



Entergy New Orleans, Inc.  
1600 Perdido Street, Bldg #505  
New Orleans, LA 70112  
Tel 504 670 3680  
Fax 504 670 3615

Gary E. Huntley  
Vice President,  
Regulatory and Governmental Affairs  
ghuntle@entergy.com

April 30, 2015

*Via Hand Delivery*

Ms. Lora Johnson  
Clerk of Council  
Council of the City of New Orleans  
Room 1E09, City Hall  
1300 Perdido Street  
New Orleans, LA 70112

**Re: Filing of Entergy New Orleans, Inc.'s January-March, 2015 Quarterly Energy Smart Report (Resolutions R-11-52, R-14-122 and R-15-15; UD-08-02)**

Dear Ms. Johnson:

On February 3, 2011, the Council of the City of New Orleans ("Council") adopted Resolution R-11-52 that approved Entergy New Orleans, Inc.'s ("ENO") selection of CLEAResult as the Third Party Administrator for the Council-approved Energy Smart Programs. Council Resolution R-11-52 required CLEAResult to file bi-monthly updates with the Council. Subsequently, the requirement was changed to the filing of quarterly reports. The original Energy Smart programs and filing requirements were extended through December 31, 2014 and subsequently through March 31, 2015 by Council Resolutions R-14-122 and R-15-15, respectively.

On behalf of CLEAResult, ENO submits the enclosed Energy Smart report for the period of January 2015 through March 2015. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

Gary E. Huntley

cc: All Councilmembers  
Council Utilities Regulatory Office  
Clinton A. Vince, Esq  
Presley Reed, Esq  
Walter J. Wilkerson, Esq  
Joseph A. Vumbaco, PE  
Erroll Smith, CPA  
Ken Paillet, CPA

RECEIVED  
APR 30 2015  
BY: *OmW*

21 2 11 11



*Entergy New Orleans, Inc.  
& Entergy Louisiana, LLC  
Quarterly Report  
January through March, 2015*

## EXECUTIVE SUMMARY

Energy Smart was developed by the New Orleans City Council, is administered by Entergy New Orleans, Inc. (“Entergy New Orleans” or “ENO”) and Entergy Louisiana, LLC in Algiers (“Entergy Louisiana-Algiers” or “ELA”, and is implemented by CLEARResult.

This report contains data on the entire Energy Smart program, with detailed information about both the ENO and ELA Energy Smart Programs. In December 2014, the City Council passed an extension which allowed Energy Smart to continue through March 2015. The “summary of program activity” tables on the next page contain the kWh goals for the entire 12 month extension period from April 2014 through March 2015. This extension of programs was ordered by the City Council in order to continue providing residents and businesses in Orleans Parish a successful method for incorporating energy efficiency in their day-to-day lives and businesses. Included in this report are:

- ✦ kWh savings and total participation by program
- ✦ Summaries of activity by program
- ✦ Marketing and outreach activity
- ✦ A review of each programs’ data and activity; and
- ✦ An update on the NOLAWISE program

The extension period is divided into four quarters:

- ✦ Quarter 1: April-June, 2014
- ✦ Quarter 2: July-September, 2014
- ✦ Quarter 3: October-December, 2014
- ✦ Quarter 4: January-March, 2015

Energy Smart will provide a more comprehensive look at the programs in the Energy Smart Annual Report which will be filed soon. As such, this quarterly report provides a high level look at program activity.

## SUMMARY OF PROGRAM ACTIVITY\*\*

## Preliminary ENO Savings and Participation

(Program Year - April 2014 thru March 2015)

Program	Extension Saving Goals		Preliminary Monthly Progress - March '15		Year to Date				Completed YTD	
	kW	kWh	kW	kWh	kW	kWh	Participants	Measures	kW	kWh
Home Performance with Energy Star	1,361	4,039,652	106	307,798	1,161	4,084,313	4,350	39,761	85.3%	101.11%
Energy Star Air Conditioning	115	389,773	0	0	79	245,784	224	260	68.3%	63.06%
A/C Tune-up	534	969,536	1	1,845	169	343,549	132	879	31.6%	35.43%
Energy Smart New Homes	38	177,491	0	0	41	123,196	65	80	107.3%	69.41%
CFL Direct Install	263	1,817,351	20	234,570	102	1,254,152	2,165	46,277	39.0%	69.01%
Income Qualified	225	912,750	49	786,539	305	1,858,663	1,012	10,984	135.7%	203.63%
Solar Water Heater Pilot	4	27,191	0	0	0	0	0	0	0.0%	0.00%
Small Commercial Solutions	385	2,666,423	49	232,029	457	2,603,678	64	66	118.6%	97.65%
Large Commercial Solutions	945	6,138,592	266	2,392,016	849	5,852,052	22	22	89.8%	95.33%
<b>Totals</b>	<b>3,870</b>	<b>17,138,155</b>	<b>489</b>	<b>3,954,797</b>	<b>3,162</b>	<b>16,365,387</b>	<b>8,034</b>	<b>98,329</b>	<b>81.7%</b>	<b>95.49%</b>

## Preliminary ELA Savings and Participation

(Program Year - April 2014 thru March 2015)

Program	Extension Saving Goals	Preliminary Monthly Progress - March '15		Year to Date				Completed YTD
	kWh	kW	kWh	kW	kWh	Participants	Measures	kWh
Home Performance with Energy Star	394,704	10	69,679	251	1,545,943	1,439	19,394	391.67%
Energy Star Air Conditioning	70,026	1	3,338	9	27,977	13	16	39.95%
A/C Tune-up	80,094	0	0	2	3,690	5	6	4.61%
Energy Smart New Homes	17,725	0	0	0	0	0	0	0.00%
CFL Direct Install	733,032	5	56,462	15	189,489	240	6,487	25.85%
Income Qualified	62,692	11	36,637	18	115,751	132	1,997	184.63%
Solar Water Heater Pilot	9,783	0	0	0	0	0	0	0.00%
Small Commercial Solutions	272,090	0	0	29	142,385	6	6	52.33%
Large Commercial Solutions	430,187	0	0	2	24,871	1	1	5.78%
<b>Totals</b>	<b>2,070,333</b>	<b>27</b>	<b>166,115</b>	<b>326</b>	<b>2,050,105</b>	<b>1,836</b>	<b>27,907</b>	<b>99.02%</b>

\*The kWh goals reflect the entire 12 month program year.

\*\*Savings are preliminary pending third party evaluator review which will conclude at the end of May. Final savings numbers will be reported in the Annual Report.

## Program Expenditures, April 2014-March 2015

Program	Entergy New Orleans		Entergy Louisiana (Algiers)	
	Incentive	Implementation	Incentive	Implementation
Home Performance with Energy Star	\$585,084	\$838,023	\$93,933	\$156,384
Energy Star Air Conditioning	\$59,230		\$7,420	
A/C Tune-up	\$45,315		\$455	
Energy Smart New Homes	\$20,968		\$0	
CFL Direct Install	\$169,680		\$13,901	
Income Qualified	\$541,451		\$6,824	
Solar Water Heater Pilot	\$0		\$0	
Small Commercial Solutions	\$271,150	\$303,922	\$16,691	\$42,924
Large Commercial Solutions	\$473,901	\$423,505	\$626	\$51,300
<b>NOLA Wise</b>		<b>\$333,333</b>		<b>\$55,000</b>
<b>Totals</b>	<b>\$2,166,779</b>	<b>\$1,898,783</b>	<b>\$139,850</b>	<b>\$305,608</b>

Below is a synopsis of how each program performed from January through March - 2015:

- ✦ **Home Performance with Energy Star (HPwES)** – The HPwES program submitted a respectable quarter considering that there was a lower submission of multi-family measures and that there were no CoolSaver tune-ups submitted due to the off-season for that program. For ENO, there were 213 kW submitted and 660,522 kWh with 1,106 participants and 9,241 measures. Seventeen different contractors were involved during the fourth quarter. Two hundred thirty-six single family homes were weatherized utilizing the Home Performance with Energy Star standards. For ELA, there were 34 kW submitted and 185,871 kWh with 138 participants and 1,509 measures. In addition, savings were realized through a repeat of the online sale of CFLs, LEDs and Advanced Power Strips at a discounted rate of \$10 per package.
- ✦ **Energy Star Air Conditioning-** For ENO, there were six air conditioning (“A/C”) replacements performed and one heat pump replaced during the fourth quarter. There were also six window A/C rebates submitted by retail customers. For ELA, there were two A/C replacements and no window A/C rebates submitted. Typically, the cold weather months yield the lowest production for A/C replacements.
- ✦ **A/C Tune-Up-** This program will be phased out after this quarter. There were twelve tune-ups performed for ENO and none for ELA. The hope is that CoolSaver tune-ups will increase during the next quarter. The savings will be reflected in the HPwES section.

- ★ **New Homes**- One contractor contributed to a spike in activity for the New Homes program for ENO. There were almost 14 kW saved and 39,716 kWh saved during the quarter. Conversely, ELA had no participation during the quarter. This program depends heavily on new home construction which is intermittent in Orleans and Algiers.
- ★ **CFL Direct Install**- the CFL direct install program rebounded nicely during the fourth quarter from its reduced performance in the third quarter. Numbers were up in both ENO and ELA. ENO reflected a savings of 31 kW (19 kW in the 3<sup>rd</sup> quarter) and 371,052 kWh (237,870 in the 3<sup>rd</sup> quarter) and ELA had 6 kW in the 4<sup>th</sup> quarter (3 kW in the 3<sup>rd</sup> quarter) and 74,455 kWh in the 4<sup>th</sup> quarter (36,635 kWh in the 3<sup>rd</sup>). Productivity for this program was quite high, especially when considering that savings per 13 watt CFL have been reduced 37% by federal mandate.
- ★ **Income Qualified**- The income qualified program continues to bring in substantial numbers in terms of participation and kW and kWh for both ENO and ELA. ENO's kWh total for the fourth quarter more than doubled the previous three quarters combined and exceeded the annual goal in just the fourth quarter. ELA posted another noteworthy quarter and added to the significant totals which had already exceeded its annual goal by the end of the 3<sup>rd</sup> quarter. The contractors involved in the program are keenly dialed in to the needs of the service areas for ENO and ELA and this has translated into this stellar production.
- ★ **Solar Water Heater Pilot**- There were no rebates submitted from January through March 2015.
- ★ **Small Commercial Solutions**- Twenty-one projects were completed for ENO and one project was completed for ELA during the 4<sup>th</sup> quarter. All projects completed in ENO were lighting related. Although there is a concerted effort to discover non-lighting opportunities, lighting projects continue to be the most attractive option for participants as they have the shortest return on investment (ROI) period, typically 12-24 months.
- ★ **Large Commercial Solutions**- Both the Large and Small Commercial programs faced challenges in the fourth quarter. The ongoing Union strike in Los Angeles harbor that has put a constraint on the import of light bulbs. Approximately 1.5 million kWh worth of projects have been completed for the Large Commercial program.

## **MARKETING**

### **For Energy Smart Quarterly Report, 2014 "Extension," Q4 – January – March 2015**

**Website hits:** Website sessions were 3,141 total for the quarter, or 1,047 monthly on average. The month of March had the highest number with 1,273 sessions, partially due to the continued promotion of the TechniArt energy kit sales via the Energy Smart website. Promotions were similar to those done in December 2014, including newspaper inserts in the Gambit.

**Information Center:** In January, the Energy Smart Information Center was moved from the Hubbell Library Branch to the Entergy Customer Care Center in Algiers. It was staffed once per week for 6 weeks during January and February. At this point, it has been removed from the customer care center and a new location will be determined.

**Life City:** Life City continues to promote Energy Smart at events around New Orleans.

## NOLA Wise

### Outreach and Education:

NOLA Wise continued outreach and education activities to Orleans Parish residents and businesses through presentations, tabling, office visits, social media and canvassing.

In January, NOLA Wise joined Entergy in providing information at three LIHEAP application days on both the East and West Bank. Staff also presented at two realtor “lunch and learns” hosted by Gardner Realtors for both Algiers and New Orleans East realtors. February included two more realtor presentations and two neighborhood presentations plus one tabling event. In March NOLA Wise staff manned a table at the Smoothie King Center’s “New Orleans Green Week” for Pelicans games, plus continued presentations and tabling and neighbor meetings and events.

The “Be Energy Smart” schools program continued through Q4, presenting an energy efficiency curriculum and distributing energy kits to students. Students participated this quarter at: Schaumburg Elementary School, Audubon Charter School, Akili Academy of New Orleans, Gentilly Terrace Elementary School, International School of Louisiana, Harriet Tubman Elementary School, and John Dibert at Phyllis Wheatley. A total of 377 kits were distributed, with a savings of 41,674 kWh.

Loan: The NOLA Wise team provides residents with information on local financing options such as Iberia Bank’s Green Renovation Loan and Energy Efficiency Mortgages (which can also be used to refinance) to help make retrofits more accessible.

### Outreach and Events

DISTRICT	A		B		C		D		E		TOTAL Q3	
	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend
Presentation	3	68	0	0	5	53	1	15	3	45	12	181
Tabling	0	0	3	80	3	44	5	80	0	0	11	204
Event	0	0	0	0	0	0	0	0	0	0	0	0
Canvassing	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>3</b>	<b>68</b>	<b>3</b>	<b>80</b>	<b>8</b>	<b>97</b>	<b>6</b>	<b>95</b>	<b>3</b>	<b>45</b>	<b>23</b>	<b>385</b>

### E-Newsletters

Entergy Solutions Plus included articles on Energy Smart in the “news” section of the newsletter. Topics were: “Energy Smart distributed energy saving kits to local schools” and “Make Winter Warmer with Home Performance with ENERGY STAR®!” Energy Smart also sent out a newsletter with those articles. The Energy Kit was promoted via the Energy Smart and Gambit newsletters.

ES, ENO, NW and Association Newsletters			
Date	Organization	Subscribers	Topic
1/23/2015	ENO	Solutions Plus	Energy Smart distributes energy saving kits to local schools
2/10 & 2/12/2015	E. Smart E-Blast	10,000	Schools and HPwES
2/19/2015	ENO	Solutions Plus	Schools and HPwES
3/16-3/31/2015	E. Smart E-Blast	10,000	Energy kit promotion - 6 e-blasts
3/17, 3/19 & 3/26/2015	Gambit E-Blast	24,000	Energy kit promotion - 3 e-blasts

**Media:** Program Manager Alex Scott was interviewed for the show “Money Talk” which aired on WLAE-TV 32 and WHNO-TV 20 for the month of March.

### Door hangers

Door hangers were used to boost activity in the CFL direct install program, as March is the time of year where Green Light New Orleans has the largest amount of AmeriCorps Volunteers in town to install bulbs.



## Now's the Time to Replace Your Air Conditioner!



Is your Central Air Conditioner more than ten years old? Does it require frequent repairs? Do you have large temperature variations from room to room? If so, there's no better time to consider replacing your AC unit! Now, with Energy Smart's ENERGY STAR Central AC Replacement Program, you can take advantage of generous incentives to upgrade to an energy efficient model.

Depending on the size of the unit, you could save up to \$1000 on your new AC with the Energy Smart incentives! Not only that, you'll enjoy years of lower utility bills, thanks to the energy-saving ENERGY STAR models. If you work with a participating Energy Smart contractor, you can be sure

that you'll get quality installation and access current incentives.

Think about it: if it's costing you a lot to run an inefficient unit, and it's going to cost you more to repair it in the years to come, why not seize the opportunity to bring comfort, savings and efficiency to your home today?

Learn more about how to participate in Energy Smart ENERGY STAR Central AC Replacement Program at [EnergySmartNOLA.com](http://EnergySmartNOLA.com).

## Cut Your Lighting Bills Instantly!



The average family spends up to 20% of their utility bill on lighting. But you can reduce the lighting costs in your home with one phone call! Through a partnership with Entergy's EnergySmart program, the local nonprofit Green Light New Orleans (GLNO) provides FREE energy efficiency lightbulbs to New Orleans homeowners. These compact fluorescent light bulbs (CFLs) use about 75% less energy than an incandescent light bulb, last about 10 times longer and can

cut additional energy costs associated with home cooling.

By changing to CFLs, you're saving money every month, and reducing greenhouse gas emissions in the long-term! Since 2006, GLNO has been assisting families in their efforts to cut energy costs, and they can install CFLs in your home FOR FREE if you call 504-324-3429. For more information, visit [EnergySmartNOLA.com](http://EnergySmartNOLA.com).



Developed by the New Orleans City Council and a partnership with Entergy New Orleans, Inc.