

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO REDETERMINE RATES  
FOR THE ENERGY EFFICIENCY COST RECOVERY FACTOR TARIFF AND REQUEST TO ESTABLISH  
A REVISED ENERGY EFFICIENCY GOAL AND COST CAPS**

On April 29, 2011, Entergy Texas, Inc. ("ETI", "Entergy Texas" or "the Company") filed with the Public Utility Commission of Texas ("PUCT") its Application for Authority to Redetermine Rates for the Energy Efficiency Cost Recovery Factor Tariff and Request to Establish a Revised Energy Efficiency Goal and Cost Caps ("Application"), pursuant to Section 39.905 of the Public Utility Regulatory Act ("PURA") and P.U.C. Subst. R. 25.181(f), relating to recovery of costs for energy efficiency programs. This filing has been assigned Docket No. 39366. In its Application, ETI requested that its revised energy efficiency cost recovery factor ("EECRF") become effective for use beginning with the first billing cycle of its January 2012 billing month, which begins on December 30, 2011. All Texas retail customers that fall within the classes subject to the EECRF will be affected by approval of the Company's Application.

In Project No. 37623, the Commission increased the energy efficiency goal for the 2012 program year from a 20% reduction of the annual growth in demand of an electric utility's residential and commercial customers to a 25% reduction in the annual growth in demand of an electric utility's residential and commercial customers.<sup>1</sup> In that project, the Commission also implemented cost caps limiting the rates electric utilities may charge their customers to \$0.001 per month for residential customers and \$0.0005 per kWh for non-residential customers. Because Entergy Texas cannot comply with the new increased energy efficiency goals without increasing customers' rates to levels that exceed the new EECRF cost caps, the Company has requested that the Commission establish ETI's energy efficiency goal for 2012 at a 20% reduction of annual growth in demand of ETI's residential and commercial customers, which is the same goal ETI is required to meet in 2011, and increase the Commission's cost caps slightly for its Small General Service, General Service, and Lighting rate classes. To achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI will spend the same amount on its 2012 energy efficiency programs that it spent on its 2010 and 2011 programs. Assuming the Commission lowers ETI's energy efficiency goal to a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI requests authority to redetermine its EECRF rates to recover approximately \$8,481,913, which reflects the following three components:

- 1) recovery of \$7,456,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and
- 3) recovery of \$1,06,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, all ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1.251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

<b>Customer Class</b>	<b>EECRF</b>
Residential Service	\$0.000871 per kWh
Small General Service	\$0.001044 per kWh
General Service	\$0.000642 per kWh
Large General Service	\$0.000409 per kWh
Large Industrial Power Service (excluding Industrial Transmission Customers)	-\$0.000140 per kWh
Large Industrial Power Service (Industrial Transmission Customers Only)	\$0.000055 per kWh
Lighting	\$0.001469 per kWh

50

The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs while reducing rates for its customers.

In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. SUBST. R. 25.181(e)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,769,913, which reflects the following three components:

- 1) recovery of \$10,744,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 25% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded its actual program costs; and
- 3) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

The rates charged under this alternative revised EECRF request reflect a \$3.288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2.037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to this alternative request, the Company requested that the Commission raise the cost caps for those affected rate classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

Customer Class	EECRF
Residential Service	\$0.001244 per kWh
Small General Service	\$0.001627 per kWh
General Service	\$0.000831 per kWh
Large General Service	\$0.000572 per kWh
Large Industrial Power Service (excluding Industrial Transmission Customers)	-\$0.000115 per kWh
Large Industrial Power Service (Industrial Transmission Customers Only)	\$0.000055 per kWh
Lighting	\$0.002283 per kWh

Persons with questions or who want more information about this Application may contact Entergy Texas at 350 Pine Street, Beaumont, Texas 77701, or call 1-800-368-3749 (select option 1, then press 0, then press 4) during normal business hours. A complete copy of the Application is available for inspection at the address listed above.

The Commission will review Entergy Texas' Application, establish an intervention date for interested persons, and determine whether Entergy Texas' Application should be approved. The Commission's proceeding to review Entergy Texas' Application has been assigned Docket No. 39366. Persons who wish to intervene in or comment upon these proceedings, or obtain further information, should contact the Public Utility Commission of Texas, P.O. Box 13326, Austin, Texas 78711-3326, or call the Commission's Office of Consumer Protection at 512-936-7120 or 1-888-782-8477. Hearing and speech-impaired individuals with text telephones (TTY) may contact the Commission at 512-936-7136 or use Relay Texas (toll-free) 1-800-735-2989. All communications should refer to Docket No. 39366.

<sup>1</sup> P.U.C. Subst. R. 25.181(e)(1)(B).

# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF

Liberty  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED CAROL SKEWES WHO BEING BY ME DULY  
Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE

The Vindicator, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN Liberty COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN

Liberty  
(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS

HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: Thursday, May 5  
(Insert Date(s))

Carol Skewes  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 20<sup>th</sup> DAY OF

May, 2011 TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE.

Jennifer Pearson  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

JENNIFER PEARSON  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES



(Affix Notary Seal Above)

**CLASSIFIEDS** *Continued***NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO REDETERMINE RATES FOR THE ENERGY EFFICIENCY COST RECOVERY FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY EFFICIENCY GOAL AND COST CAPS**

On April 28, 2011, Entergy Texas, Inc. ("ETI," "Entergy Texas" or "the Company") filed with the Public Utility Commission of Texas ("PUC") its Application for Authority to Redetermine Rates for the Energy Efficiency Cost Recovery Factor Tariff and Request to Establish a Revised Energy Efficiency Goal and Cost Caps ("Application"), pursuant to Section 38.906 of the Public Utility Regulatory Act ("PURA") and P.U.C. Subpart R 25.181(f), relating to recovery of costs for energy efficiency programs. This filing has been assigned Docket No. 38386. In its Application, ETI requested that its revised energy efficiency cost recovery factor ("EECRF") become effective for use beginning with the first billing cycle of its January 2012 billing month which begins on December 30, 2011. All Texas retail customers that fall within the classes subject to the EECRF will be affected by approval of the Company's Application.

In Project No. 37623, the Commission increased the energy efficiency goal for the 2012 program year from a 20% reduction of the annual growth in demand of an electric utility's residential and commercial customers to a 25% reduction in the annual growth in demand of an electric utility's residential and commercial customers.<sup>1</sup> In that project, the Commission also implemented cost caps limiting the rates electric utilities may charge their customers to \$0.001 per month for residential customers and \$0.0005 per kWh for non-residential customers. Because Entergy Texas cannot comply with the new increased energy efficiency goals without increasing customers' rates to levels that exceed the new EECRF cost caps, the Company has requested that the Commission establish ETI's energy efficiency goal for 2012 at a 20% reduction of annual growth in demand of ETI's residential and commercial customers, which is the same goal ETI is required to meet in 2011, and increase the Commission's cost caps slightly for its Small General Service, General Service, and Lighting rate classes. To achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI will spend the same amount on its 2012 energy efficiency programs that it spent on its 2010 and 2011 programs. Assuming the Commission lowers ETI's energy efficiency goal to a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI requests authority to redetermine its EECRF rates to recover approximately \$8,481,913, which reflects the following three components:

- 1) recovery of \$7,456,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and
- 3) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1,251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

Customer Class	EECRF
Residential Service	\$0.000871 per kWh
Small General Service	\$0.001044 per kWh
General Service	\$0.000842 per kWh
Large General Service	\$0.000409 per kWh
Large Industrial Power Service (excluding Industrial Transmission Customers)	-\$0.000140 per kWh
Large Industrial Power Service (Industrial Transmission Customers Only)	\$0.000055 per kWh
Lighting	\$0.001486 per kWh

The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs while reducing rates for its customers.

In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. Subpart R 25.181(a)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,789,913, which reflects the following three components:

- 1) recovery of \$10,744,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 25% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and
- 3) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

The rates charged under this alternative revised EECRF request reflect a \$3,288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2,037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to the alternative request, the Company requested that the Commission raise the cost caps for those affected rate classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

Customer Class	EECRF
Residential Service	\$0.001244 per kWh
Small General Service	\$0.001627 per kWh
General Service	\$0.000831 per kWh
Large General Service	\$0.000572 per kWh
Large Industrial Power Service (excluding Industrial Transmission Customers)	-\$0.000115 per kWh
Large Industrial Power Service (Industrial Transmission Customers Only)	\$0.000055 per kWh
Lighting	\$0.002263 per kWh

Persons with questions or who want more information about this Application may contact Entergy Texas at 350 Pine Street, Beaumont, Texas 77701, or call 1-800-368-3749 (select option 1, then press 0, then press 4) during normal business hours. A complete copy of the Application is available for inspection at the address listed above.

The Commission will review Entergy Texas' Application, establish an intervention date for interested persons, and determine whether Entergy Texas' Application should be approved. The Commission's proceeding to review Entergy Texas' Application has been assigned Docket No. 38386. Persons who wish to intervene in or comment upon these proceedings, or obtain further information, should contact the Public Utility Commission of Texas, P.O. Box 13328, Austin, Texas 78711-3328, or call the Commission's Office of Consumer Protection at 512-936-7120 or 1-888-782-9477. Hearing and speech-impaired individuals with text telephones (TTY) may contact the Commission at 512-936-7138 or use Relay Texas (toll-free) 1-800-735-2989. All communications should refer to Docket No. 38386.

<sup>1</sup> P.U.C. Subpart R 25.181(e)(1)(B).

**National Nursing Home Week**

Residents and staff from Heritage Villa, in Dayton, Liberty Health Care Center and Magnolia Place, in Liberty, meet at Liberty Center to hear a proclamation read by Liberty Mayor Carl Pickett commending the quality of their rest homes during National Nursing Home Week.



Contributed photo  
Retired Teacher Cathy Lynn Lloyd and Lee College Senior Adult Advisor Lynne Foley

**Retired Teachers**

Cathy Lynn Lloyd was the recipient of an expense paid Mystery Trip, sponsored by the Lee College Senior Adult "Come Travel With Us" program. Lee College Senior Adult Advisor Lynne Foley presented the door prize at the April meeting of Liberty County Retired School Personnel.

The South Liberty County Association of Retired School Personnel will have their end-of-year meeting at Harza in Liberty at 6 p.m., May 12. Installation of officers will be the program.

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**Notice of Application for Oil & Gas Disposal Well Permit**

Halsey Ventures, Inc., 1302 Waugh Drive, Suite 903, Houston, Texas 77019 is applying to the Railroad Commission of Texas for a permit to dispose of produced salt water or other oil and gas waste by well injection into a porous formation not productive of oil or gas.

The applicant proposes to dispose of oil and gas waste into the Frio and Vicksburg Formations, Buftum & Bonning Lease, Well Number 1. The proposed disposal well is located 4 miles northwest of Hardin, Texas in the Hardin Field, in Liberty County. The waste water will be injected into strata in the subsurface depth interval from 3400 to 5800 feet.

LEGAL AUTHORITY: Chapter 27 of the Texas Water Code, as amended, Title 3 of the Texas Natural Resources Code, as amended, and the Statewide Rules of the Oil and Gas Division of the Railroad Commission of Texas.

Requests for a public hearing from persons who can show they are adversely affected or requests for further information concerning any aspect of the application should be submitted in writing, within fifteen days of this publication, to the Environmental Services Section, Oil and Gas Division, Railroad Commission of Texas, P.O. Box 12967, Austin, Texas 78711 (Telephone 512/463-6792).

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THE VINDICATOR

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# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF MONTGOMERY / Liberty / HARRIS  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED KARIN COLEMAN WHO BEING BY ME DULY  
(Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE  
CLEVELAND ADVOCATE, CONROE COURIER,  
EAST MONTGOMERY COUNTY OBSERVER,  
THE HUMBLE OBSERVER, WOODLANDS VILLAGER, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN MONTGOMERY / Liberty / Harris COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN MONTGOMERY /  
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(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS  
HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: 5/6/11, 5/11/11, 5/12/11  
(Insert Date(s))

Karin Coleman  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

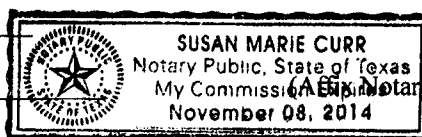
SWORN AND SUBSCRIBED TO ME ON THIS THE 12 DAY OF

May TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE.

Susan M Curr  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Susan M Curr  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 11/08/2014



(Seal Above)

54

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO REDETERMINE RATES  
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<sup>1</sup> P.U.C. Subst. R. 25.181(e)(1)(B).

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BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

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(Insert Date(s))

Karin Coleman  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 12 DAY OF

May TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE.

Susan M Curr  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Susan M Curr  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 11/08/2014



(Affix Notary Seal Above)



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In Project No. 37623, the Commission increased the energy efficiency goal for the 2012 program year from a 20% reduction of the annual growth in demand of an electric utility's residential and commercial customers to a 25% reduction in the annual growth in demand of an electric utility's residential and commercial customers.<sup>1</sup> In that project, the Commission also implemented cost caps limiting the rates electric utilities may charge their customers to \$0.001 per month for residential customers and \$0.0005 per kWh for non-residential customers. Because Entergy Texas cannot comply with the new increased energy efficiency goals without increasing customers' rates to levels that exceed the new EECRF cost caps, the Company has requested that the Commission establish ETI's energy efficiency goal for 2012 at a 20% reduction of annual growth in demand of ETI's residential and commercial customers, which is the same goal ETI is required to meet in 2011, and increase the Commission's cost caps slightly for its Small General Service, General Service, and Lighting rate classes. To achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI will spend the same amount on its 2012 energy efficiency programs that it spent on its 2010 and 2011 programs. Assuming the Commission lowers ETI's energy efficiency goal to a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI requests authority to redetermine its EECRF rates to recover approximately \$8,481,913, which reflects the following three components:

- 1) recovery of \$7,456,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and
- 3) recovery of \$1,06,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, all ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1.251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

Customer Class	EECRF
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Large Industrial Power Service (excluding Industrial Transmission Customers)	-\$0.000140 per kWh
Large Industrial Power Service (Industrial Transmission Customers Only)	\$0.000055 per kWh
Lighting	\$0.001469 per kWh

The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs while reducing rates for its customers.

In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. SUBST. R. 25.181(e)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,769,913, which reflects the following three components:

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- 3) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

The rates charged under this alternative revised EECRF request reflect a \$3.288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2.037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to this alternative request, the Company requested that the Commission raise the cost caps for those affected rate classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

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Persons with questions or who want more information about this Application may contact Entergy Texas at 350 Pine Street, Beaumont, Texas 77701, or call 1-800-368-3749 (select option 1, then press 0, then press 4) during normal business hours. A complete copy of the Application is available for inspection at the address listed above.

The Commission will review Entergy Texas' Application, establish an intervention date for interested persons, and determine whether Entergy Texas' Application should be approved. The Commission's proceeding to review Entergy Texas' Application has been assigned Docket No. 39366. Persons who wish to intervene in or comment upon these proceedings, or obtain further information, should contact the Public Utility Commission of Texas, P.O. Box 13326, Austin, Texas 78711-3326, or call the Commission's Office of Consumer Protection at 512-936-7120 or 1-888-782-8477. Hearing and speech-impaired individuals with text telephones (TTY) may contact the Commission at 512-936-7136 or use Relay Texas (toll-free) 1-800-735-2989. All communications should refer to Docket No. 39366.

<sup>1</sup> P.U.C. Subst. R. 25.181(e)(1)(B).

# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF MONTGOMERY / Liberty / HARRIS  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED KARIN COLEMAN WHO BEING BY ME DULY  
(Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE  
Cleveland Advocate, Conroe Courier,  
EAST MONTGOMERY COUNTY OBSERVER,  
The Humble Observer, Woodlands Villager, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN MONTGOMERY / Liberty / Harris COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN MONTGOMERY /  
Liberty / Harris  
(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS  
HERE TO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: 5/6/11, 5/11/11, 5/12/11  
(Insert Date(s))

Karin Coleman  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 12 DAY OF

May TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE.

Susan M Curr  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Susan M Curr  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 11/08/2014



(Seal Above)

60

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO REDETERMINE RATES  
FOR THE ENERGY EFFICIENCY COST RECOVERY FACTOR TARIFF AND REQUEST TO ESTABLISH  
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Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, all ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1.251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

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STATE OF TEXAS

COUNTY OF MONTGOMERY / Liberty / HARRIS  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED KARIN COLEMAN WHO BEING BY ME DULY  
Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE  
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HERE TO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

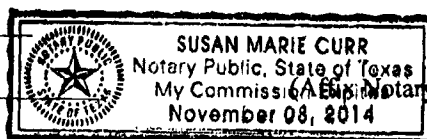
DAYS: 5 / 6 / 11, 5 / 11 / 11, 5 / 12 / 11  
(Insert Date(s))

Karin Coleman  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 12 DAY OF  
May TO CERTIFY WHICH WITNESS MY HAND  
AND SEAL OF OFFICE.

Susan M Curr  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Susan M Curr  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 11 / 08 / 2014



(Seal Above)

63

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FOR THE ENERGY EFFICIENCY COST RECOVERY FACTOR TARIFF AND REQUEST TO ESTABLISH  
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64

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# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Limestone  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED Thomas E. Huettkne WHO BEING BY ME DULY  
Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/~~SHE~~ IS THE PUBLISHER OF THE

Livestock Journal, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN Limestone COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN Limestone  
County  
(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS

HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: May 12, 2011  
(Insert Date(s))

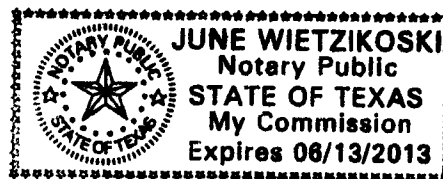
Thomas E. Huettkne  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 12 DAY OF

May TO CERTIFY WHICH WITNESS MY HAND  
AND SEAL OF OFFICE.

June Wietzikoski  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

June Wietzikoski  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 6-13-13



(Affix Notary Seal Above)

606

# NOTICES

## NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO REDETERMINE RATES FOR THE ENERGY EFFICIENCY COST RECOVERY FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY EFFICIENCY GOAL AND COST CAPS

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The rates charged under this alternative revised EECRF request reflect a \$3.288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2.037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to this alternative request, the Company requested that the Commission raise the cost caps for those affected rate classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

<u>Customer Class</u>	<u>EECRF</u>
Residential Service	\$0.001244 per kWh
Small General Service	\$0.001627 per kWh
General Service	\$0.000831 per kWh
Large General Service	\$0.000572 per kWh
Large Industrial Power Service (excluding Industrial Transmission Customers)	-\$0.000115 per kWh
Large Industrial Power Service (Industrial Transmission Customers Only)	\$0.000055 per kWh
Lighting	\$0.002283 per kWh

Persons with questions or who want more information about this Application may contact Entergy Texas at 350 Pine Street, Beaumont, Texas 77701, or call 1-800-368-3749 (select option 1, then press 0, then press 4) during normal business hours. A complete copy of the Application is available for inspection at the address listed above.

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<sup>1</sup> P.U.C. SUBST. R. 25.181(e)(1)(B).  
19-1tc

68

# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Madison County  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED Dan Kleiner WHO BEING BY ME  
DULY

(Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE

The Madisonville Meteor, THAT SAID  
NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN Madison  
COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN Madison

(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS  
HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: May 4th, 2011  
(Insert Date(s))



PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 4th DAY OF

May 2011 TO CERTIFY WHICH WITNESS MY HAND

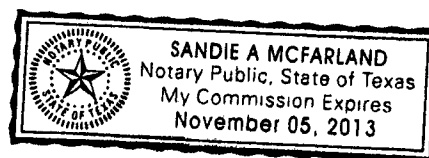
AND SEAL OF OFFICE.

Sandie A. McFarland  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS  
Sandie McFarland

Sandie McFarland

PRINT OR TYPE NAME OF NOTARY PUBLIC

MY COMMISSION EXPIRES 11-05-2013



(Affix Notary Seal Above)

69

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY  
TO REDETERMINE RATES FOR THE ENERGY EFFICIENCY COST RECOVERY  
FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY  
EFFICIENCY GOAL AND COST CAPS**

On April 29, 2011, Entergy Texas, Inc. ("ETI", "Entergy Texas" or "the Company") filed with the Public Utility Commission of Texas ("PUCT") its Application for Authority to Redetermine Rates for the Energy Efficiency Cost Recovery Factor Tariff and Request to Establish a Revised Energy Efficiency Goal and Cost Caps ("Application"), pursuant to Section 39.905 of the Public Utility Regulatory Act ("PURA") and P.U.C. Subst. R. 25.181(f), relating to recovery of costs for energy efficiency programs. This filing has been assigned Docket No. 39366. In its Application, ETI requested that its revised energy efficiency cost recovery factor ("EECRF") become effective for use beginning with the first billing cycle of its January 2012 billing month, which begins on December 30, 2011. All Texas retail customers that fall within the classes subject to the EECRF will be affected by approval of the Company's Application.

In Project No. 37623, the Commission increased the energy efficiency goal for the 2012 program year from a 20% reduction of the annual growth in demand of an electric utility's residential and commercial customers to a 25% reduction in the annual growth in demand of an electric utility's residential and commercial customers.<sup>1</sup> In that project, the Commission also implemented cost caps limiting the rates electric utilities may charge their customers to \$0.001 per month for residential customers and \$0.0005 per kWh for non-residential customers. Because Entergy Texas cannot comply with the new increased energy efficiency goals without increasing customers' rates to levels that exceed the new EECRF cost caps, the Company has requested that the Commission establish ETI's energy efficiency goal for 2012 at a 20% reduction of annual growth in demand of ETI's residential and commercial customers, which is the same goal ETI is required to meet in 2011, and increase the Commission's cost caps slightly for its Small General Service, General Service, and Lighting rate classes. To achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI will spend the same amount on its 2012 energy efficiency programs that it spent on its 2010 and 2011 programs. Assuming the Commission lowers ETI's energy efficiency goal to a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI requests authority to redetermine its EECRF rates to recover approximately \$8,481,913, which reflects the following three components:

- 1) recovery of \$7,456,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and
- 2) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, all ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1.251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

<u>Customer Class</u>	<u>EECRF</u>
Residential Service	\$0.000871 per kWh
Small General Service	\$0.001044 per kWh
General Service	\$0.000642 per kWh
Large General Service	\$0.000409 per kWh
Large Industrial Power Service (excluding Industrial Transmission Customers)	\$0.000140 per kWh
Large Industrial Power Service (Industrial Transmission Customers Only)	\$0.000055 per kWh
Lighting	\$0.001469 per kWh

The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs while reducing rates for its customers.

In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. Subst. R. 25.181(e)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,769,913, which reflects the following three components:

- 1) recovery of \$10,744,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 25% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded its actual program costs; and
- 3) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

The rates charged under this alternative revised EECRF request reflect a \$3.288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2.037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to this alternative request, the Company requested that the Commission raise the cost caps for those affected rate classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

<u>Customer Class</u>	<u>EECRF</u>
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Lighting	\$0.002283 per kWh

Persons with questions or who want more information about this Application may contact Entergy Texas at 350 Pine Street, Beaumont, Texas 77701, or call 1-800-368-3749 (select option 1, then press 0, then press 4) during normal business hours. A complete copy of the Application is available for inspection at the address listed above.

The Commission will review Entergy Texas' Application, establish an intervention date for interested persons, and determine whether Entergy Texas' Application should be approved. The Commission's proceeding to review Entergy Texas' Application has been assigned Docket No. 39366. Persons who wish to intervene in or comment upon these proceedings, or obtain further information, should contact the Public Utility Commission of Texas, P.O. Box 13326, Austin, Texas 78711-3326, or call the Commission's Office of Consumer Protection at 512-936-7120 or 1-888-782-8477. Hearing and speech-impaired individuals with text telephones (TTY) may contact the Commission at 512-936-7136 or use Relay Texas (toll-free) 1-800-735-2989. All communications should refer to Docket No. 39366.

<sup>1</sup> P.U.C. SUBST. R. 25.181(e)(1)(B).

# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF MILAM  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED GLORIA ADKINSON WHO BEING BY ME DULY  
(Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER'S  
REPRESENTATIVE OF THE

CAMERON HERALD, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN MILAM COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN \_\_\_\_\_

MILAM  
(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS  
HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: MAY 5, 2011  
(Insert Date(s))

  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 5TH DAY OF  
MAY 2011 TO CERTIFY WHICH WITNESS MY HAND  
AND SEAL OF OFFICE.

NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

PRINT OR TYPE NAME OF NOTARY PUBLIC \_\_\_\_\_  
MY COMMISSION EXPIRES 04-01-13

(Affix Notary Seal Above)

72

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY  
TO REDETERMINE RATES FOR THE ENERGY EFFICIENCY COST RECOVERY  
FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY  
EFFICIENCY GOAL AND COST CAPS**

On April 29, 2011, Entergy Texas, Inc. ("ETI", "Entergy Texas" or "the Company") filed with the Public Utility Commission of Texas ("PUC") its Application for Authority to Redetermine Rates for the Energy Efficiency Cost Recovery Factor Tariff and Request to Establish a Revised Energy Efficiency Goal and Cost Caps ("Application"), pursuant to Section 39.905 of the Public Utility Regulatory Act ("PURA") and P.U.C. Subst. R. 25.181(f), relating to recovery of costs for energy efficiency programs. This filing has been assigned Docket No. 39366. In its Application, ETI requested that its revised energy efficiency cost recovery factor ("EECRF") become effective for use beginning with the first billing cycle of its January 2012 billing month, which begins on December 30, 2011. All Texas retail customers that fall within the classes subject to the EECRF will be affected by approval of the Company's Application.

In Project No. 37623, the Commission increased the energy efficiency goal for the 2012 program year from a 20% reduction of the annual growth in demand of an electric utility's residential and commercial customers to a 25% reduction in the annual growth in demand of an electric utility's residential and commercial customers.<sup>1</sup> In that project, the Commission also implemented cost caps limiting the rates electric utilities may charge their customers to \$0.001 per month for residential customers and \$0.0005 per kWh for non-residential customers. Because Entergy Texas cannot comply with the new increased energy efficiency goals without increasing customers' rates to levels that exceed the new EECRF cost caps, the Company has requested that the Commission establish ETI's energy efficiency goal for 2012 at a 20% reduction of annual growth in demand of ETI's residential and commercial customers, which is the same goal ETI is required to meet in 2011, and increase the Commission's cost caps slightly for its Small General Service, General Service, and Lighting rate classes. To achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI will spend the same amount on its 2012 energy efficiency programs that it spent on its 2010 and 2011 programs. Assuming the Commission lowers ETI's energy efficiency goal to a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI requests authority to redetermine its EECRF rates to recover approximately \$8,481,913, which reflects the following three components:

- 1) recovery of \$7,456,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and
- 2) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, all ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1.251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

<b>Customer Class</b>	<b>EECRF</b>
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Lighting	\$0.001469 per kWh



The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs while reducing rates for its customers.

In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. Subst. R. 25.181(e)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,769,913, which reflects the following three components:

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<sup>1</sup> P.U.C. Subst. R. 25.181(e)(1)(B).

74

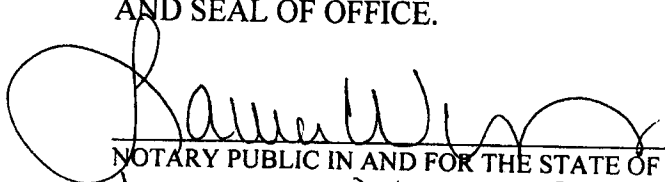
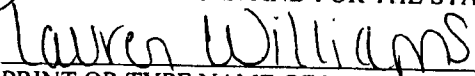
**PUBLISHER'S AFFIDAVIT**  
STATE OF TEXAS  
COUNTY OF MONTGOMERY

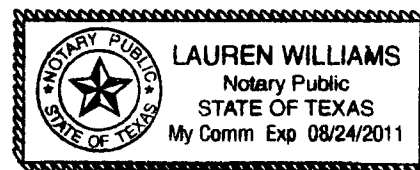
BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY  
APPEARED RYAN W. DOWNHOUR WHO BEING BY ME DULY  
SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE  
MONTGOMERY COUNTY NEWS, THAT SAID NEWSPAPER IS  
REGULARLY PUBLISHED IN MONTGOMERY COUNTY  
(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN MONTGOMERY  
COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS  
HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING  
DAYS: MAY 4, 2011



PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 23RD DAY OF  
MAY, 2011 TO CERTIFY WHICH WITNESS MY HAND  
AND SEAL OF OFFICE.

  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS  
  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 08/24/2011



(Affix Notary Seal Above)

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO REDETERMINE RATES FOR THE ENERGY EFFICIENCY COST RECOVERY FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY EFFICIENCY GOAL AND COST CAPS**

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The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs while reducing rates for its customers.

In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. SUBST. R. 25.181(e)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,789,913, which reflects the following three components:

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1 P.U.C. SUBST. R. 25.181(e)(1)(B).  
Published Date: May 4, 2011

# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Newton

(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED SHAWN WILKERSON WHO BEING BY ME DULY  
Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE

NEWTON COUNTY NEWS, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN Newton COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN Newton

(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS

HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: MAY 11, 2011  
(Insert Date(s))

Shawn Wilkerson  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

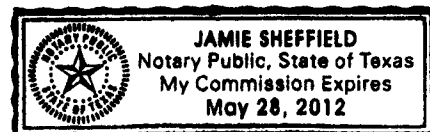
SWORN AND SUBSCRIBED TO ME ON THIS THE 20<sup>th</sup> DAY OF

MAY 2011 TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE.

Jamie Sheffield  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Jamie Sheffield  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES MAY 28, 2012



(Affix Notary Seal Above)

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO REDETERMINE RATES FOR THE ENERGY EFFICIENCY COST RECOVERY FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY EFFICIENCY GOAL AND COST CAPS**

On April 29, 2011, Entergy Texas, Inc. ("ETI", "Entergy Texas" or "the Company") filed with the Public Utility Commission of Texas ("PUCT") its Application for Authority to Redetermine Rates for the Energy Efficiency Cost Recovery Factor Tariff and Request to Establish a Revised Energy Efficiency Goal and Cost Caps ("Application"), pursuant to Section 39.905 of the Public Utility Regulatory Act ("PURA") and P.U.C. SUBST. R. 25.181(f), relating to recovery of costs for energy efficiency programs. This filing has been assigned Docket No. 39366. In its Application, ETI requested that its revised energy efficiency cost recovery factor ("EECRF") become effective for use beginning with the first billing cycle of its January 2012 billing month, which begins on December 30, 2011. All Texas retail customers that fall within the classes subject to the EECRF will be affected by approval of the Company's Application.

In Project No. 37623, the Commission increased the energy efficiency goal for the 2012 program year from a 20% reduction of the annual growth in demand of an electric utility's residential and commercial customers to a 25% reduction in the annual growth in demand of an electric utility's residential and commercial customers.<sup>1</sup> In that project, the Commission also implemented cost caps limiting the rates electric utilities may charge their customers to \$0.001 per month for residential customers and \$0.0005 per kWh for non-residential customers. Because Entergy Texas cannot comply with the new increased energy efficiency goals without increasing customers' rates to levels that exceed the new EECRF cost caps, the Company has requested that the Commission establish ETI's energy efficiency goal for 2012 at a 20% reduction of annual growth in demand of ETI's residential and commercial customers, which is the same goal ETI is required to meet in 2011, and increase the Commission's cost caps slightly for its Small General Service, General Service, and Lighting rate classes. To achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI will spend the same amount on its 2012 energy efficiency programs that it spent on its 2010 and 2011 programs. Assuming the Commission lowers ETI's energy efficiency goal to a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI requests authority to redetermine its EECRF rates to recover approximately \$8,481,913, which reflects the following three components:

- 1) recovery of \$7,456,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and

3) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, all ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1.251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

<u>Customer Class</u>	<u>EECRF</u>
Residential Service	\$0.000871 per kWh
Small General Service	\$0.001044 per kWh
General Service	\$0.000642 per kWh
Large General Service	\$0.000409 per kWh
Large Industrial Power Service (excluding Industrial Transmission Customers)	-\$0.000140 per kWh
Large Industrial Power Service (Industrial Transmission Customers Only)	\$0.000055 per kWh
Lighting	\$0.001469 per kWh

The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs while reducing rates for its customers.

In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. SUBST. R. 25.181(e)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,769,913, which reflects the following three components:

- 1) recovery of \$10,744,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 25% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded its actual program costs; and
- 3) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

The rates charged under this alternative revised EECRF request reflect a \$3.288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2.037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to this alternative request, the Company requested that the Commission raise the cost caps for those affected rate classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

826

<u>Customer Class</u>	<u>EECRF</u>
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Small General Service	\$0.001627 per kWh
General Service	\$0.000831 per kWh
Large General Service	\$0.000572 per kWh
Large Industrial Power Service (excluding Industrial Transmission Customers)	-\$0.000115 per kWh
Large Industrial Power Service (Industrial Transmission Customers Only)	\$0.000055 per kWh
Lighting	\$0.002283 per kWh

Persons with questions or who want more information about this Application may contact Entergy Texas at 350 Pine Street, Beaumont, Texas 77701, or call 1-800-368-3749 (select option 1, then press 0, then press 4) during normal business hours. A complete copy of the Application is available for inspection at the address listed above.

The Commission will review Entergy Texas' Application, establish an intervention date for interested persons, and determine whether Entergy Texas' Application should be approved. The Commission's proceeding to review Entergy Texas' Application has been assigned Docket No. 39366. Persons who wish to intervene in or comment upon these proceedings, or obtain further information, should contact the Public Utility Commission of Texas, P.O. Box 13326, Austin, Texas 78711-3326, or call the Commission's Office of Consumer Protection at 512-936-7120 or 1-888-782-8477. Hearing and speech-impaired individuals with text telephones (TTY) may contact the Commission at 512-936-7136 or use Relay Texas (toll-free) 1-800-735-2989. All communications should refer to Docket No. 39366.

<sup>1</sup> P.U.C. SUBST. R. 25.181(e)(1)(B).



# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Orange  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED Willis Pope WHO BEING BY ME DULY  
(Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE

The Penny and County Record, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN Orange COUNTY  
(Insert County/Countries Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN Orange

(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS  
HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: May 11, 2011  
(Insert Date(s))

Willis Pope 5/20/11  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 20<sup>th</sup> DAY OF

May, 2011 TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE.

Judy Zampini  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Judy Zampini  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 04-08-12



(Affix Notary Seal Above)

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO  
REDETERMINE RATES FOR THE ENERGY EFFICIENCY COST RECOVERY  
FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY EFFI-  
CIENCY GOAL AND COST CAPS**

On April 29, 2011, Entergy Texas, Inc. ("ETI", "Entergy Texas" or "the Company") filed with the Public Utility Commission of Texas ("PUC") its Application for Authority to Redetermine Rates for the Energy Efficiency Cost Recovery Factor Tariff and Request to Establish a Revised Energy Efficiency Goal and Cost Caps ("Application"), pursuant to Section 39.905 of the Public Utility Regulatory Act ("PURA") and P.U.C. Subst. R. 25.181(f), relating to recovery of costs for energy efficiency programs. This filing has been assigned Docket No. 39366. In its Application, ETI requested that its revised energy efficiency cost recovery factor ("EECRF") become effective for use beginning with the first billing cycle of its January 2012 billing month, which begins on December 30, 2011. All Texas retail customers that fall within the classes subject to the EECRF will be affected by approval of the Company's Application.

In Project No. 37623, the Commission increased the energy efficiency goal for the 2012 program year from a 20% reduction of the annual growth in demand of an electric utility's residential and commercial customers to a 25% reduction in the annual growth in demand of an electric utility's residential and commercial customers.<sup>(1)</sup> In that project, the Commission also implemented cost caps limiting the rates electric utilities may charge their customers to \$0.001 per month for residential customers and \$0.0005 per kWh for non-residential customers. Because Entergy Texas cannot comply with the new increased energy efficiency goals without increasing customers' rates to levels that exceed the new EECRF cost caps, the Company has requested that the Commission establish ETI's energy efficiency goal for 2012 at a 20% reduction of annual growth in demand of ETI's residential and commercial customers, which is the same goal ETI is required to meet in 2011, and increase the Commission's cost caps slightly for its Small General Service, General Service, and Lighting rate classes. To achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI will spend the same amount on its 2012 energy efficiency programs that it spent on its 2010 and 2011 programs. Assuming the Commission lowers ETI's energy efficiency goal to a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI requests authority to redetermine its EECRF rates to recover approximately \$8,481,913, which reflects the following three components:

- 1) recovery of \$7,456,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and
- 3) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, all ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1.251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

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Lighting	\$0.001469 per kWh

83

The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs while reducing rates for its customers.

In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. Subst. R. 25.181(e)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,769,913, which reflects the following three components:

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The rates charged under this alternative revised EECRF request reflect a \$3.288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2.037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to this alternative request, the Company requested that the Commission raise the cost caps for those affected rate classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

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Persons with questions or who want more information about this Application may contact Entergy Texas at 350 Pine Street, Beaumont, Texas 77701, or call 1-800-368-3749 (select option 1, then press 0, then press 4) during normal business hours. A complete copy of the Application is available for inspection at the address listed above.

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<sup>(1)</sup> P.U.C. Subst. R. 25.181(e)(1)(B).

# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Orange  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED Tara Ford WHO BEING BY ME DULY  
(Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE

Orange Leader, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN Orange COUNTY  
(Insert County/Countries Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN \_\_\_\_\_

Orange  
(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS

HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: Friday, May 6th, 2011  
(Insert Date(s))

Tara Ford  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 9th DAY OF

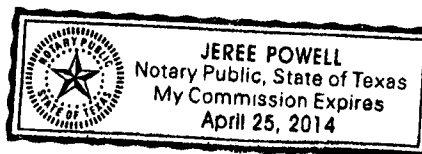
May TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE

[Signature]

NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Jerree Powell  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 4/25/14



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(Affix Notary Seal Above)

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC.  
FOR AUTHORITY TO REDETERMINE RATES FOR THE  
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TARIFF AND REQUEST TO ESTABLISH A REVISED  
ENERGY EFFICIENCY GOAL AND COST CAPS**

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<sup>1</sup> P.U.C. SUBST. R. 25.181(e)(1)(B).

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# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Polk  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY  
APPEARED Alvin Holley WHO BEING BY ME DULY  
Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE  
Polk County Enterprise, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN Polk County COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN \_\_\_\_\_  
Polk County  
(Insert ALL Counties of General Distribution)

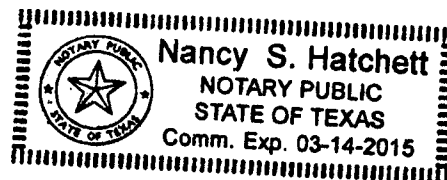
COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS  
HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING  
DAYS: 5-5-11  
(Insert Date(s))

Alvin Holley  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 17th DAY OF  
May 2011 TO CERTIFY WHICH WITNESS MY HAND  
AND SEAL OF OFFICE.

Nancy S. Hatchett  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Nancy S. Hatchett  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 3-14-2015



(Affix Notary Seal Above)

**LEGAL NOTICE**  
**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO REDETERMINE RATES FOR THE ENERGY EFFICIENCY COST RECOVERY FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY EFFICIENCY GOAL AND COST CAPS**

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which reflects the following three components: recovery of \$10,744,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 25% reduction of the annual growth in demand of ETI's residential and commercial customers; refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded its actual program costs; and recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010. The rates charged under this alternative revised EECRF request reflect a \$3.288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2.037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to this alternative request, the Company requested that the Commission raise the cost caps for those affected rate classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

Customer Class	EECRF
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**Lighting** \$0.002283 per kWh  
Persons with questions or who want more information about this Application may contact Entergy Texas at 350 Pine Street, Beaumont, Texas 77701, or call 1-800-368-3749 (select option 1, then press 0, then press 4) during normal business hours. A complete copy of the Application is available for inspection at the address listed above.

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# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF

Polk County  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED Alvin Holley WHO BEING BY ME DULY  
(Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE

Companion Times, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN Polk County COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN \_\_\_\_\_  
Polk County  
(Insert ALL Counties of General Distribution)

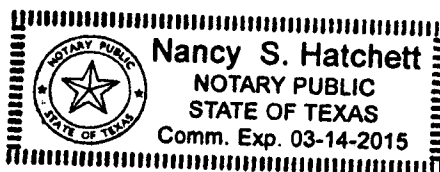
COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS  
HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING  
DAYS: 5-5-11  
(Insert Date(s))

Alvin Holley  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 9<sup>th</sup> DAY OF  
May, 2011 TO CERTIFY WHICH WITNESS MY HAND  
AND SEAL OF OFFICE.

Nancy S. Hatchett  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Nancy S. Hatchett  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 3-14-2015



(Affix Notary Seal Above)

**LEGAL NOTICE  
NOTICE OF APPLICATION  
OF ENTERGY TEXAS,  
INC. FOR AUTHORITY TO  
REDETERMINE RATES FOR  
THE ENERGY EFFICIENCY  
COST RECOVERY FACTOR  
TARIFF AND REQUEST TO  
ESTABLISH A REVISED  
ENERGY EFFICIENCY  
GOAL AND COST CAPS**

On April 29, 2011, Entergy Texas, Inc. ("ETI", "Entergy Texas" or "the Company") filed with the Public Utility Commission of Texas ("PUC") its Application for Authority to Redetermine Rates for the Energy Efficiency Cost Recovery Factor Tariff and Request to Establish a Revised Energy Efficiency Goal and Cost Caps ("Application"), pursuant to Section 39.905 of the Public Utility Regulatory Act ("PURA") and P.U.C. SUBST. R. 25.181(f), relating to recovery of costs for energy efficiency programs. This filing has been assigned Docket No. 39366. In its Application, ETI requested that its revised energy efficiency cost recovery factor ("EECRF") become effective for use beginning with the first billing cycle of its January 2012 billing month, which begins on December 30, 2011. All Texas retail customers that fall within the classes subject to the EECRF will be affected by approval of the Company's Application.

In Project No. 37623, the Commission increased the energy efficiency goal for the 2012 program year from a 20% reduction of the annual growth in demand of an electric utility's residential and commercial customers to a 25% reduction

in the annual growth in demand of an electric utility's residential and commercial customers.<sup>1</sup> In that project, the Commission also implemented cost caps limiting the rates electric utilities may charge their customers to \$0.001 per month for residential customers and \$0.0005 per kWh for non-residential customers. Because Entergy Texas cannot comply with the new increased energy efficiency goals without increasing customers' rates to levels that exceed the new EECRF cost caps, the Company has requested that the Commission establish ETI's energy efficiency goal for 2012 at a 20% reduction of annual growth in demand of ETI's residential and commercial customers, which is the same goal ETI is required to meet in 2011, and increase the Commission's cost caps slightly for its Small General Service, General Service, and Lighting rate classes. To achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI will spend the same amount on its 2012 energy efficiency programs that it spent on its 2010 and 2011 programs. Assuming the Commission lowers ETI's energy efficiency goal to a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI requests authority to redetermine its EECRF rates to recover approximately \$8,481,913, which reflects the following three components:

recovery of \$7,456,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers; refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and recovery of \$1,406,273 representing ETI's

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2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, all ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1.251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

Customer Class	EECRF
Residential Service	\$0.000871 per kWh
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Lighting	\$0.001469 per kWh

The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs

while reducing rates for its customers. In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. SUBST. R. 25.181(e)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,769,913, which reflects the following three components: recovery of \$10,744,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 25% reduction of the annual growth in demand of ETI's residential and commercial customers; refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded its actual program costs; and recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010. The rates charged under this alternative revised EECRF request reflect a \$3.288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2.037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to this alternative request, the Company requested that the Commission raise the cost caps for those affected rate

classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

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Lighting	\$0.002283 per kWh

Persons with questions or who want more information about this Application may contact Entergy Texas at 350 Pine Street, Beaumont, Texas 77701, or call 1-800-368-3749 (select option 1, then press 0, then press 4) during normal business hours. A complete copy of the Application is available for inspection at the address listed above.

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# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF ROBERTSON

(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED BETTY YEZAK WHO BEING BY ME DULY  
(Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE

THE BREMOND PRESS, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN ROBERTSON COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN ROBERTSON,  
FALLS, LIMESTONE, BRAZOS AND SURROUNDING COUNTIES  
(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS  
HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: MAY 6, 2011  
(Insert Date(s))

Betty Yezak  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

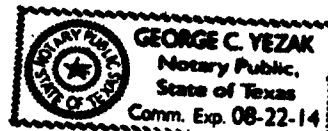
SWORN AND SUBSCRIBED TO ME ON THIS THE 10<sup>TH</sup> DAY OF

MAY, 2011 TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE.

George C Yezak  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

GEORGE C YEZAK  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES AUG 22, 2014.



(Affix Notary Seal Above)

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PAGE 4, THE BREMOND PRESS, FRIDAY, May 6, 2011

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO  
REDETERMINE RATES FOR THE ENERGY EFFICIENCY COST RECOVERY  
FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY  
EFFICIENCY GOAL AND COST CAPS**

On April 29, 2011, Entergy Texas, Inc. ("ETI", "Entergy Texas" or "the Company") filed with the Public Utility Commission of Texas ("PUC") its Application for Authority to Redetermine Rates for the Energy Efficiency Cost Recovery Factor Tariff and Request to Establish a Revised Energy Efficiency Goal and Cost Caps ("Application"), pursuant to Section 39.905 of the Public Utility Regulatory Act ("PURA") and P.U.C. SUBST. R. 25.181(f), relating to recovery of costs for energy efficiency programs. This filing has been assigned Docket No. 39366. In its Application, ETI requested that its revised energy efficiency cost recovery factor ("EECRF") become effective for use beginning with the first billing cycle of its January 2012 billing month, which begins on December 30, 2011. All Texas retail customers that fall within the classes subject to the EECRF will be affected by approval of the Company's Application.

In Project No. 37623, the Commission increased the energy efficiency goal for the 2012 program year from a 20% reduction of the annual growth in demand of an electric utility's residential and commercial customers to a 25% reduction in the annual growth in demand of an electric utility's residential and commercial customers.<sup>1</sup> In that project, the Commission also implemented cost caps limiting the rates electric utilities may charge their customers to \$0.001 per month for residential customers and \$0.0005 per kWh for non-residential customers. Because Entergy Texas cannot comply with the new increased energy efficiency goals without increasing customers' rates to levels that exceed the new EECRF cost caps, the Company has requested that the Commission establish ETI's energy efficiency goal for 2012 at a 20% reduction of annual growth in demand of ETI's residential and commercial customers, which is the same goal ETI is required to meet in 2011, and increase the Commission's cost caps slightly for its Small General Service, General Service, and Lighting rate classes. To achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI will spend the same amount on its 2012 energy efficiency programs that it spent on its 2010 and 2011 programs. Assuming the Commission lowers ETI's energy efficiency goal to a 20% reduction of the annual growth in demand of ETI's residential and commercial customers, ETI requests authority to redetermine its EECRF rates to recover approximately \$8,481,913, which reflects the following three components:

- 1) recovery of \$7,456,000 in energy efficiency program costs projected to be incurred in 2012 to achieve a 20% reduction of the annual growth in demand of ETI's residential and commercial customers;
- 2) refund of \$380,360 in energy efficiency program costs recovered under its EECRF implemented for calendar year 2010 that exceeded actual program costs; and
- 3) recovery of \$1,406,273 representing ETI's 2010 performance bonus for achieving demand savings that exceeded its statutory goal for 2010.

Under this request, despite that the Company's EECRF request will exceed the Commission's cost caps for ETI's Small General Service, General Service, and Lighting rate classes, all ETI Texas retail customers that fall within the classes subject to the EECRF will experience a decrease in their EECRF rates. The rates charged under the revised EECRF will decrease the Company's annual Texas retail revenues by approximately \$1.251 million. A residential customer using 1,000 kilowatt-hours ("kWh") of electricity per month would see a decrease of approximately 0.2% annually, or \$0.14 on average per month. The requested revised EECRF rates would be as follows:

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<u>Customer Class</u>	<u>EECRF</u>
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Lighting	\$0.001469 per kWh

The Company believes this request offers the most benefits to its customers because it maintains funding for valuable energy efficiency programs while ~~reducing rates~~ for its customers.

In the alternative, if the Commission does not establish a lower goal for ETI in 2012 but rather requires ETI to meet the increased goal of a 25% reduction of the annual growth in demand of its residential and commercial customers, then pursuant to P.U.C. SUBST. R. 25.181(e)(2), ETI requests authority to redetermine its EECRF rates to recover approximately \$11,769,913, which reflects the following three components:

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The rates charged under this alternative revised EECRF request reflect a \$3.288 million dollar increase to ETI's projected 2012 energy efficiency program budget over its 2011 energy efficiency program budget, which will in turn increase the Company's annual Texas retail revenues by approximately \$2.037 million from the Company's current EECRF. In addition, the Company's alternative EECRF rates would exceed the Commission's cost caps for all but the Large Industrial Power Service rate classes. Therefore, pursuant to this alternative request, the Company requested that the Commission raise the cost caps for those affected rate classes to be consistent with the rates listed below. Under the Company's alternative revised EECRF rates, a residential customer using 1,000 kWh of electricity per month would see an increase of approximately 0.2% annually, or \$0.23 on average per month. The requested alternative revised EECRF rates are as follows:

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<sup>1</sup> P.U.C. SUBST. R. 25.181(e)(1)(B).

**PUBLISHER'S AFFIDAVIT**

STATE OF TEXAS

COUNTY OF Robertson  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED Robert Brincefield WHO BEING BY ME DULY  
(Insert Publisher's Name/Publisher's Representative)

SWORN, DEPOSES AND SAYS THAT HE/SHE IS THE PUBLISHER OF THE

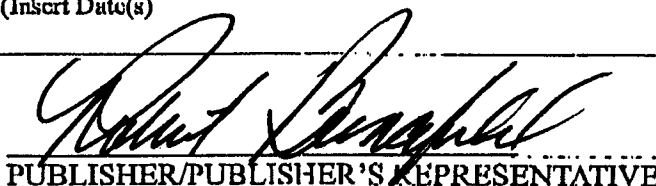
FRU Publisher Robertson Co. News, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)REGULARLY PUBLISHED IN Robertson COUNTY  
(Insert County/Counties Name)

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN

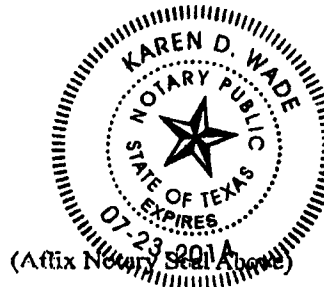
Robertson  
(Insert ALL Counties of General Distribution)

COUNTY (COUNTIES), TEXAS; AND THAT THE NOTICE, A COPY OF WHICH IS

HERETO ATTACHED, WAS PUBLISHED IN SAID NEWSPAPER ON THE FOLLOWING

DAYS: Wednesday, May 11, 2011  
(Insert Date(s))  
PUBLISHER/PUBLISHER'S REPRESENTATIVESWORN AND SUBSCRIBED TO ME ON THIS THE 16 DAY OFMay 2011 TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE.

Karen D Wade  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXASKaren D Wade  
PRINT OR TYPE NAME OF NOTARY PUBLICMY COMMISSION EXPIRES 7/23/2014 97



Wednesday, May 11, 2011 - ROBERTSON COUNTY NEWS 35

**NOTICE OF APPLICATION OF ENTERGY TEXAS, INC. FOR AUTHORITY TO  
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FACTOR TARIFF AND REQUEST TO ESTABLISH A REVISED ENERGY  
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98

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