



Entergy Services, Inc.
Regulatory Affairs-LA
4809 Jefferson Hwy.
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February 4, 2010

Mark D. Kleehammer
Vice-President
Regulatory Affairs-LA

20 FEB -9 PM 12:37
PUBLIC SERVICE
COMMISSION

Ms. Eve Kahao Gonzalez
Executive Secretary
Louisiana Public Service Commission
P.O. Box 91154
Baton Rouge, Louisiana 70821-9154

Re: R-28271, Louisiana Public Service Commission, Ex Parte. In re: Investigation
Regarding the Feasibility of Implementing a Renewable Standard Portfolio for the
Jurisdictional Electric Utilities in the State of Louisiana

Dear Ms. Gonzalez:

Pursuant to General Order R-28271, Entergy Gulf States Louisiana, L.L.C. ("EGSL", formerly Entergy Gulf States, Inc. "EGS") was authorized to implement a four-month bridge agreement when the previous one-year pilot program ended in March 2008. Additionally, EGSL and Entergy Louisiana, LLC ("ELL") were authorized by the Commission to implement a two-year Green Pricing Tariff program which would assess various supply and demand issues related to renewable energy in Louisiana. Attached is the February 2010 monitoring report which covers the months October 2009 through December 2009. An electronic copy of this information is included on a CD in "pdf" format.

I am available to discuss this matter further with you at your convenience.

Respectfully submitted,

Mark D. Kleehammer
jio

Mark D. Kleehammer

MDK/lt
Attachment

cc: Melanie Verzwylt (via U. S. Mail)
Phil Hayet (via U. S. Mail)

ROUTE TO *Terri* ROUTE FROM
DEPT. *Records* DATE *2/9* DEPT. *ELL*
DEPT. _____ DATE _____ DEPT. _____
DEPT. _____ DATE _____ DEPT. _____
DEPT. _____ DATE _____ DEPT. _____



**BEFORE THE
LOUISIANA PUBLIC SERVICE COMMISSION**

2010 FEB -9 PM 12:37
LA PUBLIC SERVICE
COMMISSION

**In re: Investigation Regarding the)
Feasibility of Implementing a Renewable) Docket No. R-28271
Standard Portfolio for the Jurisdictional)
Electric Utilities in the State of Louisiana)**

**Geaux Green
Green Pricing Tariff
8th Monitoring Report**

February 2010

**Green Power Pilot Program Quarterly Report
February 2010**

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I. Introduction

The original pilot program began at Entergy Gulf States, Inc on April 1, 2007. On May 14, 2008, the Louisiana Public Service Commission ("LPSC") voted to extend the program for a period of two years and include Entergy Louisiana, LLC ("ELL") customers. The first year of this program ended with the billing month of July 2009. The second year of the program will run from August 2009 through July 2010. This program retains the current energy suppliers, Agrilectric and Lacassine.

During the first year of the new program, the focus was on revitalizing the marketing campaign to grow the customer base and increase awareness that green power is available for purchase. Additionally, a more substantial grassroots marketing effort was undertaken to reach customers on a more personal level. The second year will continue these efforts but attempt a more efficient utilization of resources in order to manage program costs.

In addition to continuing the current marketing program, the new focus for 2010 will be on securing a co-marketing partner. While there has been limited partnering success, *Geaux Green* will be working to expand these efforts by working with larger organization(s) that share a commitment to environmentally friendly energy.

II. Energy Supply

Geaux Green Energy (August 2009 – December 2009)

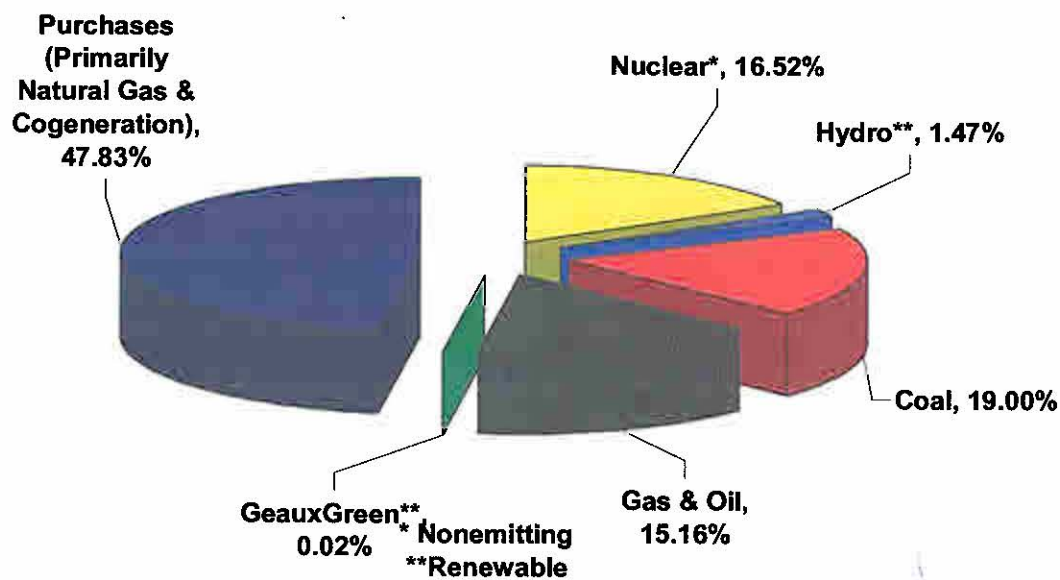
Agrilectric

	Aug	Sep	Oct	Nov	Dec
Contracted MWh	1,000	1,000	1,000	1,000	1,000
Delivered MWh	1,000	1,000	1,000	1,000	1,000

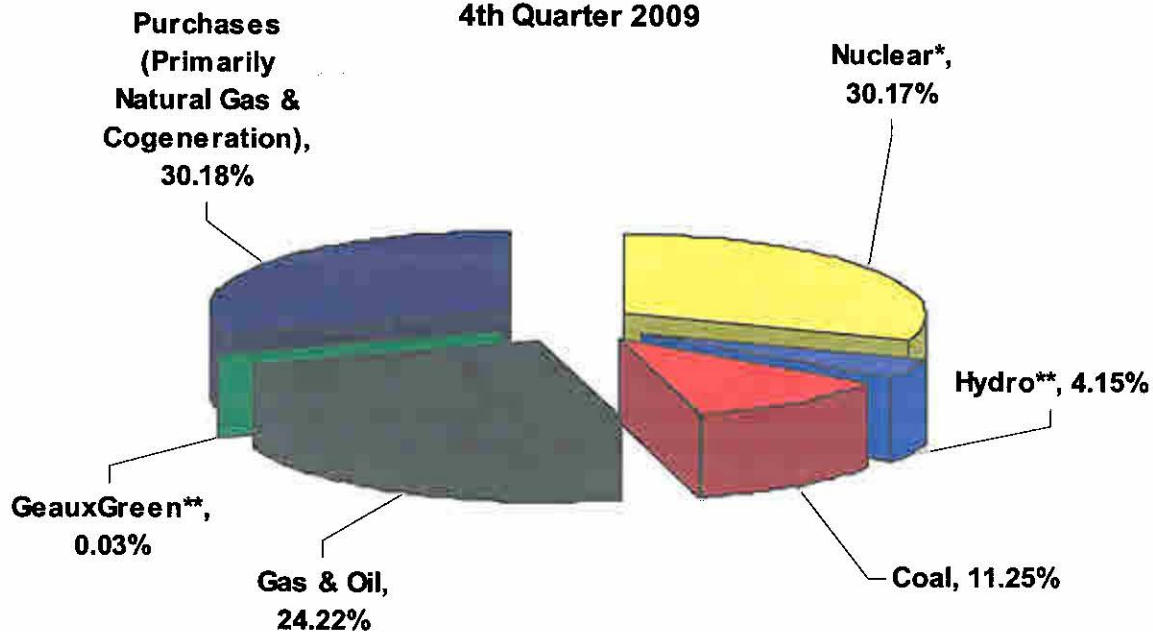
The 2009/2010 program is sourced 5,000 MWh from Agrilectric and 2,500 MWh from Lacassine to be delivered in 2010. Agrilectric has fulfilled its commitment, supplied its attestation, and has been paid \$20,000 (5,000 MWh * \$4 green premium).

The MWh generated for this program are part of the overall energy portfolio used to meet the energy needs of customers. The following charts show the 4th quarter 2009 energy source profile for EGSL and ELL. These are available on www.geauxgreen.com and are updated quarterly.

EGSL Sources of Energy 4th Quarter 2009



ELL Sources of Energy 4th Quarter 2009



* Nonemitting
** Renewable

III. Program Participation

Customer Count

EGSL

Class	12-08	1-09	2-09	3-09	4-09	5-09	6-09	7-09	8-09	9-09	10-09	11-09	12-09
Residential	325	343	344	348	353	355	407	410	395	395	398	397	389
Commercial	32	31	31	31	31	31	31	27	26	26	26	26	26
Industrial	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Total	363	380	381	385	390	392	444	443	427	427	430	429	421

ELL

Class	12-08	1-09	2-09	3-09	4-09	5-09	6-09	7-09	8-09	9-09	10-09	11-09	12-09
Residential	32	51	66	74	79	87	96	96	92	96	97	96	96
Commercial	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>
Total	32	51	66	74	79	87	96	98	94	98	99	98	98

Blocks Billed

EGSL

Class	12-08	1-09	2-09	3-09	4-09	5-09	6-09	7-09	8-09	9-09	10-09	11-09	12-09
Residential	1,287	1,345	1,357	1,373	1,354	1,374	1,448	1,453	1,370	1,369	1,378	1,398	1,354
Commercial	1,204	1,194	1,194	1,194	1,194	1,194	1,204	1,181	1,161	1,161	1,161	1,161	1,161
Industrial	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>
Total	2501	2,549	2,561	2,577	2,558	2,578	2,662	2,644	2,541	2,540	2,549	2,569	2,525

ELL

Class	12-08	1-09	2-09	3-09	4-09	5-09	6-09	7-09	8-09	9-09	10-09	11-09	12-09
Residential	38	26	54	113	137	185	210	211	232	243	239	229	236
Commercial	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>2</u>
Total	38	26	54	113	137	185	210	211	232	243	241	231	238

IV. Marketing

When ELL joined *Geaux Green*, a revised marketing strategy was created to introduce the new "Wooden CFL" logo and slogan. These changes promoted the idea of combining energy efficiency and environmental responsibility and let customers know that environmentally friendly energy was available for purchase now. An intensive radio and television campaign ran during the first two quarters of 2009.

The plan for the 2009/2010 year is to continue the revised marketing campaign but on a smaller scale. The new campaign is budgeted at \$350,000 dollars or approximately half the first year budget. While many of the marketing elements will be reused for cost efficiency, new ideas such as vehicle wraps are being considered.

A. Television

The current ad, viewable on youtube.com, presented a visual depiction of how Entergy's renewable energy is created and delivered to customers. It also reiterated the message that green power is available now for purchase by interested homes and businesses.

B. Radio

The ads are based on the television commercial and feature the same energetic music and voice announcer. The message reiterates the supply is local and provides a call to action by telling customers "all we need to make it work is you."

C. Billboards

The revised billboard will appear at the following locations.



Baton Rouge

North side of I-10 .2 miles east of I-110 facing east.

Jefferson Parish

North Side of Veterans Blvd – East of Clearview Facing West (Digital)

Monroe

North Side of Louisville Ave. at Burger King Facing Southwest

West Side of HWY 165, South of HWY 80 Facing North (Digital)

North Side of Louisville at 2nd Street, Facing Southwest (Digital)

D. Brochure

The following brochure is provided to customers interested in learning more about *Geaux Green*. It provides energy efficiency tips, information about the program, and a contract to sign-up.

Customers not requesting the brochure can also enroll online or download and mail a contract.

1000
1000
1000

1. Adjust your thermostat to 78 degrees in the summer and 65 degrees in the winter.
2. Seal air leaks around windows and doors.
3. Replace air and furnace filters every 30 days.
4. Conserve hot water.
5. Use energy-efficient light bulbs.

For more information on ways to save less electricity and help reduce greenhouse gases, visit energysmart.ny.gov.

Turn On Some Green Power!

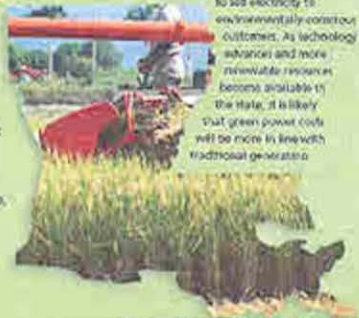


Geaux GREEN
It's A Good Choice For Louisiana.

Many customers do not benefit financially from their green power purchase. The blocks you purchase go directly to the Green Design program. Green Design was put in place by the Louisiana Public Service Commission in 2007 to buy green power from local Louisiana producers. Foster the development of a green power industry in the state and increase customer awareness of the renewable energy option.

You can be part of an effort with environmental benefits today and help build a future where affordable renewable energy can play an important role in the energy mix in our state. Just visit greenpenn.com for more information or complete the attached form and return it to us. If you need help, call us at 1-877-643-3162.

the current technology used for small-scale renewable energy is generally more expensive than conventional generation. The Geostar Green program is designed to create a way for renewable electricity providers in California to sell electricity to environmentally-conscious customers. As technology advances and more renewable resources become available in the state, it is likely that green power costs will be more in line with traditional generation.



To sign up for **Geaux GREEN**, please email the form, art, labels, etc. to info@geauxgreen.com where appropriate and indicate how many 100 kWh blocks you want to purchase. Then simply detach the Form, seal it with the address strip and mail back to us!

You can also sign up online at geauxgreen.com!

ENTRANCE CONSULTING, LLC ("ENTRANCE") AND ORIGIN PARTNERS, LLP ("ORIGIN")
 This Agreement is made between Entrance Consulting, LLC (the "Company"), and
 ORIGIN PARTNERS, LLP (the "Origin")

UNIVERSAL:
The London-based Public Service Commission ("PSC")
in 2002 filed a 2,502-1 General Order No. 2,502-1
to implement a temporary general job ban ("TGB"), as
the Company has been authorized by the LSC to
compliance with such Order to ensure the TGB to any
candidate who is not a citizen, and
The Commission has issued such order, and
The Company, according to provide such service to the
Candidate under the terms of the TGB.
UNIVERSAL: The PSC has agreed to take

TERMS AND CANCELLATION:
The Tattler herds of this agreement shall be from the 2016-2017 Company reported 2015/2016 Agreement with the participating ranches until July 31, 2016.

* If the Customer terminates service, we will bill the Customer for the amount of the service charges for the month in which the service is terminated.

If the Customer moves to a location within the Company's service territory, the Agreement may be transferred to such new location at the Company's option.

* If the Commission deems that the Party is involved in the activities and therefore the opportunity to cancel this Agreement pursuant to the terms of the contract will be considered.

- The contract will be automatically extended for successive one year periods or for such term as is provided in the applicable Construction contract.

[illegible]

- If the program is cancelled for one of the conditions, all pending bookings will be cancelled on the date specified by each event.

* The Committee expects to purchase at least three helicopters as a replacement for the 10 Sikorsky HO4S helicopters which are currently in service. This helicopter is currently being evaluated. The first of the helicopters is expected to be delivered to the Department of Defense in the next few months.

I would like to add the following Green Blocks to my monthly bill:

☐ 1 Block (100 KILOWATT-HOURS) for a total of \$2.25

☐ 2 Blocks (200 KILOWATT-HOURS) for a total of \$4.50

☐ 3 Blocks (300 KILOWATT-HOURS) for a total of \$6.75

☐ 4 Blocks (400 KILOWATT-HOURS) for a total of \$9.00

☐ Other (PLEASE WRITE IN)

Block X (\$2.25 per Block) = \$

... ..

ACCOUNT NUMBER

1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.

E-MAIL ADDRESS (OPTIONAL)

E. T-Shirts

The shirts are promotional items given to customers that signup at *Geaux Green* attended events.

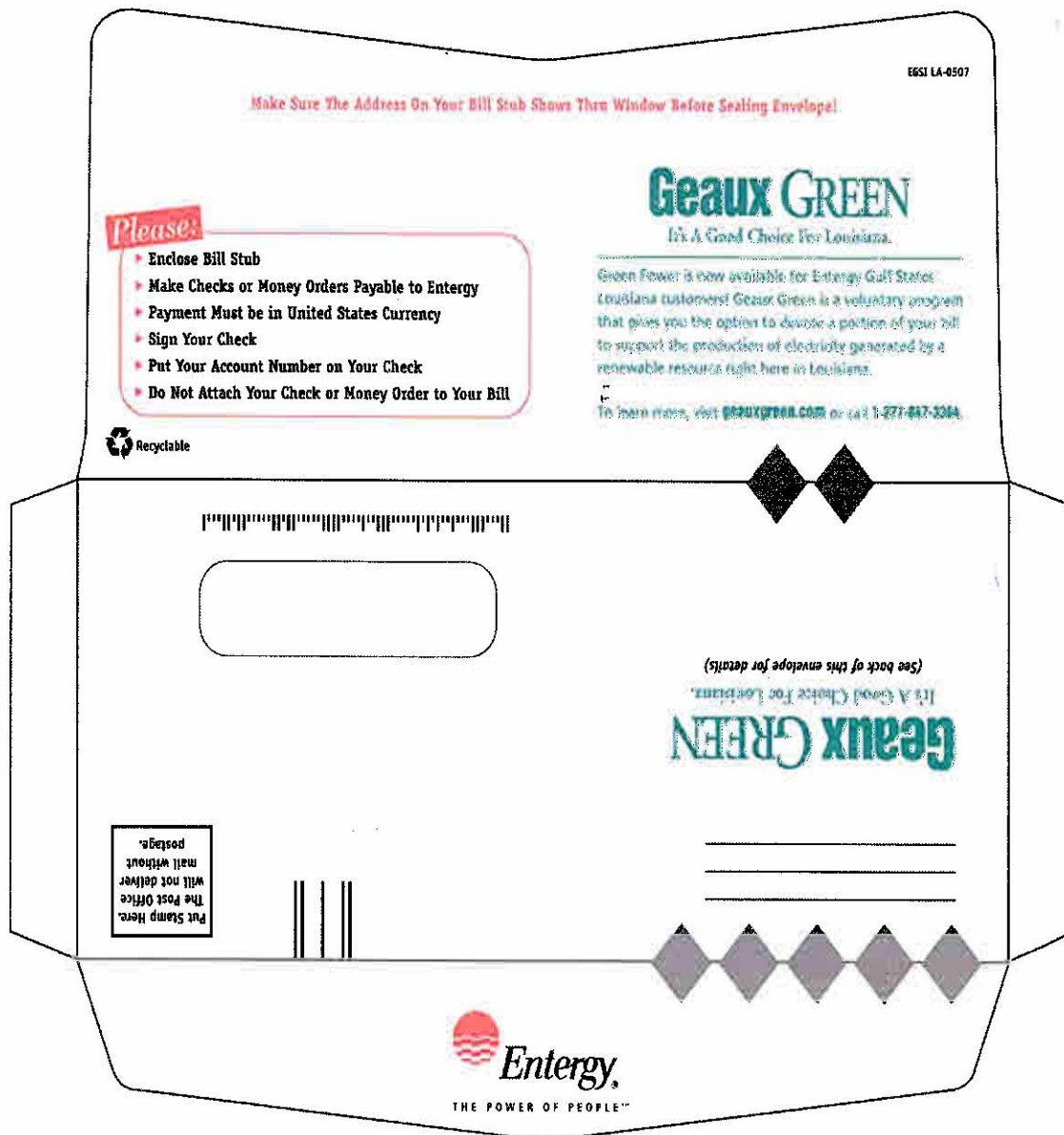


F. Bill Messages

The bill message “Green Power is now available to Entergy [Louisiana] [Gulf States Louisiana] customers for as little as \$2.25 per month. For more information, go to geauxgreen.com or call 1-877-847-3364” ran November 2009 at both EGSL and ELL. This message will also run in future months when space is available.

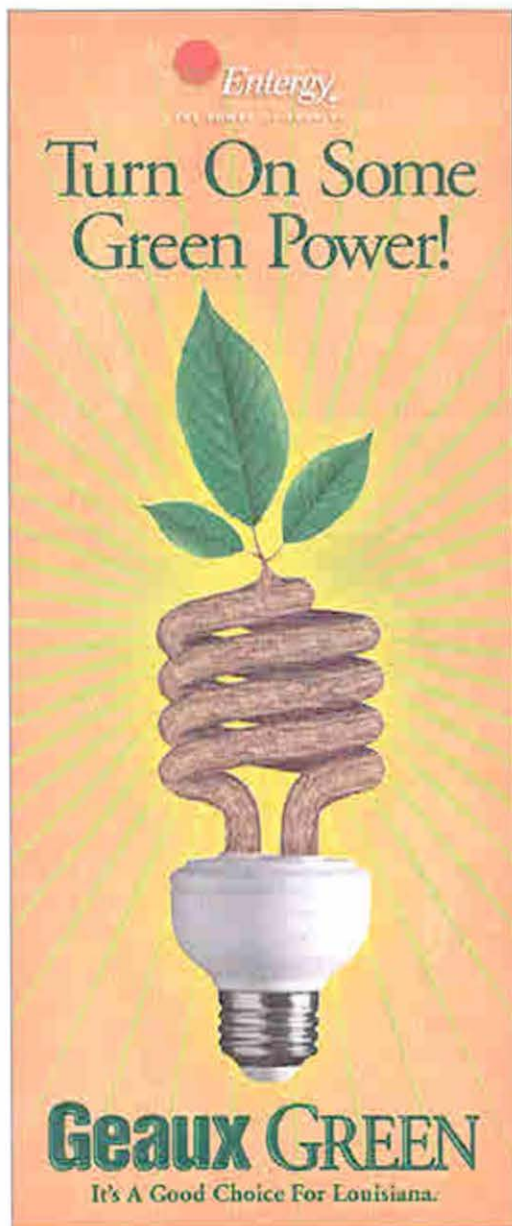
G. Remittance Envelope

The following remittance envelope was included in bills April 2009 through September 2009 and January 2010. This advertisement is another opportunity to introduce the program and direct customers to www.geauxgreen.com for further information.



H. Bill Inserts

This insert adds the new logo and slogan and also provides a clear example (one 100 kWh block has the same energy benefit as recycling 250 aluminum cans) to equate participation with environmental benefits.



(Front)

Entergy Gulf States Louisiana, L.L.C. is offering electricity generated from environmentally friendly, renewable energy producers in the state. Power from these green providers – offered in blocks of 100 kilowatt-hours (kWh) – goes into Entergy Gulf States Louisiana's electric system as part of the total power mix.

Entergy Gulf States Louisiana does not benefit financially from Geaux Green. The blocks you purchase go directly to the Geaux Green program for green power purchases, customer education, and program administration.

By purchasing one 100 kWh block of green power for only \$2.25, you can provide the same environmental energy benefit as recycling 250 aluminum cans per month. That's 3,000 cans per year.*

Be part of an effort with environmental benefits today that will help build a future where affordable, renewable energy can play an important role in our state's energy mix.

Visit geauxgreen.com or call us at 1-877-847-3364 for more information.

*Source: Louisiana Department of Environmental Quality

Geaux GREEN
It's A Good Choice For Louisiana.


THE POWER OF PROGRESS
entergy-louisiana.com

A Diversion from Entergy Gulf States Louisiana, L.L.C.
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(Back)

I. Grassroots

In addition to the traditional media campaign, Entergy will continue to focus on grassroots efforts. A change for the 2009/2010 program will be to select larger, more focused venues that have the ability to reach a wider audience.

In November 2009 Entergy collaborated with the Pew Center on climate change to launch its "Make an Impact" program (entergy.com/makeanimpact). This program is designed to give customers and employees the knowledge and tools to reduce personal energy use, save money, and make a difference in the fight against climate change.



V. Budget

The budget for the second year program is \$350,000. The following charts show current spending versus budget.

Entergy Gulf States, L.L.C. (August 2009 - July 2010)

	Program Budget	YTD Spending	Remaining Budget
I Media Placement			
Radio	\$ 10,848	\$ -	\$ 10,848
Outdoor	36,730	20,238	16,492
Print	-	-	-
Television	34,400	-	34,400
Media Placement Subtotal	81,978	20,238	61,740
II Event Sponsorships	-	-	-
III Bill Inserts	16,634	-	16,634
IV Research: Follow up Survey	15,187	-	15,187
V Educational/Collateral/ Miscellaneous Material	18,622	1,656	16,966
Total Marketing / Promotion / Production	132,421	21,894	110,527
VI Programming: Billing and Online	-	-	-
VII Budget Reserve	5,768	-	5,768
VIII Budget Total	<u>\$ 138,189</u>	<u>\$ 21,894</u>	<u>\$ 116,295</u>

Entergy Louisiana, LLC. (August 2009 - July 2010)

	Program Budget	YTD Spending	Remaining Budget
I Media Placement			
Radio	\$ 19,152	\$ -	\$ 19,152
Outdoor	41,920	45,784	(3,864)
Print	-	-	-
Television	51,500	-	51,500
Media Placement Subtotal	112,572	45,784	66,788
II Event Sponsorships	-	-	-
III Bill Inserts	29,366	-	29,366
IV Research: Follow up Survey	26,813	-	26,813
V Educational/Collateral/ Miscellaneous Material	32,878	2,924	29,953
Total Marketing / Promotion / Production	201,629	48,708	152,921
VI Programming: Billing and Online	-	-	-
VII Budget Reserve	10,182	-	10,182
VIII Budget Total	<u>\$ 211,811</u>	<u>\$ 48,708</u>	<u>\$ 163,104</u>

VI. Summary

Since the November 2009 monitoring report, sales of green power blocks have remained flat. This is partly expected due to economic concerns, the focus of customers on holiday related activities, and a lack of advertising during the expensive holiday season. Beginning in January 2010, both electronic and traditional billboards have resumed.