" type replacement lamps for HID, halogen and incandescent lamp replacement | 1,217 | 1,085.17 | 0.050 | 1,118.73 | 0.051 |
| Combination Ovens | 4 | 91.69 | 0.018 | 94.52 | 0.018 |
| Electric Heating/Cooling | 1 | 313.41 | 0.164 | 323.10 | 0.169 |
| Exterior LED Parking Garage or retrofit kit replacing HID or fluorescent fixtures | 285 | 298.13 | 0.036 | 307.35 | 0.037 |
| Exterior LED Parking Lot, Gas Canopy, Area, Flood, Wall pack or retrofit kit | 6,401 | 4,513.25 | 0.045 | 4,652.84 | 0.046 |
| Fat Fryers | 16 | 147.07 | 0.028 | 151.62 | 0.029 |
| Glass Door Reach in Refrigerators | 29 | 8.53 | 0.001 | 8.79 | 0.001 |
| HVAC Measure | 15 | 80.88 | 0.022 | 83.38 | 0.023 |
| Interior lamp replacements with TLEDs in troffer or panel fixtures replacing T8 or T12 lamps | 73,577 | 5,648.81 | 1.136 | 5,823.52 | 1.171 |
| Large Prescriptive VFD | 12 | 68.74 | 0.018 | 70.86 | 0.018 |
| LED exit signs | 191 | 83.47 | 0.011 | 86.05 | 0.011 |
| LED reach-in freezer or cooler | 164 | 51.16 | 0.008 | 52.75 | 0.009 |
| LED screw-in A19, A21, candelabra | 4,453 | 617.67 | 0.055 | 636.78 | 0.057 |
| LED screw-in PAR/R/BR/B, MR and 4-pin CFL replacement lamps | 3,566 | 522.81 | 0.100 | 538.98 | 0.103 |
| Lighting Interior | 1 | 4.14 | 0.001 | 4.27 | 0.001 |
| New Construction - Building Method | 4 | 375.30 | 0.100 | 386.91 | 0.104 |
| New LED High/Low Bay Fixture Replacing, HID Sources, Mini-Can E-11 base and R75 base lamps | 5,432 | 5,501.69 | 1.002 | 5,671.84 | 1.033 |
| Occupancy Sensor - Ceiling/Wall Mount | 67 | 15.70 | 0.005 | 16.18 | 0.005 |
| Occupancy Sensor - Fixture Mounted | 897 | 202.35 | 0.048 | 208.61 | 0.050 |
| Occupancy Sensor - Wall Switch | 395 | 78.43 | 0.017 | 80.85 | 0.017 |
| Replace T12/T8 or halogen/incandescent/CFL fixtures with new LED fixtures and LED retro kits | 14,989 | 3,798.49 | 0.760 | 3,915.97 | 0.783 |
| Solid Door Reach-In Freezers | 23 | 6.99 | 0.001 | 7.21 | 0.001 |
| Small Business Offering | | | | | |
| Energy Audits | 682 | 0.00 | 0.000 | 0.00 | 0.000 |
| Exit Signs | 502 | 28.04 | 0.008 | 28.90 | 0.008 |
| LED Exterior Lights | 15 | 6.76 | 0.002 | 6.97 | 0.002 |
| LED Fixture | 11,815 | 2,797.04 | 0.713 | 2,883.55 | 0.735 |
| LED Linear | 11,212 | 2,968.71 | 0.768 | 3,060.53 | 0.792 |
| LED Screw-ins | 4,830 | 573.29 | 0.157 | 591.02 | 0.162 |
| All Measures | 140,795 | 29,887.74 | 5.274 | 30,812.11 | 5.437 |

v. Enhancements

To address challenge of oversubscription and improve targeting of small “mom and pop” business rather than national chains, several enhancements will take place in 2020. The threshold for eligibility in the SBS offering has been lowered to 25Kw and offers incentives covering up to 70% of the project costs capped at \$7000 per utility account. The program team will continue to work with a large group of trade allies who bring many of the participants into the program. The process for small businesses continues to be simple and require a minimum effort as the pricing and paperwork are standardized and simple.

To address the ongoing high interest and participation in the SBS offering, 2020 will continue to include a limit on SBS trade allies of a maximum of eight projects pending installation. Once a trade ally reaches this eight-project limit, no more audits will be performed with them until they have installed and submitted the final paperwork for enough projects to bring them under the eight-project threshold.

In response to oversubscription in 2019 and prior years, EML has already taken steps to reduce the risk of oversubscription in 2020 with lowered caps, lower threshold for eligible small business customers, and lower incentives. If oversubscription seems imminent at any point during the 2020 calendar year, the offering team will discuss levers to slow down participation.

New caps were also introduced in the Commercial and Industrial sector of \$25k per tax id and in the Government and Education sector of \$50k per tax id.

vi. Marketing

Marketing continued to support the Entergy Solutions for Business Offering throughout 2019 by updating marketing materials to reflect changes. Marketing material & activity included:

- Overview flyers
- Incentive overview flyers
- Case studies
- Customer satisfaction survey
- Trade ally applications
- Payee designation form
- Social media posts



Incentive Overview Flyer

Upcoming marketing support for the Entergy Solutions for Business Offering in 2020 will include:

- Continued support for any events account managers have with local stakeholders.
- Developing any new collateral materials needed by the implementation team.
- Use social media to generate awareness of incentives available to business customers.



Social Media Post



Small Business Overview Flyer