professionalism. For example, respondents who were left with construction debris to clean up exhibited a strongly negative opinion of the contractors, which almost certainly influenced their assessment of measure performance. Similarly, respondents who were dissatisfied with their CFLs and showerheads viewed the program negatively, regardless of any energy savings those measures may have generated. It is also not clear that this negative perception is limited to the program sponsor since some respondents appeared to consider the project sponsors as Entergy representatives.

In conclusion, Entergy may wish to focus more attention on quality control of the most tangible aspects of the program. Participants are likely to judge the quality of the program based on the professionalism and courtesy of the field staff and the quality of the materials and workmanship. These factors probably trump more intangible measures of performance, including bill reduction and comfort improvement. Despite the program's structure as a Standard Offer Program, we believe Entergy has a compelling interest in controlling the quality of the customer interaction because those interactions may color customers' perceptions of the utility, either positively or negatively.

Entergy Field Inspection Checklist

Reed Service Company

Inspected by: K [illegible] on July 14 '04

General Information

Project Sponsor:	**Reed Service Company**
Invoice Receipt Date:	
Inspection Complete Due Date:	
Other notes:	

CA - OK

Etn - OK

Customer Information
Beatrice Sudan
3184 Campbell
Beaumont, TX 77703
Phone Number at Site:
Inspection Date:
Group ID: Single Family
Certified Hers To Reach (Y/N): No

No answer

Project Completion Date	Month	Day	Year
6/28/2004	June	28	2004

Accompanies Project Sponsor's Invoice for the Month of...	Month	Year
	June	2004

CI: Ceiling Insulation Installation (InstallationID-339)

	Sponsor Reported	Actual
Base Ceiling Insulation Level:	R-1 to R-4	
Post Ceiling Insulation Level:	R-30	
Square Feet:	1000	
Heating/Cooling Type:	Heat Pump Heat - Electric AC	

Field Notes:

Customer Information
John Davis
8760 Linkwood
Beaumont, TX 77706
Phone Number at Site:
Inspection Date:
Group ID: Single Family
Certified Hard To Reach (y/n): No

Project Completion Date	Month	Day	Year
6/28/2004	June	28	2004

Accompanies Project Sponsor's Invoice for the Month of...	Month	Year
	June	2004

AC: Central Air Conditioning Installation *(InstallationID 344)*

	Sponsor Equation	Actual
Unit Size (tons):	3.0	
SEER Level:	13.50-13.99	
Condenser Information		
Condenser Brand Name:	Carrier	
Condenser Model:	38TXA036-3	
Condenser Serial #:	2004e03939	
Coil Information		
Coil Brand Name:	Carrier	
Coil Model:	FV4BNF003	
Coil Serial #:	3003a72901	
Furnace Information		
Furnace Model Number:	n/a	
TDR:	True	
TXV:	True	

37216

Field Notes:

Customer Information	
Ted Bell	
7250 Wickersham	
Beaumont, TX 77708	
Phone Number at Site:	
Inspection Date:	
Group ID	Single Family
Certified Hard To Reach (y/n):	No

Site Visit

Project Completion Date	Month	Day	Year
6/28/2004	June	28	2004

Accompanies Project Sponsor's Invoice for the Month of...	Month	Year
	June	2004

298279

AC: Central Air Conditioning Installation (InstallationID 329)		
	Sponsor Reported	Actual
Unit Size (tons):	3.0	
SEER Level:	15.00-15.99	
Condenser Information		
Condenser Brand Name:	Carrier	
Condenser Model:	38TDB036900	
Condenser Serial #:	2304e09494	
Coil Information		
Coil Brand Name:	Carrier	
Coil Model:	CE3AXA036	
Coil Serial #:	0304x27738	
Furnace Information		
Furnace Model Number:	58CVA070-1-12	
TDR:	True	
TXV:	True	

Field Notes:

Customer Information	
Mike Sabechick	
6855 Rosewood	
Beaumont, TX 77713	
Phone Number at Site:	
Inspection Date:	
Group ID	Single Family
Certified Hard To Reach (y/n)	No

Project Completion Date	Month	Day	Year
6/28/2004	June	28	2004

Accompanies Project Sponsor's Invoice for the Month of...	Month	Year
	June	2004

AC: Central Air Conditioning Installation (InstallationID 334)

	Sponsor Reported	Actual
Unit Size (tons):	2.0 ✓	
SEER Level:	14.00-14.99 ✓	
Condenser Information		
Condenser Brand Name:	Carrier	
Condenser Model:	38TXA024300	
Condenser Serial #:	2104e11678	
Coil Information		
Coil Brand Name:	Carrier	
Coil Model:	FV4BNF002	
Coil Serial #:	2903e71247	
Furnace Information		
Furnace Model Number:	n/a	
TOR:	True	
TXV:	True	

371902

HP: Heat Pump Installation (InstallationID 333)

	Sponsor Reported	Actual
Unit Size (tons):	3.0 ✓	
SEER Level:	15.00-15.99 ✓	
HSPF Level:	8.4-8.5	
Condenser Information		
Condenser Brand Name:	carrier	
Condenser Model:	38YD8036	

463281

Condenser Serial #:	0804e19907	
Coil Information		
Coil Brand Name:	Carrier	
Coil Model:	TE4ANF003	
Coil Serial #:	1004s72766	
Furnace Information		
Furnace Model Number:	n/a	
TDR:	False	
TXV:	False	

Field Notes:

Customer Information:
Bob Schwendiman
5750 Viking
Beaumont, TX 77706

Phone Number at Site:	
Inspection Date:	
Group ID:	Single Family
Certified Hard To Reach (y/n):	No

Project Completion Date	Month	Day	Year
6/28/2004	June	28	2004

Accompanies Project Sponsor's Invoice for the Month of...	Month	Year
	June	2004

373934

AC: Central Air Conditioning Installation (InstallationID 332)		
	Sponsor Reported	Actual
Unit Size (tons):	3.5	
SEER Level:	14.00-14.99 ✓	
Condenser Information		
Condenser Brand Name:	Carrier	
Condenser Model:	38TSA042300	
Condenser Serial #:	2004e03516	
Coil Information		
Coil Brand Name:	Carrier	
Coil Model:	CD5AXA048	
Coil Serial #:	4703x50439	
Furnace Information		
Furnace Model Number:	58CVA090-16	
TDR:	True	
TXV:	True	

Field Notes:

Customer Information
Bryan Wendt
2112 International
Orange, TX 77632
Phone Number at Site:
Inspection Date:
Group ID: Single Family
Certified Hard To Reach (y/n): No

Project Completion Date	Month	Day	Year
6/28/2004	June	28	2004

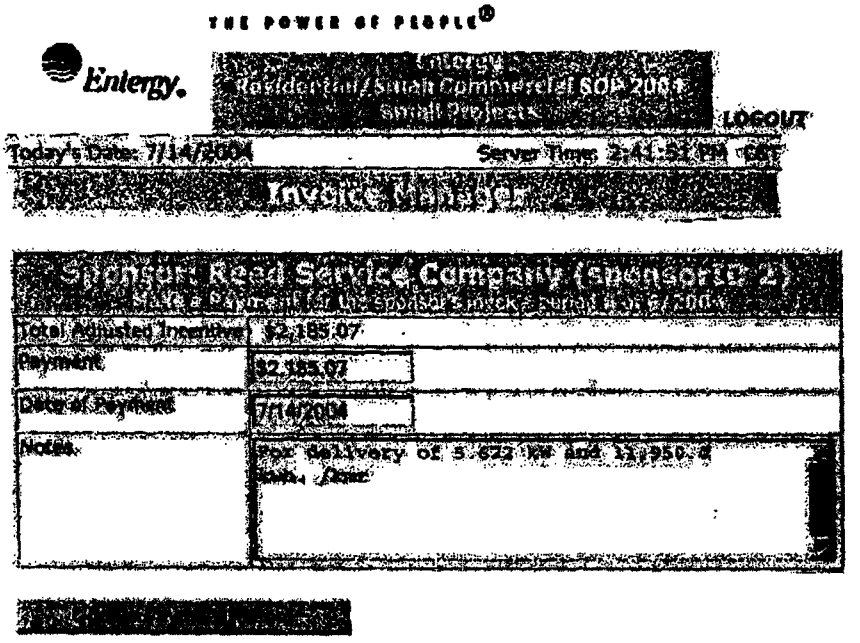
Accompanies Project Sponsor's Invoice for the Month of...	Month	Year
	June	2004

	Sponsor Reported	Actual
Unit Size (tons):	4.0	
SEER Level:	14.00-14.99 ✓	
Condenser Information		
Condenser Brand Name:	Carrier	
Condenser Model:	38TDB048300	
Condenser Serial #:	1504e07040	
Coil Information		
Coil Brand Name:	Carrier	
Coil Model:	CD5AXA048	
Coil Serial #:	1404x09403	
Furnace Information		
Furnace Model Number:	58CVA090-16	
TDR:	True	
TXV:	True	

298615

Field Notes:

Admin Menu



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If you have questions about the use of this form, please click on the following link to send an email to Karen Radosevich, Entergy's Standard Offer Program support professional: kradose@entergy.com

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Entergy Southeast Texas Town Meeting: May 1998
Summary Results: Residential Event Participants

Following is a list of items relating to energy. Please tell us how important you think each statement is to you, using a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance.

	Mean Pre Event	Mean Post Event
1a. To receive electricity at the lowest cost.	9.6	8.6
1b. To protect the environment from pollution created by electric generation.	8.6	8.4
1c. To be sure that there is enough electricity to meet needs now and in the future.	9.3	9.5
1d. To see to it that basic needs for electricity in all households are met.	9.3	9.2
1e. To see to it that there are as few electric outages as possible.	9.2	9.1

	#1a. Lowest Cost	#1b. Environ-ment	#1c. Enough Electricity	#1d. Needs Met	#1e. Few Outages	Don't Know
1f. Which of these do you think is most important?						
Pre Event	43%	10%	15%	15%	13%	3%
Post Event	38%	21%	17%	17%	5%	3%
1g. Which do you think is second most important?						
Pre Event	25%	22%	16%	14%	18%	2%
Post Event	21%	27%	30%	11%	8%	3%
1h. Which do you think is third most important?						
Pre Event	13%	25%	23%	14%	17%	2%
Post Event	21%	16%	25%	19%	15%	3%

2. Some people might be concerned about how their electricity is produced, while others are only concerned that it be produced by the least expensive way possible. Which of these is closer to your view?

	Pre Event	Post Event
2a. Concerned about how electricity is produced	47%	58%
2b. Concerned that electricity be produced by the least expensive way possible	45%	40%
2c. Don't know	8%	2%

Now we would like to ask you about some specific options Entergy will consider in planning to meet the area's future need for electricity. For each of these please tell us how important you think it will be for Entergy to focus on in the future. Using a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important and 5 stands for average importance.

	Mean Pre Event	Mean Post Event
3a. Generating electricity using renewable technologies such as wind and solar power.	8.4	7.0
3b. Providing customers with ways to save energy and thereby reduce the need for additional electric generation.	8.6	8.9
3c. Generating electricity using fuels such as natural gas or coal.	6.6	6.4
3d. Purchasing power from another producer of electricity.	5.8	6.2

	#3a Renew. Tech.	#3b. Reduce Need	#3c. Gas or Coal	#3d Purchase Power	Don't know
3e. Which of these do you think your utility should pursue first?					
Pre Event	57%	17%	10%	7%	9%
Post Event	37%	50%	9%	2%	1%
3f. Which do you think they should pursue second?					
Pre Event	20%	50%	12%	6%	3%
Post Event	27%	36%	23%	13%	1%
3g. Which do you think they should pursue third?					
Pre Event	10%	11%	35%	25%	7%
Post Event	18%	5%	33%	41%	3%

	Mean	Median
4a. About how much do you pay for electricity in an average month in the winter?	$88.53	$80.00
4b. How much do you pay in an average month in the summer?	$136.34	$129.50

Some of the options mentioned for supplying electricity could be more expensive than others. As a way of determining how much value you place on each option, please tell us how much more, if anything, you would be willing to pay above your current monthly electric bill to have Entergy pursue each option. If you are unwilling to pay any more, just say 0. Please answer in terms of dollars per monthly bill.

	Mean Pre Event	Mean Post Event
5a. Electric generation using renewable technologies such as wind and solar power.	$5.49	$5.32
5b. Providing customers with ways to save energy and thereby reduce the need for additional electric generation.	$3.40	$3.23
5c. Electric generation from facilities that use coal or natural gas.	$2.04	$1.35
5d. Purchasing power from another producer of electricity.	$1.54	$1.45
6. Thinking about the four options just discussed, what is the greatest total amount you would be willing to pay per month above your current bill to have those options you would want included in Entergy's mix of resources? Please answer in terms of dollars per monthly bill.	$8.49	$7.89
7. How much more, if anything, would you be willing to pay per month above your current bill to provide ways to make energy more affordable for low income customers?	$4.79	$4.20

8. Which of the following statements best describes your feelings about how you would like your utility to meet future needs for electricity?

	Pre Event	Post Event
An option which is more expensive to put in place but has steady operating costs in the future?	65%	73%
An option which is less expensive to put in place but has uncertain operating costs in the future?	21%	10%
Don't know	14%	17%

9. Entergy has no need to build generating capacity over the next 10 years. Knowing this, which of the following is closest to your view.

	Pre Event	Post Event
Entergy should still invest in new resources if doing so would reduce customer electric bills in the long run, or	30%	17%
Entergy should begin phasing out polluting resources and replacing them with resources to reduce pollution, even if this would result in higher bills for customers, or	14%	15%
Entergy should do both, or	38%	51%
Entergy should not add any resources during this time.	11%	13%
Don't know	7%	3%

	Mean Pre Event	Mean Post Event
10. Now consider the importance of planning for the future. Using a 0 to 10 scale, where 0 stands for not at all important and 10 stands for extremely important, how important is it for Entergy to plan to meet energy needs for 20 years out and beyond?	8.7	9.0
11. Money for the energy efficiency programs offered by Entergy comes from the rates all customers pay. Using a 0 to 10 scale, where 0 stands for not at all important and 10 stands for extremely important, how important do you believe it is for Entergy to offer low income customers as many opportunities to take advantage of energy efficiency programs as all other customers?	8.3	8.4

In the future, electric providers will offer a variety of products and services. Please tell us how likely you think you would be to use each of the services described below, using a 0 to 10 scale, where 0 stands for not at all likely and 10 stands for very likely. We realize some people may not know much about these services, so feel free to tell us if you don't have an opinion in response to these questions.

	Mean Pre Event	Mean Post Event
12. Suppose your electric provider offered you a voluntary choice to purchase electricity generated from renewable sources such as solar or wind. If this choice were offered to you tomorrow, how likely would you be to purchase electricity from renewable resources?	6.9	6.9
12a. How much more, if anything, would you be willing to pay above your current monthly electric bill to have at least 25% of the electricity you use produced from renewable resources? If you are unwilling to pay any more just say 0.	$0.00	$2.00
13. Suppose your electric provider offered you "time of use pricing." Customers who choose this option would pay less for the electricity used during nights and weekends, when it costs less, and would pay more for electricity used during the day, Monday through Friday, when it costs more. By using less electricity during high rate times, these customers could control their electric bill. If this choice were offered to you tomorrow, how likely would you be to choose this option?	6.1	6.7
14. Suppose your electric provider offered to sell you equipment that enabled you to generate part of your electricity. This would probably be somewhat more expensive than getting all of your electricity from your electric company. If this choice were offered to you today, how likely would you be to purchase such equipment?	2.3	4.1
15. Suppose your electric provider offered an interruptible or load limiting program where you would specify which major appliances would be controlled and turned off, by the electric provider, when demand is high, and you would receive a reduced rate for the electricity used by those appliances of approximately 10-15%. If this service were offered to you today, how likely would you be to use it?	3.8	3.7
16. Suppose your electric provider offered a flat guaranteed price per kilowatt hour of electricity for a five-year contract. If this service were offered to you today, how likely would you be to use it?	6.0	6.3
17. Suppose your electric provider offered an appliance warranty on major appliances no matter you purchased them. A flat monthly payment would guarantee major	5.2	5.6

appliance repair or replacement at no additional charge. If this service were offered to you today, how likely would you be to use it?		

	Pre Event	Post Event
18. One way that Entergy could invest in renewable resources, such as wind and solar power, would be to spread the cost of such projects among all customers. Another way is to offer renewable energy programs that allow just those customers who want these resources to pay more for renewable energy. Do you feel that Entergy should invest in renewable energy:		
By spreading the cost to all customers,	26%	15%
By offering programs which only allocate costs to those who want renewable energy,	27%	45%
By both methods,	23%	32%
Or should Entergy not invest in renewable energy?	7%	1%
Don't know	17%	7%
19. When it comes to what you pay for electricity, which is more important to you, the rate you are charged per kilowatt hour of electricity or the total amount of your electric bill each month?		
Rate charged per kilowatt of electricity	33%	29%
Total amount of electric bill	58%	69%
Don't know	9%	2%
20. Thinking about energy efficiency programs, would you say that Entergy is currently offering about the right amount of programs now, needs to offer a lot fewer programs, somewhat fewer programs, needs to offer somewhat more programs, or needs to offer a lot more programs?		
Offers the right amount	22%	9%
Needs to offer a lot fewer programs	5%	1%
Needs to offer somewhat fewer programs	2%	2%
Needs to offer somewhat more programs	20%	40%
Needs to offer a lot more programs	17%	43%
Don't know	34%	6%

21. Thinking about renewable energy, such as solar or wind power, would you say that Entergy currently uses about the right amount, needs to use a lot less renewable energy, needs to use somewhat less, needs to use somewhat more, or needs to use a lot more renewable energy?		
Uses about the right amount	8%	10%
Needs to use a lot less renewable energy	2%	1%
Needs to use somewhat less renewable energy	2%	4%
Needs to use somewhat more renewable energy	15%	37%
Needs to use a lot more renewable energy	22%	31%
Don't know	51%	18%
22. Thinking about low income customers, would you say that Entergy is offering the right amount of programs to make electricity more affordable for low income customers, needs to offer a lot fewer programs, offer somewhat fewer programs, offer somewhat more programs, or offer a lot more programs?		
Offers the right amount	15%	17%
Needs to offer a lot fewer programs	5%	3%
Needs to offer somewhat fewer programs	2%	1%
Needs to offer somewhat more programs	17%	33%
Needs to offer a lot more programs	27%	39%
Don't know	35%	7%

Following are some statements about different aspects of the service you currently receive from Entergy. For each one please tell us how you would rate Entergy's performance, using a 0 to 10 scale where 0 stands for very poor, 10 stands for excellent, and 5 stands for average. Please feel free to tell us if you don't have an opinion about Entergy's performance on any of these service issues.

	Very Poor	1	2	3	4	Aver-age	6	7	8	9	Excel-Lent	Don't Know	Mean
23a. Quickly restoring service after emergencies.													
Pre	14%	1%	3%	3%	3%	21%	2%	5%	19%	6%	22%	1%	6.1
Post	3%	2%	3%	5%	2%	19%	6%	11%	17%	11%	19%	2%	6.8

23b. Providing service without interruptions.													
Pre	7%	0%	2%	3%	4%	15%	4%	5%	23%	7%	27%	3%	7.0
Post	2%	0%	1%	4%	3%	17%	5%	8%	22%	14%	22%	1%	7.3
23c. Having a bill that is clear and easy to understand.													
Pre	3%	1%	0%	1%	1%	10%	2%	4%	12%	9%	54%	2%	8.4
Post	2%	0%	1%	2%	2%	12%	1%	5%	21%	13%	39%	3%	8.1
23d. Caring about your needs as a customer.													
Pre	14%	2%	4%	2%	2%	15%	3%	11%	11%	2%	23%	10%	6.0
Post	3%	2%	2%	4%	3%	19%	6%	10%	17%	11%	19%	3%	6.9
23e. The price you are charged for electricity.													
Pre	13%	0%	4%	7%	4%	33%	3%	5%	9%	1%	16%	5%	5.3
Post	3%	2%	2%	2%	6%	22%	6%	15%	15%	10%	12%	4%	6.5
23f. Being easy to reach by phone.													
Pre	16%	3%	3%	4%	4%	14%	5%	5%	5%	6%	30%	5%	5.9
Pos	11%	7%	6%	9%	6%	15%	4%	7%	9%	5%	14%	6%	5.1
23g. Being courteous and helpful when you contact the electric company.													
Pre	5%	1%	2%	2%	2%	14%	2%	5%	13%	6%	38%	9%	7.5
Post	7%	5%	1%	6%	3%	15%	3%	8%	13%	8%	25%	6%	6.5
23h. Having enough electricity for the hottest days.													
Pre	1%	0%	1%	0%	1%	7%	2%	5%	14%	8%	57%	5%	8.9
Post	1%	0%	0%	1%	1%	10%	2%	5%	13%	15%	49%	5%	8.7

Following is a brief statement about competition in the electric industry. In the near future, customers, such as you, may have the option to purchase electric service from a number of companies, including your local utility, other utilities, or other companies, either from nearby or around the country. Whoever you choose would use the existing local electric utility lines to get the electricity to your home.

	Pre Event	Post Event
24. Do you think you would be much better off, a little better off, a little worse off, or much worse off if you could choose your electric company?		
Much better	29%	26%
Little better	21%	21%
Same	13%	20%
Little worse	11%	12%
Much worse	8%	6%
Don't know	17%	15%

25. How do you think competition in the electric industry would affect you personally? {Verbatim comments not available.}

26. What would lead you to change to a new electric supplier? {Verbatim comments not available.}

Under competition, would you expect each of the following aspects of your electric service to get better, stay the same, or get worse than it is today? Feel free to tell us if you don't have an opinion in response to these questions.

	Get Better	Stay Same	Get Worst	Don't Know
27a. The length of time it takes to restore power when there is an outage.				
Pre Event	38%	28%	18%	16%
Post Event	40%	40%	12%	8%
27b. The frequency of outages.				
Pre Event	29%	33%	18%	20%
Post Event	32%	46%	11%	10%
27c. Having enough electricity for the hottest days.				
Pre Event	28%	40%	11%	21%
Post Event	30%	50%	9%	11%
27d. The amount you pay for your electricity.				
Pre Event	60%	13%	13%	14%
Post Event	62%	17%	9%	12%

27e. Receiving helpful and courteous assistance when you contact the electric provider.				
Pre Event	43%	33%	6%	18%
Post Event	57%	25%	6%	12%

	Pre Event	Post Event
28. Overall, what group of Entergy customers do you think consume the most kilowatt hours of electricity; residential, business, or industrial?		
Residential	19%	12%
Business	15%	3%
Industrial	61%	82%
Don't know	6%	3%
29. Overall, which of the following do you think accounts for the largest portion of your electric bill; generation of electricity, transmission of electricity, or distribution of electricity?		
Generation of electricity	29%	65%
Transmission of electricity	7%	9%
Distribution of electricity	32%	15%
Don't know	32%	10%
30. What do you think is the most important environmental problem facing the people of Southeast Texas? {Verbatim comments not available.}		
31. In your opinion, how serious is the threat of global warming; would you say it is not at all serious, not very serious, neither serious nor not serious, somewhat serious, or very serious?		
Not at all serious	10%	6%
Not very serious	8%	11%
Neither serious nor not serious	5%	8%
Somewhat serious	33%	33%
Very serious	35%	34%
Don't know	10%	7%

32. How serious is air pollution in your area; not at all serious, not very serious, neither serious nor not serious, somewhat serious, or very serious?		
Not at all serious	9%	8%
Not very serious	17%	14%
Neither serious nor not serious	3%	4%
Somewhat serious	30%	33%
Very serious	39%	39%
Don't know	2%	2%

	Mean Pre Event	Mean Post Event
33. Using a 0 to 10 scale, where 0 stands for not at all important and 10 stands for extremely important, how important is if for Entergy to invest in improved practices to reduce air pollution?	8.2	8.5
33a. As a way of determining how much value you place on this, please tell us how much more, if anything, you would be willing to pay above your current monthly electric bill to have Entergy invest in improved practices to reduce air pollution. If you are unwilling to pay anymore, just say 0.	$0.0	$1.00
Now we would like to ask you how much you think each of the following contributes to air pollution in the southeast Texas area. For each item please use a 0 to 10 scale, where 0 stands for not at all and 10 stands for a great deal.		
34a. Electric generation.	4.1	5.5
34b. Automobiles.	7.8	8.0
34c. Industrial plants.	8.7	9.0
34d. Small businesses.	3.7	4.6

In this final section we would like you to give your evaluation of Entergy's Southeast Texas Town Meeting. Please answer the following questions about your experience at the Southeast Texas Town Meeting by circling a number on the response scale following each item.

35. Overall, the Southeast Texas Town Meeting was...

Generally a waste of time								An extremely valuable experience		Don't Know	Mean
1	2	3	4	5	6	7	8	9	10	11	9.5

36. How valuable in helping you clarify your positions on the issues were each of the different parts of the Southeast Texas Town Meeting listed below?

	Little or no value	Somewhat valuable	Very valuable	Don't Know
36a. Participating in the group discussion	1%	11%	87%	1%
36b. Meeting and talking to other delegates outside of the group discussion.	3%	26%	69%	2%
36c. The session with the PUC Commissioners.	1%	17%	80%	2%

37. Please indicate whether you agree or disagree with each of the following statements about the discussion groups.

	Agree Strongly	Agree Mildly	Neither agree nor Disagree	Disagree Mildly	Disagree Strongly	Don't Know
37a. The group leader provided the opportunity for everyone to participate in the discussion.	91%	5%	1%	1%	1%	1%
37b. The group leader often tried to influence the group with his or her own views.	2%	3%	8%	2%	84%	1%
37c. I discovered that people with views very different from mine often had very good reasons for their views.	51%	27%	13%	2%	3%	3%

38. Now think back to the time after you were interviewed by phone but before you came to the Southeast Texas Town Meeting. During that time period, about how much of the time did you spend reading the discussion materials that were delivered to you?

Just glanced at the materials	12%
Read less than half of the materials	9%
Read about half of the materials	14%
Read more than half of the materials	17%
Read most or all of the materials	47%

39. Did you think the discussion materials were mostly balanced, or that they clearly favored some positions over others?

Mostly balanced	78%
Favored some positions over others	18%
Don't know	4%

40. Thinking about the Southeast Texas Town Meeting as a whole, do you believe that there was a fair discussion of the issues or do you think some positions were favored over others?

Fair discussion	80%
Some positions favored over others	18%
Don't know	2%

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ENTERGY GULF STATES, INC.
TTC Costs - By Witness, Class, and Group Description
For the Transition Period June 1999 through June 17, 2005
Amounts in Dollars

			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
			Affiliate Billings					Non-Affiliate Charges			
Witness	Class	Group Description	Total	Billed to Others	Billed to EGSI - TX	Pro Forma Adjustments	Net Requested	Total Requested Charges	Pro Forma Adjustments	Net Requested	Total Net Requested
Radosevich, Karen	Energy Efficiency Programs	Internal - Payroll / Benefits	-	-	-	-	-	-	1,309	1,309	1,309
		Internal - All Other Internal Support Costs	-	-	-	-	-	58	-	58	58
		External - Legal Contractor Costs	-	-	-	-	-	-	-	-	-
		External – All Other Support Costs	-	-	-	-	-	6,088,180	116,130	6,204,309	6,204,309
		AFUDC & Capital Overhead	-	-	-	-	-	-	-	-	-
	Total Energy Efficiency Programs		-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676
Radosevich, Karen	Total Witness Classes	Internal - Payroll / Benefits	-	-	-	-	-	-	1,309	1,309	1,309
		Internal - All Other Internal Support Costs	-	-	-	-	-	58	-	58	58
		External - Legal Contractor Costs	-	-	-	-	-	-	-	-	-
		External – All Other Support Costs	-	-	-	-	-	6,088,180	116,130	6,204,309	6,204,309
		AFUDC & Capital Overhead	-	-	-	-	-	-	-	-	-
	Total Karen Radosevich Classes		-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676

Amounts may not add or tie to other schedules due to rounding.

RADOSEVICH, KAREN

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ENTERGY GULF STATES, INC.
TTC Costs - By Witness, Class and Project Code
For the Transition Period June 1999 through June 17, 2005
Amounts in Dollars

					(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
					Affiliate Billings					Non-Affiliate Charges			
Witness	Class	Project Code	Project Description	Billing Method	Total	Billed to Others	Billed to EGSI - TX	Pro Forma Adjustments	Net Requested	Total Requested Charges	Pro Forma Adjustments	Net Requested	Total Net Requested
Radosevich, Karen	Energy Efficiency Programs	R56902	ENERGY EFFICIENCY PROGRAM		-	-	-	-	-	692,827	51,187	744,014	744,014
		R56903	ENERGY EFF RESIDENTIAL/SMALL COMMER		-	-	-	-	-	1,444,154	46,860	1,491,014	1,491,014
		R56904	ENERGY EFFICIENCY PGM - HARD TO REA		-	-	-	-	-	2,198,335	(86,633)	2,111,702	2,111,702
		R56905	ENERGY EFF LARGE COMMERCIAL/INDUSTR		-	-	-	-	-	804,996	30,753	835,750	835,750
		R56906	ENERGY EFFICIENCY - ENERGY STAR HOM		-	-	-	-	-	947,925	58,748	1,006,673	1,006,673
		R56913	TX ENERGY EFF. - AC DISTRIBUTO		-	-	-	-	-	-	16,524	16,524	16,524
	Total Energy Efficiency Programs				-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676
Radosevich, Karen	Total Karen Radosevich Classes				-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676

Amounts may not add or tie to other schedules due to rounding.

RADOSEVICH, KAREN

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ENTERGY GULF STATES, INC.
TTC Costs - By Witness, Class and Year
For the Transition Period June 1999 through June 17, 2005
Amounts in Dollars

			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
			Affiliate Billings					Non-Affiliate Charges			
Witness	Class	Year	Total	Billed to Others	Billed to EGSI - TX	Pro Forma Adjustments	Net Requested	Total Requested Charges	Pro Forma Adjustments	Net Recoverable	Total Net Requested
Radosevich, Karen	Energy Efficiency Programs	1999	-	-	-	-	-	-	16,000	16,000	16,000
		2000	-	-	-	-	-	133,029	20,000	153,029	153,029
		2001	-	-	-	-	-	483,259	-	483,259	483,259
		2002	-	-	-	-	-	1,012,535	-	1,012,535	1,012,535
		2003	-	-	-	-	-	2,267,415	-	2,267,415	2,267,415
		2004	-	-	-	-	-	1,914,570	-	1,914,570	1,914,570
		2005	-	-	-	-	-	277,430	81,439	358,869	358,869
	Total Energy Efficiency Programs		-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676
Radosevich, Karen	Total Witness Classes	1999	-	-	-	-	-	-	16,000	16,000	16,000
		2000	-	-	-	-	-	133,029	20,000	153,029	153,029
		2001	-	-	-	-	-	483,259	-	483,259	483,259
		2002	-	-	-	-	-	1,012,535	-	1,012,535	1,012,535
		2003	-	-	-	-	-	2,267,415	-	2,267,415	2,267,415
		2004	-	-	-	-	-	1,914,570	-	1,914,570	1,914,570
		2005	-	-	-	-	-	277,430	81,439	358,869	358,869
	Total Karen Radosevich Classes		-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676

Amounts may not add or tie to other schedules due to rounding.

RADOSEVICH, KAREN

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ENTERGY GULF STATES, INC.
TTC Costs - By Witness, Class, and Cost Type
For the Transition Period June 1999 through June 17, 2005
Amounts in Dollars

			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
			Affiliate Billings					Non-Affiliate Charges			
Witness	Class	Cost Type	Total	Billed to Others	Billed to EGSI - TX	Pro Forma Adjustments	Net Requested	Total Requested Charges	Pro Forma Adjustments	Net Requested	Total Net Requested
Radosevich, Karen	Energy Efficiency Programs	Expense	-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676
		Capital	-	-	-	-	-	-	-	-	-
	Total Energy Efficiency Programs		-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676
Radosevich, Karen	Total Karen Radosevich Classes	Expense	-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676
		Capital	-	-	-	-	-	-	-	-	-
	Total		-	-	-	-	-	6,088,237	117,439	6,205,676	6,205,676

Amounts may not add or tie to other schedules due to rounding.

RADOSEVICH, KAREN

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DOCKET NO._____

APPLICATION OF ENTERGY	§	PUBLIC UTILITY COMMISSION
GULF STATES, INC. FOR	§	
RECOVERY OF TRANSITION	§	
TO COMPETITION COSTS	§	OF TEXAS

DIRECT TESTIMONY

OF

ANDREW E. QUICK

ON BEHALF OF

ENTERGY GULF STATES, INC.

AUGUST 2005

SUMMARY OF DIRECT TESTIMONY OF ANDREW E. QUICK

Andrew E. Quick is the Director, Information Technology for Entergy Solutions Ltd. He sponsors four classes of costs that were incurred by Entergy's Retail Organization to comply with the requirement of Senate Bill 7 (and associated Public Utility Commission rules and orders) that Entergy Gulf States, Inc. establish Retail Electric Providers, or REPs, to provide "Price to Beat" and "Provider of Last Resort" retail electric service in Entergy Gulf States' service territory, which is referred to in his testimony as the Entergy Settlement Area in Texas, or "ESAT."

The costs that Mr. Quick sponsors are capital costs, expended to provide information systems necessary to enable these Retail Electric Providers to successfully serve Price to Beat/Provider of Last Resort customers in ESAT and to successfully interact with other participants in the restructured retail market in ESAT. The necessary retail functions supported by these systems included: 1) providing information for retail customer care and billing; 2) forecasting retail customer load; 3) managing energy trading and its associated financial and operational risks; and 4) communicating with the other participants in the restructured retail market. All of these functions are essential to provide Price to Beat/Provider of Last Resort service to retail customers in ESAT to meet the requirements of Senate Bill 7.

The Retail Electric Providers established to provide Price to Beat/Provider of Last Resort service never commenced service to retail customers, since retail open access was delayed in ESAT. Accordingly, there has been no opportunity

to recover the costs of these necessary information systems. In these circumstances, House Bill 1567 provides for recovery of these costs.

Mr. Quick explains that in addition to establishing REPs to provide Price to Beat/Provider of Last Resort service, the Entergy Retail Organization was also involved in establishing a Retail Electric Provider that engages in competitive retail service in areas other than the Entergy Settlement Area of Texas; *i.e.*, within ERCOT. Mr. Quick's testimony begins by explaining that $42.8 million is the total dollar amount that the Entergy Retail Organization expended on preparing to participate in retail open access. He then excludes from those total costs all amounts that cannot clearly be associated with establishment of the Price to Beat/Provider of Last Resort Retail Electric Providers.

This leaves a total of approximately $20.5 million in costs expended on information systems to be utilized by Retail Electric Providers serving Price to Beat and Provider of Last Resort Customers in the Entergy Settlement Area of Texas. These costs were expended in the time period leading up to the anticipated opening of the retail market on January 1, 2002, and thereafter, in the time period during which Entergy Gulf States continued to work toward ROA at the direction of the Public Utility Commission. Mr. Quick discusses these $20.5 million in costs, divided up into four classes (Customer Service, Load Forecasting, Trading and Risk Management and Retail SET) and shows that the costs are reasonable and necessary. In connection with the Customer Service Class of costs, Mr. Quick also explains a pro forma adjustment that he co-sponsors along with Company witness William T. Craddock. Finally, since the

systems to which these costs relate also were used by and provided benefits to the Retail Electric Provider actually operating in ERCOT, Mr. Quick explains how these shared costs are properly divided between the Retail Electric Provider operating in ERCOT and the Retail Electric Providers expected to operate in ESAT. Entergy Gulf States does not seek recovery of costs attributable to operations in ERCOT. After making the allocation of costs to ERCOT operations, the total cost that Mr. Quick sponsors, and which Entergy Gulf States seeks to recover in this case, (including the pro forma adjustment and accrued AFUDC) is approximately $16 million.

DOCKET NO. _____

APPLICATION OF
ENTERGY GULF STATES, INC.
FOR RECOVERY OF TRANSITION TO COMPETITION COSTS

DIRECT TESTIMONY OF ANDREW E. QUICK

TABLE OF CONTENTS

Table of Contents – Andrew E. Quick (continued)

Table of Contents – Andrew E. Quick (continued)

EXHIBITS

I. INTRODUCTION AND QUALIFICATIONS

Q. PLEASE STATE YOUR NAME, OCCUPATION, AND BUSINESS ADDRESS.

A. My name is Andrew E. Quick. I am employed by Entergy Solutions Ltd. ("Entergy Solutions") as Director, Information Technology. My business address is 639 Loyola Avenue, New Orleans, Louisiana 70113

Q. ON WHOSE BEHALF ARE YOU TESTIFYING?

A. I am testifying on behalf of Entergy Gulf States, Inc. ("EGSI" or the "Company").

Q. PLEASE DESCRIBE YOUR EDUCATIONAL BACKGROUND AND PROFESSIONAL EXPERIENCE.

A. I earned a Bachelor of Science in Computer Science from Louisiana State University in 1992. I earned a Master of Business Administration from Tulane University in 2001. Before joining Entergy Corporation ("Entergy")[1], I worked for Andersen Consulting as a consultant from 1992 until 1996. I joined Entergy in June of 1996, working for Entergy Services, Inc. ("ESI") in the Information Technology ("IT") organization responsible for telecommunications network engineering and planning. In early 1998, I started a new group within the IT organization named Systems

[1] Unless otherwise indicated, the term "Entergy" includes Entergy Corporation and its direct and indirect subsidiaries, each of which is a separate legal entity.

Integration. This group assisted with the technical infrastructure design associated with the new IT application development for Entergy. In 1999, my group absorbed the "corporate architecture" function. At that time, my group became known as Enterprise Architecture and Integration. This group was responsible for setting IT standards for the entire IT organization. Later that year, I joined the team involved in investigating outsourcing the IT organization. I assisted in the negotiation of the contract with Science Applications International Corporation ("SAIC"), the vendor currently providing corporate-wide outsourced IT support for Entergy. I assisted with the transition process to SAIC and then managed part of the contract on a day-to-day basis. In 2000, I joined the Entergy Retail organization ("Entergy Retail") as the director over the IT function.

Q. WHAT ARE YOUR JOB RESPONSIBILITIES AS IT DIRECTOR FOR ENTERGY RETAIL?

A. Since 2000, I have been responsible for leading the planning, design, implementation, and maintenance of all IT systems that support retail operations for several Retail Electric Providers ("REPs") established within Entergy Retail.

Q. HAVE YOU PREVIOUSLY TESTIFIED BEFORE THE PUBLIC UTILITY COMMISSION OF TEXAS ("PUCT" or "Commission") OR OTHER REGULATORY AGENCIES?

A. No.

Q. DO YOU SPONSOR ANY EXHIBITS?

A. Yes. My exhibits are listed in the table of contents to this testimony. In addition to the exhibits listed in my table of contents, I also co-sponsor with Company witness Chris E. Barrilleaux the project summaries that apply to the Transition to Competition ("TTC") costs that I sponsor. The project summaries are attached as an exhibit to Mr. Barrilleaux's testimony.

Q. DO YOU SPONSOR ANY PRO FORMA ADJUSTMENTS?

A. Yes. I sponsor pro forma AJ006, which corrects the allocation of my TTC costs between those attributable to planned REP service in the Entergy Settlement Area in Texas ("ESAT")(which EGSI seeks to recover in this case) and those attributable to REP service in the Electric Reliability Council of Texas ("ERCOT")(which EGSI does not seek to recover in this case), allowing those allocations to track the allocation method discussed in Section VI of my testimony. Company witness David Wright and I co-sponsor one pro forma adjustment (AJ009) for each of my TTC cost classes. As Mr. Wright explains, these pro forma adjustments reflect the accrual of Allowance for Funds Used During Construction ("AFUDC") and capital overhead costs to the TTC capital costs that I sponsor for the months of April, May, and June (through June 17) 2005. The TTC capital

costs already reflected AFUDC through March 2005. Thus, there was no need for pro forma adjustments to reflect AFUDC for the period before April 2005.

In addition, Company witness William T. Craddock and I co-sponsor that portion of pro forma AJ015 that includes EGSI's requested recovery of the cost of developing the retail portion of standard electronic interfaces between Entergy's Customer Care & Service System ("CCS") and the Market Mechanics systems used to interact and communicate in the competitive retail market. I discuss this pro forma adjustment in Section V.A of my testimony.

II. PURPOSE AND ORGANIZATION OF TESTIMONY

Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?

A. The purpose of my testimony is to support EGSI's requested recovery of TTC costs incurred in preparing to serve the retail market in ESAT, in accordance with the requirements of Texas Senate Bill 7 and Chapter 39 of the Public Utility Regulatory Act. ESAT covers the same territory as EGSI's current service territory in Texas as a vertically integrated utility. In this testimony, I refer to the overall TTC costs that I sponsor as the "Retail Market TTC" costs.

These Retail Market TTC costs were incurred for information systems essential to provide the functionality needed by a REP providing "Price to Beat" ("PTB") service, as well as "Provider of Last Resort"

("POLR") service as defined by Senate Bill 7. In particular, these costs were incurred to establish information systems that were necessary: 1) to provide essential retail customer services such as call center, billing, customer dispute resolution and other aspects of customer care; 2) to accurately forecast retail load; 3) to facilitate management of the financial and operational risks associated with acquiring a reliable and economical source of electricity for sale to retail customers; and 4) to facilitate engaging in Standard Electronic Transactions ("SET") necessary to communicate with other market participants and to process various retail market transactions. Since retail open access ("ROA") has been delayed in ESAT, there has been no opportunity for recovery of the costs necessary to establish these systems because the PTB and POLR REPs never had the opportunity to generate revenues. The total net requested amount EGSI seeks to recover (including the Customer Service class pro forma adjustment discussed below in Section V.A and accrued AFUDC as of June 17, 2005) is approximately $16 million, as shown below in Section IV of my testimony.

The Entergy Retail organization, which I describe in more detail below, has incurred reasonable and necessary costs related to establishing PTB and POLR service in ESAT, as well as competitive retail service in the parts of Texas covered by ERCOT, where retail competition has already been launched. One important aspect of my testimony is to identify the Retail Market TTC costs that are properly attributable to PTB

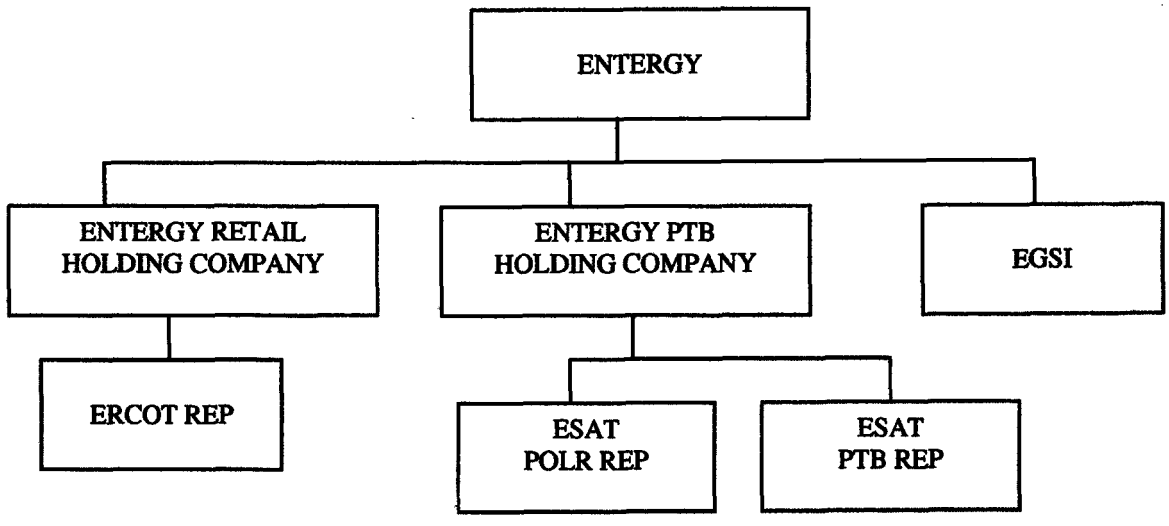
and POLR service in ESAT and to demonstrate that EGSI's requested recovery does not include costs attributable to REP service in ERCOT.

Q. WHY ARE YOU QUALIFIED TO ADDRESS THESE ISSUES?

A. Since July 2000, I have directly led Entergy Retail's information technology activities involved in planning, designing, programming, testing and putting into production systems needed to participate in ROA.

Q. WHAT ORGANIZATIONS ARE CONSIDERED TO BE A PART OF "ENTERGY RETAIL," TO WHICH YOU REFER ABOVE?

A. Entergy Retail includes the group of REPs established within Entergy to provide competitive retail services, PTB services within ESAT, and POLR services within ESAT and elsewhere, as well as several companies established to provide services to the REPs. As the following simplified diagram illustrates, the ESAT PTB REP and the ESAT POLR REP were under the ownership of a holding company known as Entergy PTB Holding Company, while the ERCOT REP fell under the ownership of Entergy Retail Holding Company, a separate holding company.



Q. PLEASE DESCRIBE THE RETAIL ELECTRIC PROVIDERS ESTABLISHED WITHIN ENTERGY RETAIL.

A. The REPs within Entergy Retail that would provide services directly to end-use electricity consumers included:

- Entergy Solutions Ltd. (created August 30, 2000, certificated February 20, 2001), which provides retail services in competition with other REPs in ERCOT, (referred to in this testimony as the "ERCOT REP"), and which would have provided competitive services within ESAT if ROA had commenced in ESAT;
- Entergy Solutions Select Ltd. (created March 5, 2001, certificated May 16, 2001), which would have been the "Price to Beat REP," or "PTB REP" in ESAT if ROA had commenced in that territory. Per the requirements of Senate Bill 7, the PTB REP has the obligation to serve residential and small commercial customers at prices and for a period

of time established in PURA § 39.202, as well as the obligation to act as retail provider to non-PTB customers who elected not to switch to a competitive provider; and

- Entergy Solutions Essentials Ltd. (created June 5, 2001, certificated October 17, 2001), which would have been the Provider of Last Resort REP, or "POLR REP" if ROA had commenced in ESAT. The obligation to act as POLR REP is established in PURA § 39.106 and Commission Substantive Rule 25.43, which provided procedures to designate POLR REPs and determine their rates and terms for service. The POLR REP must stand ready to provide a standard retail service package to any requesting customer in its assigned territory. In 2001, the POLR REP entered into a contract with the PUCT to provide POLR service to non-PTB customers in ESAT, as well as to residential and small commercial customers in the service area of Southwestern Electric Power Company ("SWEPCO").

For convenience, I refer to the PTB REP and the POLR REP in my testimony collectively as the "ESAT REPs." This is to distinguish those two entities from the ERCOT REP that is actually currently providing competitive retail service. The ESAT REPs never commenced serving retail customers, due to the delay in retail access in ESAT ordered by the PUCT.

Q. CAN YOU PROVIDE SOME ADDITIONAL DETAIL ON THE AMOUNT AND TYPES OF CUSTOMERS THAT THE ESAT REPS HAD TO BE PREPARED TO SERVE?

A. Yes. If ROA had gone forward in ESAT, when ROA commenced, the PTB REP would have essentially inherited all of the previous vertically integrated utility's existing retail customers and would had to have been prepared, in the case of EGSI, to immediately serve approximately 360,000 customers at regulated PTB rates, including residential, small commercial, large commercial and industrial. This is a very different situation from the ERCOT REP, which was developing competitively priced rates to charge customers, and which started out on day one of ROA with few customers and instead was in the business of trying to build up an initial customer base. In addition, the system functionality being provided by Entergy Retail had to be sufficient to support the activities of the POLR REP. However, even if no POLR REP had been established, the same system functionality would have been needed for PTB services alone, and the same level of costs would have been incurred.

Q. IS EGSI SEEKING RECOVERY OF ALL RETAIL-RELATED COSTS OF PREPARING FOR ROA?

A. No. In this docket, EGSI seeks recovery only of Retail Market TTC costs that were incurred by Entergy Retail to establish the information systems

needed by the ESAT REPs to implement the Senate Bill 7 ROA requirements. My testimony distinguishes Retail Market TTC costs attributable to PTB and POLR service from those costs attributable to the ERCOT REP and excludes the latter from EGSI's requested recovery.

Q., ARE YOU THE ONLY COMPANY WITNESS THAT ADDRESSES THE COSTS OF ESTABLISHING RETAIL-RELATED INFORMATION SYSTEMS?

No. I am not sponsoring the costs separately incurred by EGSI between 2000 and 2002 to develop retail market mechanics systems. Company witness Phillip R. May sponsors this category of costs, which includes costs related to the SET versions mandated for use in the Texas retail markets by the ESAT REPs, as well as load forecasting functionality needed for REP service. Mr. May discusses these costs in the section of his testimony addressing the "Default Service Provider" class. There is no overlap between the costs that I sponsor and those sponsored by Mr. May, because the costs Entergy Retail incurred for these systems were incremental to those incurred by EGSI and sponsored by Mr. May.

Finally, I and Company witness Craddock jointly sponsor a portion of pro forma adjustment AJ015, which includes the costs of developing interfaces necessary to allow the retail component of Entergy's Customer Care & Service System to communicate with the other systems used to