

July 7, 2025

**VIA ELECTRONIC DELIVERY**

Honorable Jean Paul “JP” Morrell  
Councilmember-At-Large  
City of New Orleans, City Hall  
1300 Perdido Street, Room 2W50  
New Orleans, LA 70112  
Phone: (504) 658-1070  
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**Re: *Entergy New Orleans, LLC’s Energy Smart Program Application for Approval of the Implementation Plan for Program Years 16-18 (Docket Nos. UD-23-01 and UD-08-02)***

Dear Councilmember Morrell:

Entergy New Orleans, LLC (“ENO” or “the Company”) respectfully submits a supplemental filing to its June 16, 2025, Application for Approval of the Implementation Plan for Program Years 16-18 and in compliance to the directive of Councilmember Morrell. The supplemental filing provides a summary description of all Energy Smart Programs, including the number of customers served, kilowatt-hours saved and costs during Program Year 14, attached thereto.

Pursuant to this directive, ENO submits its supplemental filing for Program Year 14. Should you have any questions regarding this filing, please contact my office at (504) 576-6523. Thank you for your assistance with this matter.

If you have any questions, please do not hesitate to call me.

Sincerely,

A handwritten signature in blue ink that reads 'Courtney R. Nicholson'.

Courtney R. Nicholson

CRN/lp

Enclosures

cc: Official Service Lists for Docket Nos. UD-23-01 and UD-08-02 (*via electronic mail*)

PY14 Offerings	Sector	Evaluation, Measurement, & Verification				Total Program Costs	Verified kWh saved	kW for Demand Response	Number of Participants (unique Entergy Account numbers)
		Implementation Costs	Incentives Spent						
Home Performance with ENERGY STAR	Residential	\$ 528,003	\$ 983,476	\$ 79,725	\$ 1,591,204	3,748,121			1,408
Income-Qualified Weatherization	Residential	\$ 633,482	\$ 1,954,262	\$ 59,275	\$ 2,647,020	3,598,721			1,151
Retail Lighting and Appliances	Residential	\$ 468,610	\$ 996,680	\$ 18,070	\$ 1,483,360	2,177,373			9,925 *
Multifamily Solutions	Residential	\$ 288,823	\$ 644,732	\$ 26,516	\$ 960,071	2,650,261			1,261
AC Solutions	Residential	\$ 206,679	\$ 673,431	\$ 33,790	\$ 913,900	4,210,803			1,582
School Kits and outreach	Residential	\$ 223,006	\$ 83,880	\$ 3,510	\$ 310,396	707,601			4,104
Appliance Recycling & Replacement	Residential	\$ 276,614	\$ 88,450	\$ 5,690	\$ 370,754	188,069			259
Behavioral	Residential	\$ 476,318	\$ -	\$ 34,165	\$ 510,483	16,390,198			122,103
EasyCool (Residential Bring Your Own Thermostat)	Residential	\$ 581,301	\$ 229,825	\$ 14,170	\$ 825,296	-	6,251		5,942
Peak Time Rebate Pilot	Residential	\$ 168,920	\$ 82,100	\$ 23,200	\$ 274,220	12,796	1,283		4,207
Residential Battery Pilot	Residential	\$ 125,000	\$ 34,201	\$ 1,940	\$ 161,141	-	383		78
EV Charging Pilot	Residential	\$ 130,764	\$ 14,700	\$ 2,565	\$ 148,029	-	97		238 **
Large C&I Automated Demand Response	C&I	\$ 213,684	\$ 209,339	\$ 24,665	\$ 447,688	36,961	2,495		17 **
Small Commercial & Industrial Solutions	C&I	\$ 496,773	\$ 704,568	\$ 207,725	\$ 1,409,067	4,232,566			412
Large Commercial & Industrial Solutions	C&I	\$ 3,041,848	\$ 4,008,341	\$ 426,909	\$ 7,477,098	26,810,839			116
Commercial & Industrial Construction Solutions	C&I	\$ 642,249	\$ 17,916	\$ 1,100	\$ 661,265	83,603			3
Publicly Funded Institutions	C&I	\$ 976,149	\$ 439,412	\$ 28,260	\$ 1,443,821	3,620,474			18
Technical Reference Manual (TRM) Development				\$ 78,226					
<b>Portfolio Total</b>		<b>\$ 9,478,223</b>	<b>\$ 11,165,313</b>	<b>\$ 1,069,502</b>	<b>\$ 21,713,038</b>	<b>68,468,386</b>	<b>10,509</b>		<b>152,824</b>

**Notes**

\* This number represents Measures Installed instead of Accounts

\*\* Participant number from ADM Verification workbook, not confirmed by APTIM

## Energy Smart Program Year 14 Offerings Summary

The Energy Smart programs are divided by Residential and Commercial offerings. Below are descriptions of each program.

### **Residential Energy Efficiency**

#### **1. Home Performance with ENERGY STAR®**

This offering achieves long term, significant cost-effective electric savings through the use of local auditors and contractors who help residential customers analyze their energy use and identify opportunities to improve efficiency, install low-cost energy-saving measures, and identify and implement more comprehensive home efficiency projects. The offering includes a home energy assessment which may also recommend follow up measures to be completed by trade ally contractors. The home energy assessment includes a walk-through inspection and direct installation of low-cost measures such as LED lighting, high-efficiency showerheads and water aerators, smart power strips, pipe wrap and smart thermostats. The home energy assessment may recommend follow-up measures which require diagnostic testing to achieve deeper savings in the home. Follow-up measures, completed by an Energy Smart approved trade ally, include attic insulation, air conditioning tune-up, air sealing, and duct sealing. This offering also includes an energy- saving kit component offered through the Online Marketplace, which provides an easy customer entry point.

To meet the needs of New Orleans' unique housing stock of double shot-gun homes and smaller multifamily configurations, the Home Performance offering includes all buildings with four or fewer units. Structures of this size and construction type often behave and function more like single-family homes, with owners often occupying one of the units, thus minimizing the split-incentive barrier.

#### **2. Retail Lighting & Appliances**

The objective of the Retail Lighting and Appliance offering is to increase awareness and sales of efficient lighting and appliances to ENO's residential population. This offering provides customers the opportunity to purchase a variety of discounted products that are ENERGY STAR qualified or better. The Energy Smart Online Marketplace features energy efficiency products with discounted prices. This allows Entergy New Orleans customers to purchase energy efficiency products online and have them shipped directly to their homes.

#### **3. Multifamily Solutions**

These offering targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The offerings will address their unique needs through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education. A property must have a minimum of five units to

## Energy Smart Program Year 14 Offerings Summary

qualify for Multifamily Solutions. This allows for the Multifamily Solutions offering to be more focused on the unique needs of owners, managers and renters of larger buildings.

### 4. Income-Qualified Weatherization

The Income-Qualified Weatherization offering is designed to offer qualifying customers free energy efficiency projects ranging from direct install measures, such as LED bulbs and water savings measures, to demand response enabled smart thermostats and comprehensive envelope measures. Comprehensive measures offered by Energy Smart trade allies include air sealing, duct sealing, ceiling insulation and A/C tune ups.

### 5. A/C Solutions

The A/C Solutions offering provides residential customers with a more comprehensive set of options to help lower the energy consumption associated with keeping their homes cool and comfortable in the summer. Customers with functioning air conditioning can improve the efficiency of their units with the help of a comprehensive air conditioning tune-up or replacement. The offering also includes the installation of new Demand Response (DR)-enabled smart thermostats. The program works to enhance the ability within the territory's HVAC contractor network to provide value-added services to customers.

### 6. Appliance Recycling & Replacement Pilot

The Appliance Recycling and Replacement Pilot offering encourages early recycling of qualifying low efficiency appliances, such as refrigerators and freezers, for residential customers. The Pilot also offers a refrigerator replacement option for income-qualified residential customers. This offering goes beyond federal recycling requirements using environmentally friendly best practices for recycling all components of each appliance.

### 7. School Kits & Education

The NOLAWise School Kits and Education Outreach Program successfully completed its 14th program year (PY14). This report offers a comprehensive evaluation of the program's energy-related initiatives, accomplishments and impacts during the program year. In providing this quantitative and qualitative data, NTC emphasizes the ability to promote energy efficiency within the local community, on behalf of Entergy New Orleans.

### 8. Behavioral Energy Efficiency

The Behavioral offering provides customers a Home Energy Reports (HERs) that are complemented by the Entergy Customer Engagement Portal (CEP). Residential customers will receive a HER which compares them to similar and efficient households, shows their

## Energy Smart Program Year 14 Offerings Summary

usage over time, provides tips for saving energy, and directs them to other program messaging and offerings.

### **Commercial Energy Efficiency**

#### **1. Small Commercial & Industrial Solutions**

The Small Commercial & Industrial Solutions offering provides small businesses (100 kW demand or less) and other qualified non-residential customers the opportunity to achieve electricity savings through strategies designed specifically for this sector. This offering helps small business customers analyze facility energy use and identify energy efficiency improvement projects. Program participants are advised on applicable offerings through the program as well as financial incentives for eligible efficiency measures that are installed in their facilities by trade allies.

#### **2. Large Commercial & Industrial Solutions**

The primary objective of the Large Commercial and Industrial Solutions offering is to provide a solution for larger (greater than 100 kW demand) non-residential customers interested in energy efficiency through a prescriptive or custom approach. The Large Commercial & Industrial offering is designed to generate significant energy savings, as well as a longer-term market penetration by nurturing delivery channels, such as design professionals, distributors, installation contractors and Energy Service Companies (ESCOs).

#### **3. Publicly Funded Institutions**

The Publicly Funded Institutions (PFI) offering is targeted at local publicly funded institutions. The offering assists end-use customers in overcoming barriers that are specific to publicly funded groups. Through hands-on expertise and consulting, the program benchmarks the institution's energy use and identifies a roadmap to success. Customers are given guidance throughout their engagement with the program.

#### **4. Commercial & Industrial Construction Solutions**

The new Commercial & Industrial Construction Solutions offering encourages customers to design and construct higher efficiency facilities than building code or planned designs. This offering is available to ground-up construction, additions or expansions, building repurposing and commercial building restorations. The New Construction offering provides incentives for design assistance, prescriptive measures and custom upgrades tailored to the customer's building operations.

### **Demand Response**

## Energy Smart Program Year 14 Offerings Summary

### 1. EasyCool for Residents

The residential Bring Your Own Thermostat (BYOT) DR offering, EasyCool, taps into the existing installed base of connected thermostats in the ENO territory. Through technical integrations with the leading thermostat manufacturers in the industry, ENO will have the ability to enroll, monitor, and control connected thermostats and leverage the enrolled aggregation as a capacity resource for peak demand reduction. When a DR event is dispatched, targeted devices will experience a temperature adjustment (an “offset” or “setback”) that will in turn curtail HVAC usage during the peak period.

### 2. Peak Time Rebate Pilot

The Peak Time Rebate Pilot offering engages residential customers in behavioral demand response. The opt-in pilot program recruits customers to enroll to receive notifications for peak demand events and offers recommendations on how they can reduce their energy load during event hours. The program calculates load shed for each participant individually using AMI data and setting a baseline using the 10 weekdays prior to event day. The PY14 pilot utilizes two incentive increments to test motivation for behavior changes during event hours - \$20 for standard savers and \$50 for high savers. The PTR Pilot allows a demand response option for residential customers that is not dependent on a given technology (Wi-Fi, smart thermostat, electric vehicle), but rather provides an incentive to change behaviors for a short period of time to reduce electric use. Participants earn an incentive by simply delaying normal electric use such as clothes washing, dish washing, vacuuming, and bathing or by decreasing load by increasing temperature setting on central air conditioning and turning off lights.

### 3. Residential Battery Energy Storage Pilot

The Entergy New Orleans Residential Battery Pilot launched with a phase 2 to enhance energy resilience for residential customers. The program targeted 140 total battery enrollments in phase 2 of the pilot with 125 residential and 15 small commercial batteries. Residential and small commercial customers are enrolled in a turn-key Virtual Power Plant (VPP) solution using EnergyHub for dispatch, control, and optimization. Customers with Tesla and Enphase batteries were eligible to enroll in the program. All customer enrollment occurred through either Tesla or Enphase customer mobile applications. Incentives were paid based on performance in demand response events with residential customers paid at \$125/kW delivered averaged over all events in the season with a \$600 cap on the incentive. Commercial customers were paid at \$250/kW delivered averaged across all events with a \$1,800 cap on the incentive. Incentives were paid to customers in March 2025. Customer incentives for the program totaled \$34,201.41.

### 4. Bring Your Own Charger (BYOC)

The BYOC program shifts Electric Vehicle (EV) charging to off-peak hours with no special hardware or separate meter required. Participants earn incentives by setting their vehicles to charge during off-peak hours every time the vehicle charges, and it takes less than 10 minutes to enroll into the program. Software developed by the program administrator, Sagewell, confirms that off-peak charging is taking place by analyzing ENO utility meter data. BYOC is an “every day” load shifting program, and the program does not need to call events during peak windows. More than 98% of participant charging takes place outside of the system peak hour and 90% of all EV charging occurs off-peak, making the ENO program one of the most effective EV load management programs in the country.

The BYOC program takes advantage of the existing investment in residential Automated Metering Infrastructure (AMI) “smart” meters in ENO territory. EV drivers in Orleans Parish can enroll in the program at no cost regardless of which type of EV or home Level 2 charger they use without having to purchase special chargers or to incur other costs. To enroll, drivers use a charging timer built into all EVs and schedule their vehicle(s) to charge between 9 p.m. and 6 a.m. during the week, and any time of weekends and holidays. Enrolled customers receive a credit of \$7 per month, paid quarterly, equivalent to 2,100 miles of free driving per year. Program implementer Sagewell, Inc. provides customer support, verifies applications, monitors EV charging behavior via AMI data using its proprietary data analytics algorithms, and issues incentives for eligible drivers.

### 5. Large Commercial & Industrial Demand Response

The Large Commercial & Industrial Demand Response (DR) offering launched with an objective to secure a total of 8.87 megawatts (MW) of commercial demand shed over term of the program cycle (through PY14). Large commercial customers (exceeding 100kW peak demand) are being recruited and enrolled for an automated turn-key DR solution.

An advanced software platform, Concerto®, is utilized for dispatch, control and optimization of all DR resources enrolled in the offering. Concerto is utilized to advance goals of maximizing customer satisfaction for participants in the offering while being adaptable to new and changing technologies that can provide flexibility and reliability, such as batteries, electric vehicles and distributed solar.

Concerto® has been integrated with Entergy electrical meters. The integration allows Concerto® to produce same-day consumption and demand baselines to monitor customer performance in the Large C&I DR offering. Daily monitoring allows the customer, and in turn the Program Team, to maximize energy savings.