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October 17, 2011

Via Hand Delivery

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 September 2011. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

A handwritten signature in black ink 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
September 30, 2011

Overview

The results shown represent 6 months of customer participation in the Energy Smart programs. The programs continue to gain momentum and it is anticipated that the programs will reach their fiscal year goal of 13,810,702 kWh. Contractor and customer participation remains steady, and staff is busy processing rebates. Marketing and outreach for the programs continues through meetings with contractor and neighborhood associations, the One-Stop Shop, billing inserts and outbound phone calls to Energy New Orleans customers as well as advertising on city buses and streetcars.



Energy Smart Monthly Participation/Savings Report September 2011

(Program Year - April 2011 thru March 2012)

Program Name	Market Focus	2011 Saving Goals		YTD					% Completed YTD	
		kW	kWh	kW	kWh	CO ² reduction (lbs)	# of Participants	# of Measures	kW	kWh
Residential Energy Solutions	Residential	220	651,656	170	586,656	3,285,274	92	119	77.0%	90.0%
Energy Star Air Conditioning	Residential	260	883,627	30.58	77,033	431,385	149	171	11.8%	8.7%
A/C Tune-up	Residential	486	882,739	143.00	261,743	1,465,761	250	461	29.4%	29.7%
Energy Smart New Homes	Residential	252	1,266,391	4.08	12,522	70,123	6	6	1.6%	1.0%
CFL Direct Install	Residential	495	3,424,013	222.19	1,370,355	2,083,200	2,041	33,072	44.9%	40.0%
Low Income	Residential	18	81,699	5.47	13,372	20,328	59	59	30.4%	16.4%
Solar Water Heater Pilot	Residential	39	259,785	0.00	0	0	0	0	0.0%	0.0%
Small Commercial Solutions	Commercial	322	2,230,328	200.77	950,288	1,444,618	33	33	62.4%	42.6%
Large Commercial Solutions	Commercial	3,000	4,130,464	731.53	4,632,244	7,041,891	16	21	24.4%	112.2%
Totals		5,092	13,810,702	1,507.12	7,904,213	15,842,580	2,646	33,942	29.6%	57.2%

Residential program participation has been relatively evenly distributed by zip code. The table below provides a breakdown by zip code:

Residential Program Participation	
Zip Code	Total
70112	2
70113	200
70115	432
70116	117
70117	307
70118	377
70119	572
70122	316
70124	156
70125	125
70126	171
70127	158
70128	186
70129	24
70130	190
Total Participants	3,333

Program Results

The Energy Smart programs were officially launched on April 21, 2011. Individual program rollout dates vary by program. As of September 30, 2011, results by program are as follows.

Residential Solutions

The Residential Solutions Program is currently at 90% of its 12 month savings goal. Detailed participation results for the Residential Solutions Program as of September 30, 2011 are listed below:

Residential Solutions		YTD Total
Participating Contractors added		17
Energy Consultants		18
Assessments performed		267
Rebates by Project type:		
Ceiling Insulation		79
Wall Insulation		28
Floor Insulation		38
Air sealing		22
Duct sealing		9
Number of Rebates	Total	176
QA Inspections		145
kWh savings		586,655
Incentives Paid		\$103,383

The Program offers a basic walk through audit, a walk through audit with a blower door test or duct blaster test and a comprehensive HERS audit. The most popular audit has been the basic audit with a blower door test. A breakdown of the audits performed to date is shown below.

Audits Performed	
Informational Walk Through Assessment	114
Walk Through Assessment + Blower Door Test	132
HERS Audit	21
Total Audits	267

Residential CFL Program

Energy Smart has partnered with Green Light New Orleans (“GLNO”) to install CFLs directly into a customer’s home at no charge.

To date, the CFL program has installed 33,072 bulbs. Of those, 82% were 60 watt replacements, 11% were 75W, and 7% were 100W replacements which resulted in an average wattage per bulb of 64 watts and an average savings per bulb of 41 kWh. As designed, the program assumed the average bulb replaced would be a 75 watt incandescent and yield a savings per bulb of 58.5 kWh. As a result of the lower average wattage bulb being replaced, the program must now install 42% more bulbs to achieve the savings target of 3,424,013 kWh.

Participation as of September 30, 2011 is listed below:

Residential CFL Program	YTD Total
Homes retrofit	2,041
Bulbs installed	33,072
kWh savings	1,370,355

A/C Tune-Up Program

Energy Smart provides a \$75 discount per unit for residential high performance central air conditioning tune-ups. The program has achieved results below those projected however the A/C Tune-up program was launched late spring, and the program had not gained momentum prior to the height of the tune up season. There also appears to be a shortage of qualified tune up technicians who can focus on high performance central air conditioning tune-ups during the summer months.

Participation as of September 30, 2011 is listed below:

A/C Tune-up	YTD Total
Participating Contractors added	16
Tune-ups performed	461
QA Inspections	151
kWh savings	261,743
Incentives Paid	\$34,575

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. There are differences in the rebate process between the window and central air conditioning units. The Energy Star A/C program has achieved results below those projected after the program was launched late spring, and the program had not gained momentum prior to the beginning of the cooling season. Also, the number of eligible participants for this program was affected by Katrina. Many A/C units that would normally fail during the summer months were replaced early, or before burnout, due to the damage received by hurricane Katrina. The incentive amounts were recently increased to motivate homeowners to perform early A/C replacements during the cool season.

Participation as of September 30, 2011 is listed below:

ENERGY STAR® Air Conditioning	YTD Total
Participating Contractors Added	21
Window unit Retailers	9
Rebates received	195
Q/A inspections	50
kWh savings	77,033
Incentives Paid	\$11,945

Solar Hot Water Pilot Program

The Energy Smart Solar Water Heater Program commenced on May 18, 2011. Energy Smart provides up to a \$1000 for the installation of a Solar Water Heating system. Based on a new City ordinance, new Solar Domestic Hot Water (DHW) units will not pass inspection without a backflow preventer. The ordinance requires an annual inspection of the backflow preventer, which increases the cost of a unit to a customer and lowers the customer's rate of return. There have been no installations performed to date.

Rebate amounts are calculated based on kWh savings per system.

Rebate amount = kWh savings (annual) X \$0.34/kWh

We currently have 4 participating contractors with more 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.

The New Homes Program has performed below expectations. Program performance is believed due to current economic conditions and the drop in new home construction since the program was developed in 2009.

The rating incentives are shown below.

Performance (Rating)	
Measure	YTD
HERS 70 or less	6
HERS 85	0
kWh Savings	12,522
Incentives Paid	\$2,250

Income Restricted Weatherization and Room AC Replacement Program

- Audits are being performed to so that weatherization assistance can be provided to several homes in the New Orleans area. Homes have been qualified through low income partners.
- Received 41 window A/C customers qualified by Unity Group during the month of September. Installations are currently being scheduled for the approved applicants.
- We are 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	YTD
Number of referrals	169
Approved applications	82
Number installed	59
kWh savings	13,372
Incentive paid	\$27,784

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. All funding for the Large Commercial program has been reserved for the program year.

- To date, 49 assessments have identified over 14.9 million kWh of savings.
- 17 projects are underway and should be completed in the next couple months
- 4 Projects are currently on a waiting list until more incentive funds become available.

Incentives are based on \$.10 per kWh for qualifying lighting up-upgrades and \$0.12 per kWh saved for all other upgrades.

Large Commercial Solutions	YTD Total
Assessments performed	47
Projects completed	21
kWh savings	4,632,244
Incentives Paid	\$252,636

Completed projects are broken down as follows:

Large Commercial Completed Projects	
Lighting	18
HVAC	1
Chiller	1
Solar Window Film	1
Total	21

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.

To date, 95 assessments have identified more than 3,200,000 kWh of potential savings. All program funding for the first year of the program has been reserved. Customers who have received rebates from the program include retail businesses, banks, restaurants and office buildings, among others.

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

Small Commercial Solutions	YTD Total
Assessments performed	95
Projects completed	33
kWh savings	950,288
Incentives Paid	\$126,339

Completed projects are broken down as follows:

Small Commercial Projects	
Lighting	29
A/C	4
Total	33

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

The Energy Smart Information Center provides information to homeowners about energy efficiency programs and any assistance available to them. The Energy Smart Information center entails the call center, website, and kiosk located at the Entergy Customer Care Center (CCC) on Canal Street.

Energy Smart Information Center	YTD Total
Phone calls received	4075
Website hits	6076

Marketing and Outreach

Marketing and Outreach– Current Reporting Period

Call Center

- Phone calls received
 - 950 calls were received to the Energy Smart Information Center in August and September. Approximately 4075 have been received since program inception.
 - Predictive Dialer outbound calls continued for the first week of September.
 - Approximately 650 calls to the call center were a direct result of the ENO Inc. predictive dialer.

Customer Education and Awareness

- Energy Smart presented a Do It Yourself workshop at the Reality House
- Energy Smart presentations were scheduled with 4 interested homeowner associations
- Beginning early October, Energy Smart began advertising on New Orleans city buses and 1 Canal Street streetcar.

Marketing and Outreach – Previous Reporting Periods

July 2011

- 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.

May 2011

- 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 CLEAResult representatives have participated in 6 formal meetings regarding coordination with the City's NOLA WISE program.

Energy Smart Bus Advertisements

