

<b>Customer Class</b>	<b>EECRF</b>
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 San Jacinto  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED Alan 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

San Jacinto News-Times, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

REGULARLY PUBLISHED IN San Jacinto COUNTY  
(Insert County/Counties Name)

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

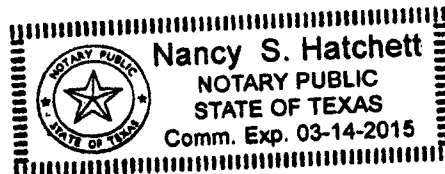
Alan Holley  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 9th 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)

101

## 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.

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 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
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

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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:

Customer Class	EECRF
Residential Services	\$0.001244 per kWh
Small General Service	\$0.001627 per kWh
General Service	\$0.000831 per kWh
Large General Service	\$0.000572 per kWh
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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.

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# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Trinity  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

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

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

Groveton News, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

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

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

Trinity  
(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 Heikky  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

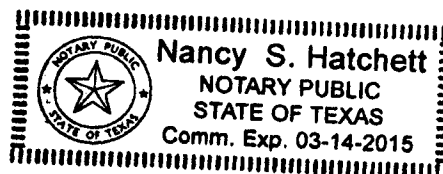
SWORN AND SUBSCRIBED TO ME ON THIS THE 9<sup>th</sup> DAY OF

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)

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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. 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 com-

mercial 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 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		
Small General	Service	
\$0.001044 per kWh		
General Service		
\$0.000642 per kWh		
Large General	Service	
\$0.000409 per kWh		

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Large Industrial Power  
Service (excluding  
Industrial Transmission  
\$0.000140 per kWh  
Customers)  
Large Industrial Power  
\$0.000055 per kWh  
Service (Industrial  
Transmission Customers Only)  
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:

Customer Class	EECRF
Residential	Services
\$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	
\$0.000115 per kWh	
Service (excluding Industrial Transmission Customers)	
Large Industrial Power	
\$0.000055 per kWh	
Service (Industrial Transmission Customers Only)	
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

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# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Trinity  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY  
APPEARED Alan 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  
Trinity Standard, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

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

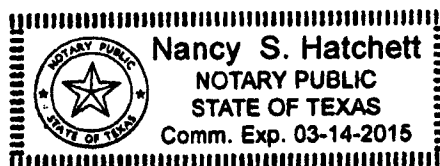
(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN \_\_\_\_\_  
Trinity  
(Insert ALL Counties of General Distribution)

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))

Alan 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 RE-  
QUEST 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.

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

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Industrial Transmission	\$0.000140 per kWh

## Customers)

Large Industrial Power \$0.000055 per kWh  
Service (Industrial  
Transmission Customers Only)

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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Large Industrial Power Service (Industrial	\$0.000055 per kWh
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10 P

# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Tyler  
(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  
Tyler County Reporter, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

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

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN \_\_\_\_\_  
Tyler 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: 5-10-11  
(Insert Date(s))

Alvin Holley  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

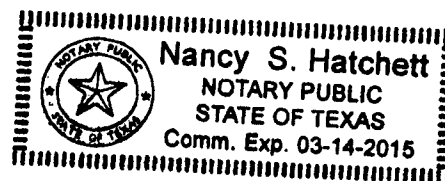
SWORN AND SUBSCRIBED TO ME ON THIS THE 16<sup>th</sup> DAY OF

May 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****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:

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:

Customer Class	EECRF
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, 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 Services	\$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) Large Industrial Power Service (Industrial Transmission Customers Only) 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

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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.  
1 P.U.C. SUBST. R. 25.181(e)  
(1)(B). (19-1t-pce)

///

# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Walker  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY  
APPEARED Amy Lee 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 Huntsville Item, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

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

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN \_\_\_\_\_  
Walker - Grimes - Trinity  
(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))

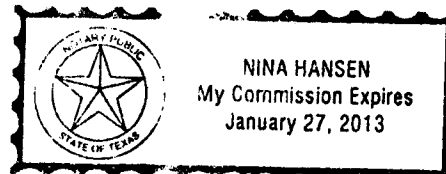
Amy Lee  
PUBLISHER/PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 10th DAY OF  
May 2011 TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE.

Nina Hansen  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

NINA HANSEN  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 1-27-2013



(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	-\$0.000140 per kWh (excluding Industrial Transmission Customers)

Large Industrial Power Service	\$0.00055 per kWh
(Industrial Transmission Customers Only)	
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;
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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:

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	-\$0.000115 per kWh
(excluding Industrial Transmission Customers)	
Large Industrial Power Service	\$0.000055 per kWh
(Industrial Transmission Customers Only)	
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 512-936-77136 or use Relay Texas (toll-free) 1-800-735-2989. All communications should refer to Docket No. 39366.

(1) P.U.C. SUBST. R. 25.181(e)(1)(B).

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# PUBLISHER'S AFFIDAVIT

STATE OF TEXAS

COUNTY OF Washington  
(Insert County)

BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY

APPEARED Mike Mueck WHO BEING BY ME DULY  
(Insert Publisher's Name/Publisher's Representative)

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

Brenham Banner Press, THAT SAID NEWSPAPER IS  
(Insert Newspaper's Name)

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

(COUNTIES), TEXAS, AND GENERALLY CIRCULATED IN Washington

Austin, Fayette, Grimes, Lee, Rockwall, Colorado  
(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))

Michael Mueck  
PUBLISHER PUBLISHER'S REPRESENTATIVE

SWORN AND SUBSCRIBED TO ME ON THIS THE 6 DAY OF

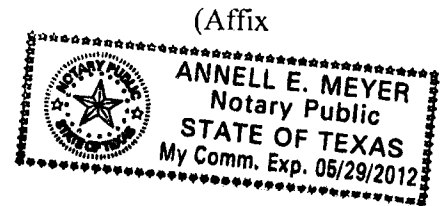
May 2011 TO CERTIFY WHICH WITNESS MY HAND

AND SEAL OF OFFICE

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Annell E Meyer  
NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS

Annell E Meyer  
PRINT OR TYPE NAME OF NOTARY PUBLIC  
MY COMMISSION EXPIRES 5-29-12  
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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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 \$1.25T 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	\$0.000842 per kWh
Large General Service	\$0.000409 per kWh
Large Industrial Power Service (excluding Industrial Transmission Customers)	-\$0.000140 per kWh

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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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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).