



Entergy New Orleans, Inc.
1600 Perdido Street
P. O. Box 61000
New Orleans, LA 70161

Via U. S. Mail

August 18, 2011

Ms. Peggy C. Lewis
Clerk of Council
New Orleans City Council
City Hall, Room 1E09
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 July 2011. Should you have any questions regarding this filing, please contact my office at (504) 670-3655.

Sincerely,

A handwritten signature in blue ink, appearing to read "Lana Lovick".

Lana Lovick

Enclosure

cc: All Councilmembers
Council Utilities Regulatory Office
Council Advisors



CLEAResult
Progress Report
 Through July 31, 2011

Overview

The Energy Smart programs are in full swing during the summer months. Contractor and customer participation remains steady. With over 1,800 residents participating in the programs and almost 23,000 energy efficiency measures installed, the program is at approximately 20% of its 12 month kWh savings goal. Marketing and outreach for the programs continue through meetings with contractor and neighborhood associations, the One-Stop Shop, and billing inserts to Energy New Orleans customers.

Program Results

The Energy Smart programs were officially launched on April 21, 2011. Dates for individual program rollout dates vary by program. As of July 31, 2011, results by program are shown below.

Energy Smart
July 2011 - Participation/Savings Report

Program Name	Market Focus	2011 Saving Goals		YTD					% Goal YTD	
		kW	kWh	kW	kWh	CO ² reduction (lbs)	# of Participants	# of Measures	kW	kWh
Residential Energy Solutions	Residential	220	651,656	93	311,595	473,684	57	77	42.4%	47.8%
Energy Star Air Conditioning	Residential	260	883,627	17.27	43,821	66,616	88	97	6.6%	5.0%
A/C Tune-up	Residential	486	882,739	115.57	209,073	317,831	226	350	23.8%	23.7%
Energy Smart New Homes	Residential	252	1,266,391	0.00	0	0	0	0	0.0%	0.0%
CFL Direct Install	Residential	495	3,424,013	106.94	937,930	1,425,832	1,427	22,427	21.6%	27.4%
Low Income	Residential	18	81,699	1.65	4,129	6,277	16	16	9.2%	5.1%
Solar Water Heater Pilot	Residential	39	259,785	0.00	0	0	0	0	0.0%	0.0%
Small Commercial Solutions	Commercial	322	2,230,326	89.58	353,970	538,102	12	12	27.8%	15.9%
Large Commercial Solutions	Commercial	3,000	4,130,464	180.23	877,788	1,334,405	6	6	6.0%	21.3%
Totals		5,092	13,810,702	604.51	2,738,306	4,162,746	1,832	22,985	11.9%	19.8%

Residential Solutions

The Residential Solutions program is performing extremely well with over 311,000 kWh saved to date. This represents approximately 48% of the 12 month kWh savings goal.

Participation as of July 31, 2011 is listed below:

Residential Solutions	YTD Total
Participating Contractors	15
Energy Consultants	15
Assessments performed	143
Rebates Paid	77
QA Inspections	76
kWh savings	311,595
Incentives Paid	\$56,676

Residential CFL Program

Energy Smart has partnered with Green Light New Orleans ("GLNO") to install Compact Florescent Light bulbs directly into customers' homes at no charge. Participation and interest in this program has been significant and the program is at approximately 27% of its 12 month goal.

Participation as of July 31, 2011 is listed below:

Residential CFL Program	YTD Total
Homes retrofit	1427
Bulbs installed	22,427
kWh savings	937,930

A/C Tune-Up Program

Energy Smart provides a \$75 discount per unit for residential high performance central air conditioning tune-ups. Program participation is currently at 24% of its 12 month goal.

Participation as of July 31, 2011 is listed below:

A/C Tune-up	YTD Total
Participating Contractors	16
Tune-ups performed	350
QA Inspections	104
kWh savings	209,073
Incentives Paid	\$26,250

ENERGY STAR® Air Conditioning Program

The ENERGY STAR Air Conditioning program provides rebates for the installation of both central and window Energy Star rated air conditioners. Window unit A/Cs utilize mail in rebates, Central A/C unit rebates are provided through contractors or via mail-in rebates. This program is currently at 5% of its 12 month goal.

Participation as of July 31, 2011 is listed below:

ENERGY STAR® Air Conditioning	YTD Total
Participating Contractors	20
Window unit Retailers	9
Rebates received	97
Q/A inspections	41
kWh savings	43,821
Incentives Paid	\$7,090

Solar Hot Water Pilot Program

The Energy Smart Solar Water Heater Program was started on May 18, 2011. Energy Smart provides up to \$1000 for the installation of a Solar Water Heating system. To date, Energy Smart has not received any rebates for this program, however, the program continues to attract solar installation contractors. Earlier this year, the Sewerage and Water Board ("S&WB") began requiring the installation of a backflow preventer on any new solar water heater system. The backflow preventer adds to the cost of a new system because an inspection is required to be performed annually by a licensed plumber.

Rebate amounts are calculated based on kWh savings per system. Savings are derived from SRCC data. See below.

$$\text{Rebate amount} = \text{kWh savings(annual)} \times \$0.34/\text{kWh}$$

The program currently has 2 participating contractors with 3 more contractors pending approval.

Energy Efficient New Homes Program

Energy Smart provides incentives to builders for constructing energy efficient homes. Builders may receive incentives for participating in one of two ways. A new home can be rated or the builder can receive an incentive for installing rebate eligible measures. Homebuilder and remodeling contractor program education continues to promote the benefits of the program, however, to date, there have been no incentives paid from this program. The downturn in the economy and in new home construction over the last two years has impacted the results for this program.

The rating incentives are shown below.

Rating

Measure	Rebate
HERS 70 or less	\$375
ENERGY STAR lighting package	\$100

Prescriptive (Non-Rating)

Measure	Minimum Installation Requirements	Rebate
Central HVAC System	14.5 SEER/12 EER	\$175
Heat Pump	14.5 SEER/12 EER/8.2 HSPF	\$225
Energy Star® Advanced Lighting Package	Energy Star Requirements: ≥60% Energy Star Light Fixtures & 100% Energy Star Fans	\$100
Heat Pump Water Heater	Energy Factor (EF) 2.0	\$250
Energy Star Windows	Energy Star Labeled / U Factor ≤ .40 / SHGC ≤ .40	\$0.36/sq ft

Weatherization Ready Program

Energy Smart received 42 customer referrals from Council on Aging during the month of July for its window unit A/C installation. Installations are currently being scheduled for the approved applicants. The program is currently reaching out to other organizations to aid in the referral of customers. The program pays up to \$600 per Room Air Conditioner to remove, replace, and recycle the old unit.

RAC Replacement	Rebate
Number of referrals	55
Approved applications	30
Number installed	16

Due to the loss of federal funding for the Weatherization Assistance Program, ENO has not received any referrals for the Weatherization Ready program. The program is currently exploring other opportunities to meet its savings goals.

Large Commercial Solutions Program

Energy Smart provides assistance and financial incentives for the installation of certain energy efficiency measures that reduce energy consumption in large commercial and industrial facilities.

- To date, 42 assessments have identified potential savings of approximately 13 million kWh's.
- 15 projects are underway and should be completed in the next couple months

Incentives are based on \$.10 per kWh for qualifying lighting up-grades and \$0.12 per kWh saved for all other upgrades. This program has reached approximately 21% of its 12 month goal. Based on the potential savings currently identified, funding may be depleted prior to year end.

Large Commercial Solutions	YTD Total
Assessments performed	42
Projects completed	6
kWh savings	877,788
Incentives Paid	\$85,863

Small Commercial Solutions Program

Energy Smart provides assistance and financial incentives for the installation of certain energy efficiency measures that reduce energy consumption in small commercial facilities. This program has reached approximately 16% of its 12 month goal. Based on the potential savings currently identified, funding may be depleted prior to year end.

To date, 78 assessments have identified potential savings of approximately 2,488,000 kWh's.

Incentives are based on \$.14 per kWh for qualifying up-grades.

Small Commercial Solutions	YTD Total
Assessments performed	78
Projects completed	12
kWh savings	353,970
Incentives Paid	\$43,544.55

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

The Energy Smart Information Center provides information to homeowners about energy efficiency programs any assistance available to them. The Energy Smart Information entails the call center, website, and kiosk located at the Entergy Customer Care Center(CCC) on Canal Street. CLEAResult held an Energy Smart awareness celebration for the ESIC on July 11, 2011 which was well attended by customers.

Energy Smart Information Center	YTD Total
Phone calls received	836
Website hits	3,900

Marketing and Outreach

Marketing and Outreach

- Sent letters to more than 250 neighborhood associations inviting them to the Energy Smart Summit.
- On July 30, Energy Smart representatives met with Neighborhood leaders at the Energy Smart Neighborhood Summit, which was attended by approximately 20 participants representing various neighborhood associations. Many of the attendees expressed an interest in having CLEAResult speak directly with their homeowners group. The 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 hangers were distributed August 1-3.
- On July 26, presented Energy Smart Program update to the City Council staff.

Coordination with Other Programs

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 is providing 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
- Presentation Resource Center Grant Program

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