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February 22, 2012

Via US Mail

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

Re: Filing of Bi-Monthly Energy Smart Report In Compliance with Resolution R-11-52

Dear Ms. Lewis:

On February 3, 2011, the Council of the City of New Orleans 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 requires CLEAResult to file bi-monthly reports with the Council.

On behalf of CLEAResult, ENO submits the enclosed Energy Smart report for the period of March 2011 through January 2012. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

A handwritten signature in cursive script that reads "Deanna Rodriguez".

Deanna Rodriguez

cc: All Councilmembers of the City of New Orleans
Council Utilities Regulatory Office
Clinton A. Vince, Esq
Presley Reed, Esq
Walter J. Wilkerson, Esq
Joseph A. Vumbaco, PE
Erroll Smith, CPA
Ken Paliet, CPA





Progress Report
CLEAResult
 Through January 31, 2012

Overview

The Energy Smart programs are coming to the end of their first program year and participation remains steady. The program team is reviewing year to date participation and results and discussing strategies for the next program year. Other marketing and outreach for the programs continues through meetings with contractors and the expansion of the One-Stop Shop outreach to the Main Branch of the New Orleans Public Library. CLEAResult has begun evaluation, measurement and verification activities through a review of the Energy Smart deemed saving calculations.

Program Results

CLEAResult began program development and implementation activities in February 2011 and the Energy Smart programs were officially launched less than three months later on April 21, 2011. Individual program rollout dates vary by program. The first program year ends on March 31, 2012. As of January 31, 2012, results by program for the first 10 months of implementation are shown below.

Energy Smart
January 2012 - Monthly Participation/Savings Report

Program Name	Year 1 Saving Goals		YTD (10 Months)					% Completed YTD	
	kW	kWh	kW	kWh	CO ² reduction (lbs)	# of Participant	# of Measure	kW	kWh
Residential Energy Solutions	220	651,656	404	1,291,990	7,235,144	281	428	183.4%	198.3%
Energy Star Air Conditioning	260	883,627	43.64	118,164	661,718	203	242	16.8%	13.4%
A/C Tune-up	486	882,739	206.00	389,383	2,180,545	539	786	42.4%	44.1%
Energy Smart New Homes	252	1,266,391	38.02	126,269	707,106	66	66	15.1%	10.0%
CFL Direct Install	495	3,424,013	439.90	2,714,155	15,199,268	3,681	65,344	88.9%	79.3%
Low Income	18	81,699	30.80	100,068	560,381	111	111	171.1%	122.5%
Solar Water Heater Pilot	39	259,785	1.00	5,438	30,453	2	2	2.6%	2.1%
Small Commercial Solutions	322	2,230,328	358.13	1,818,151	10,181,646	62	64	111.2%	81.5%
Large Commercial Solutions	636	4,130,464	824.90	5,279,016	29,562,490	19	28	129.7%	127.8%
Totals	2,728	13,810,702	2,346	11,842,634	66,318,750	4,964	67,071	86.0%	85.8%

Incentive Funding

Incentive funding remaining for the first program year is shown below. Funding has been moved from the Energy Star A/C, New Homes and A/C Tune up programs into the Residential Solutions and CFL Direct install programs.

Program	Incentive Budget	Transfers			Deposits to Date	Expended as of Jan 31	Balance as of Jan 31
Residential Solutions	\$198,000	\$70,000	\$28,000		\$296,000	\$232,557	\$63,443
Energy Star A/C Program	\$119,000			(\$50,000)	\$35,000	\$20,930	\$14,070
A/C Tune Up Program	\$119,000		(\$28,000)		\$91,000	\$65,495	\$25,505
CFL Direct Install Program	\$90,000		\$30,000	\$50,000	\$170,000	\$130,688	\$39,312
Energy Efficiency New Homes	\$132,000	(\$70,000)	(\$30,000)		\$32,000	\$22,825	\$9,175
Low Income Program	\$140,000				\$140,000	\$81,878	\$58,122
Solar WH Rebate Program	\$90,000				\$20,000	\$1,848	\$18,152
Small Commercial Solutions	\$278,000				\$278,000	\$246,379	\$31,621
Large Commercial Solutions	\$461,000				\$425,000	\$273,029	\$151,971
Total 2011 Activity	\$1,627,000				\$1,487,000	\$1,061,077	\$425,923

Residential Solutions

Month	Participating Contractors	Rebates								Energy Consultants	Informational Assessment	Add On - Blower Door OR Duct Blaster	Add On - BD & DB or HERS Tests	kWh Savings	Incentive Paid
		Ceiling Insulation	Wall Insulation	Floor Insulation	Air Sealing	Duct Sealing	Total Rebates	QA Inspections	Direct Install DHW						
April	6	0	0	0	0	0	0	0		6	0	0	0	0	0
May	5	2	0	2	2	0	6	5		7	37	5	0	18804	\$6,865
June	3	21	7	11	5	0	44	36		1	67	37	8	157636	\$25,162
July	1	14	5	12	9	8	48	28		1	39	23	6	134000	\$24,649
August	2	28	9	9	4	1	51	55		2	67	34	5	195928	\$28,811
September	0	19	8	4	2	0	33	14		1	57	33	2	86706	\$17,756
October	2	32	8	13	9	2	64	36		0	69	37	8	225691	\$32,157
November	3	14	12	18	14	6	64	30	23	3	69	56	13	184365	\$38,401
December	0	13	5	21	21	6	66	30	6	0	89	38	21	198760	\$37,274
January	1	8	5	7	8	1	29	43	10	1	56	18	15	90727	\$21,386
YTD Totals	23	151	59	97	74	24	405	277	39	22	550	281	78	1,292,617	\$232,461

550 Energy Audits have been performed. Of those, 191 were walk through assessments, 281 had either a blower door test or duct blaster test and 78 had both duct blaster and blower door or were HERS rater audits. Of those 550 audits, 243 customers have submitted rebates for work performed. The overall completion ratio of audits to work performed is 44%.

The average number of days between the payment of the assessment rebate and rebates for work performed is 22 days. This means that a majority of customers are acting within less than 3 weeks on the recommendations of the energy consultant to have work performed.

The average number of measures installed per home is 1.6 measures per home.

In keeping with one of its goals to transform the market for energy efficiency, Energy Smart is exploring opportunities to increase the ratio of audits to work performed and increase the number of measures installed per home.

Direct Install CFL Program

Month	Participants	14W	18W	23W	Total	kWh savings	Incentive Paid
April	483	5901	870	504	7275	304,311	\$14,550
May	142	1685	258	222	2165	93,372	\$4,330
June	438	6272	984	409	7665	317,297	\$15,330
July	364	4297	662	363	5322	222,951	\$10,644
August	220	3896	132	81	4109	156,039	\$8,218
September	394	5302	610	624	6536	276,385	\$13,072
October	377	6042	992	537	7571	319,071	\$15,142
November	371	5026	830	414	6270	263,219	\$12,540
December	329	5567	928	481	6976	293,757	\$13,952
January	563	9722	1055	678	11,455	467,752	\$22,910
Total	3,681	53,710	7,321	4,313	65,344	2,714,155	\$130,688

A/C Tune Up

Month	Participating Contractors	Tune-Ups performed	QA Inspections	kWh savings	Incentives paid
April	14	43		26,025	\$3,225
May	2	90	44	51,402	\$6,750
June	0	140	43	81,443	\$10,500
July	0	77	17	50,203	\$5,775
August	0	32	32	17,337	\$2,400
September	0	79	15	35,333	\$5,925
October	0	36	6	18,702	\$2,700
November	0	202	14	74,943	\$18,930
December	0	73	0	26,419	\$7,750
January	0	14	0	7,576	\$1,540
Total	16	786	171	389,383	\$65,495

Weatherization Ready

Month	Room ACs Installed	Assessments Performed	Projects completed	QA Inspections	kWh savings	Incentives paid
April-June	0	0	0	0	0	0
July	16			16	4,129	\$7,996
August	13			13	4,122	\$7,604
September	30			30	5,121	\$12,184
October	25	20	0	25	5,142	\$11,394
November	2	5	3	5	14,987	\$8,581
December	4	0	7	7	32,474	\$14,064
January	0	0	11	11	34,094	\$20,055
Total	90	25	21	107	100,069	\$81,878

Energy Efficient New Homes

Month	Rebates Received			kWh savings	Incentives paid
	HERS 70 or less	HERS 85-71	Prescriptive		
April-Aug	0	0	0	0	0
September	6	0	0	12,522	\$2,250
October	20	0	0	41,740	\$7,500
November	0	8	0	8,352	\$1,600
December	29	0	0	60,523	\$10,875
January	0	3	0	3,132	\$600
Total	55	11	0	126,269	\$22,825

ENERGY STAR Air Conditioning

Month	Participating Contractors	Rebates received	QA inspections	kWh savings	Incentives paid
April	12	0	0	0	0
May	8	19	17	10,465	\$1,530
June	0	34	12	17,766	\$3,170
July	0	44	12	15,590	\$2,390
August	1	73	5	24,394	\$3,515
September	0	25	4	8,818	\$1,315
October	2	28	4	21,104	\$4,085
November	0	2	1	442	\$70
December	1	16	4	17,449	4,290
January	1	1	1	2,136	\$575
Total	25	242	60	118,164	\$20,930

Solar Water Heater

Progress Report - Energy Smart Program
January 2012

Month	Participating Contractors	Rebates received	QA inspections	kWh savings	Incentives paid
December	5	2	2	5,438	\$1,848
January	0	0	0	0	0
Total	5	2	2	5,438	\$1,848

Small Commercial

Month	Assessments Performed	Projects completed	kWh savings	Incentives paid
April	10			0
May	7			0
June	5	2	137,460	\$16,743.96
July	56	10	216,510	\$26,800.59
August	8	2	198,690	\$27,816.60
September	9	19	397,628	\$54,978.14
October	0	13	277,109	\$37,602.70
November	0	13	351,957	\$49,005.18
December	0	1	27,571	\$3,852
January	0	4	211,280	\$29,579.20
Total	95	64	1,818,151	\$246,378.75

Completed Project Type	
Lighting	60
A/C	4
Total	60

- All incentives are reserved and the remaining projects are scheduled to finish within the next couple months.

Large Commercial Solutions

Month	Assessments Performed	Projects completed	kWh savings	Incentives paid
April	18			
May	13			
June	5	2	531,844.00	\$51,268.64
July	6	3	330,972.00	\$33,097.20
August	5	10	588,200.00	\$59,246.24
September	2	6	3,171,720.00	\$108,843.10
October	0	2	205,735.00	\$20,573.50
November	2	0	0	\$0
December	0	5	450,545	\$45,480
January	2	0	0	\$0
Total	53	28	5,279,016	\$273,028.68

Completed Project Type	
Lighting	25
HVAC	1
Chiller	1
Solar Window Film	1
Total	28

- All incentives are reserved and the remaining projects are scheduled to finish within the next couple months.

The One Stop Shop - Energy Smart Information Center (ESIC)

Month	Phone calls received	Website hits
April	175	
May	125	1,132
June	362	1,345
July	271	1,338
August	2,168	1,248
September	1,071	778
October	178	994
November	157	820
December	180	1248
January	217	2665
Total	4,904	11,568

Call Center/ Website

- 397 phone calls were received to the Energy Smart Information Center in December and January. Approximately 4904 calls have been received since program inception.
- There were 3913 hits to the Energy Smart website in December and January with a total of 11,568 hits since program inception.

The One Stop Shop will begin traveling to the New Orleans Public Libraries. Currently, Energy Smart One Stop Shop can be found at the Main branch of the New Orleans Public Library, 219 Loyola Avenue. The Information Center is staffed 10:00 – 1:00 on Mondays, Wednesdays, and Fridays.

Marketing and Outreach

Current Reporting Period December 2011/January 2012

- An "Email blast" was sent out to all Entergy New Orleans electric customers on the Direct Install CFL program on 1/31/12.
- Energy Smart was the topic of the "LA rebuilds minute" on 1/24/12 on WWNO.
- Developed and reviewed the 2012 Energy Smart marketing and communications plan.
- Scripted and recorded radio ads for the Direct Install CFL lighting, Solar water heater, A/C Tune up, and ENERGY STAR Air Conditioning programs. Energy Smart also recorded a non-program specific Energy Smart radio ad.
- Distributed 3000 additional Energy Smart flyers for use by GLNO, public libraries, ENOI, Energy Smart contractors and staff.

- Continuing our outreach efforts to Neighborhood Associations, requesting the opportunity for Energy Smart to present to residents. Presentations to Neighborhood Associations: 3 in January.
- Energy Smart meeting with the New Orleans Public Library on January 6, 2012.

Marketing and Outreach – Previous Reporting Periods

- Energy Smart presented a Do It Yourself workshop at the Reality House
- Developed a Neighborhood Association outreach plan; contacted 48 Neighborhood Associations in October, requesting a date and time to present at their monthly meeting. Energy Smart presentations were scheduled with 9 interested associations.
- Beginning October 4th, Energy Smart began advertising on New Orleans city buses and 1 Canal Street streetcar.
- Contacted over 70 HVAC contractors to inform of recruit into Energy Smart ENERGY STAR A/C program.
- Communicated with City of New Orleans permit office regarding marketing of New Homes program. Last 12 months = 789 New Single (One Family Unit) Residential Permits 10/25/2010 to 10/25/2011.
- CLEAResult reached out to 30 New Home builders. Of the 30 contacted, 14 requested program information.
- Follow-up meetings with major building projects including Make It Right, Pontchartrain Park and Build Now.
- Provided an approved Public Service Announcement on October 6, 2011 to various media outlets.
- Developed Phantom Power Advanced Power Strip mail in rebate campaign materials: website, \$15 mail-in rebate. Launched in coordination with Entergy New Orleans media on Phantom Power for month of October.
- 2 press releases were sent out by Entergy New Orleans Inc. in October which included information on the Energy Smart Program.
- Article in Time Picayune on Friday, October 7: "Energy Smart program likely to run out of money ahead of schedule."
- Eblast on "Advanced power strips can help lower monthly bills" and "Energy Smart Participation in New Orleans Grows Along with Big Savings" to a database of 274 Neighborhood associations in the New Orleans Metro area.
- Sent letter to more than 250 neighborhood associations inviting them to the Energy Smart Summit.
- On July 30, met with Neighborhood leaders at the Energy Smart Neighborhood Summit, which had roughly 20 participants representing various neighborhood associations. Many of the attendees expressed an interest in having us speak directly with their homeowners group. Summit was also attended by a representative from Councilmember Hedge-Morrell's office, and Councilmember Guidry, both of whom spoke on behalf of the Energy Smart program.
- Designed and finalized Energy Smart AC Tune-up and ESTAR AC door hangers
- 10,000 door hangers were distributed August 1-3.
- On July 26, presented Energy Smart Program update to the City Council staff.
- Bill inserts were finalized in May and included in the June Entergy New Orleans bills to over 150,000 electric customers.
- On May 3, 2011, the first press release announcing the Energy Smart program was sent to 310 New Orleans Neighborhood/Organization via Constant Contact.
- ENO distributed a press release on May 18 titled "Energy Audits, Cash Incentives Help New Orleans Residents and Businesses Save Money on Electric Bills.
- On May 23, 2011, a second press release on the Energy Smart program was sent to 310 New Orleans Neighborhood Association/Organization via Constant Contact.
- The Energy Smart programs were promoted by several Council members, CLEAResult and Entergy New Orleans representatives through various television and radio appearances throughout the last two months.
- Featured speaker at the Southeast Chapter of the Heat Pump Association quarterly meeting. Staff promoted the Air Conditioning Rebate and A/C Tune Up Program

- Attended the New Orleans Homebuilders Association's Crescent City Green monthly meeting to provide updates and promote the Energy Smart Program.
- Presented the commercial programs to the Levee District Board to review the commercial programs.
- Attended and promoted the Energy Smart Commercial Programs at a seminar sponsored by Phillips lighting targeted at building managers and engineers from the area.

Coordination with Other Programs

One of the goals of the Energy Smart program is customer education. As part of the customer education process, Energy Smart provides information on other programs available to New Orleans residents and businesses. Energy Smart is currently providing information on the following programs:

- Louisiana State HERO Program rebates for energy efficiency improvements
- Louisiana State tax credits for renewable energy
- Federal tax credits for energy efficiency improvements
- Federal tax credits for renewable energy
- Low Income Home Energy Assistance Program (LIHEAP)
- NOLA WISE Loan Program
- Empower Louisiana Flex-Fund Revolving Loan Program for commercial customers

In addition, Entergy New Orleans and/or CLEARResult representatives have participated in 8 formal meetings regarding coordination with the City's NOLA WISE program.

Evaluation, Measurement and Verification

Evaluation, Measurement and Verification activities for the first year of the Energy Smart programs have begun. Deemed savings are being reviewed by Optimal, a third party evaluation contractor. Once the deemed savings review is completed, Optimal will begin the impact evaluation of the first year of the program. This is expected to begin on March 15th and will be completed on or around May 15th.

Entergy Administered Energy Smart Programs

Entergy New Orleans is responsible for administering two Energy Smart pilot programs outside of the programs administered by CLEARResult. The programs are the In Home Display ("IHD") Pilot program and the Solar Monitoring Program. Both of these programs will be implemented in March 2012 and run for a one year period.

New Orleans Energy Smart In Home Display (“IHD”) program

The Energy Smart IHD program is a 12 month pilot program that allows 300 Entergy New Orleans electric customers to view their energy usage and an estimate their monthly electric costs from inside their home. The purpose of the pilot is to determine if access to this data will help customers use energy more efficiently and possibly lower their electric usage.

The IHD pilot program will allow customers to view, near real time, their energy usage and energy costs. The pilot uses Advanced Metering Infrastructure or “Smart Meters” which have the ability to record electric usage in 15 minute intervals with the goal of providing a customer near real-time information about their electric usage and the estimated cost of that usage at any point in time.

Each participating customer will receive a small in-home display device that allows the customer to view their electric usage information on a near real time basis along with an estimate of their monthly electric bill. The customer will also have the option of viewing similar information via a secure, password protected internet web portal. The IHD pilot program will officially begin March 1, 2012. Customer outreach has occurred, meters have been installed and IHD provisioning is being finalized. The information below will provide details on the customer enrollment process, meter deployment and provisioning.

Customer Enrollment/Sign-up Process

- Program functionality and systems acceptance testing was completed in early/mid-Nov
- Customer enrollment began 11/23/2011 through an online application process.
- The initial customer outreach focused on use of social media via Twitter. The success rate for Twitter enrollments was less than 10 applicants over a 2 week period and the outreach plan was adjusted.
- The adjusted plan broadened the outreach through a general email blast to customers and an email blast to applicants who inquired but were not eligible to participate in the Smartview AMI Pilot.
- Within a 3-4 week period, the enrollment success rate improved significantly and the goal of reaching 300 eligible participants was reached on 1/25/2012.
- Approximately 81 customers who applied were not eligible to participate in the program for various reasons, a breakdown of which is provided below:

Note: This information includes some customers who were enrolled, and later opted out of the program. Customers who opt out are being replaced with new participants to maintain a total of 300 participants until March 1, 2012, the official program start date.

Move in date past deadline	29
Not ENOI elec. customer (lives on Westbank, Jefferson Parish, etc.)	20
Invalid meter type	16
Not Account holder of Record	2
Already in SmartView	1
Solar Panels/Net metering	8
Large apt. complex (2), Meter access issue (1), voluntary opt-out (2)	5

- Eligible customers were e-mailed a “welcome letter” to congratulate them on becoming eligible for the program and for participating. The letter also included:
 - a. Information about the pilot program
 - b. Simple steps for activating the In-Home Display monitoring device
 - c. Instructions for using the IHD

- d. Instructions for signing-up to the “My Account Online”, (MAO), portal
- e. The website for obtaining information related to the program, use of the IHD, and sign-up to MAO, and
- f. The toll free phone number and hours of operation for the Energy Smart IHD Support Center

Meter Deployment/IHD Delivery

- Deployment of the new AMI meters and delivery of the IHD devices began on 1/23/2012
- All 300 new AMI meters were installed and all 300 IHDs were delivered by 2/15/2012
- The IHDs were delivered by field technician when they installed the new smart meter
- If a customer was not home to take receipt of the IHD, a door-hanger was left apprising the customer of the attempted delivery and the plans to deliver the IHD via UPS. As part of each of IHD delivery, via the field technician or via UPS, the customer was provided a hard-copy “welcome letter” as well as an instructions and training handout for the IHD.
- A door-hanger was also left at a customer’s home if an issue existed whereby the field technician could not gain safe access to changeout the meter. Info was provided to the customer to contact the Support Center to coordinate a time to perform the changeout.
- During deployment of the IHDs, 28 devices that were not fully upgraded and compatible to the new smart meter technology were inadvertently delivered to customers. Customers were contacted of the error and plans were implemented to minimize any inconvenience. Deliveries were made on Saturdays, and in those instances where necessary, we coordinated directly with the customers to schedule delivery timeframes that were convenient for them.

Provisioning/Pairing of IHDs to Smart Meter Technology Infrastructure

- As of the date of this filing, 290 of the 300 IHDs have been provisioned, connected to the system and are operational.
- Additional customer outreach is underway to contact the remaining participants that have not called the Support Center in-order to activate and provision their IHDs.
- The additional outreach includes late evening outbound calls between 5 p.m. and 8 p.m., and “reminder” email memos.

Energy Smart Solar Monitoring Pilot program

ENO has partnered with Gulf States Renewable Energy Industries Association (“GSREIA”), Make It Right Solar and National Renewable Energy Laboratory (“NREL”) to identify and monitor the output of residential and commercial solar applications in the city of New Orleans. This one year study will culminate in a report prepared by NREL which will provide New Orleans residents with information on the value of solar in the New Orleans region. Homes have been identified by GSREA and Make It Right Solar. Monitoring equipment has been ordered. NREL will gather the information and write the report. Equipment is expected to be installed and the pilot will officially begin by the end of March 2012.