



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

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

June 20, 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 April 2012 through May 2012. 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 "Gary Huntley".

Gary 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 Paliet, CPA



## Year 2 Progress Report

CLEAResult  
Through May 31, 2012

### Overview

This report encompasses the results of the first two months of the second year of the program. All first year results were filed with the New Orleans Council on June 1, 2012, in the Energy Smart Annual Report. This report is available on the Energy New Orleans and Energy Smart websites. With summer approaching, the primary focus of marketing efforts has been the Energy Star air conditioning replacement and Tune-up programs. The Residential Solutions program and CFL Direct Install program offered in partnership with GreenLight New Orleans, has also performed well to date.

### Program Results

Year 2 of the Energy Smart programs officially began on April 1, 2012. As of May 31, 2012, preliminary Year 2 results by program are shown below.

### Energy Smart April/May 2012 - Monthly Participation/Savings Report

Program Name	Year 2 Saving Goals		YTD					% Completed YTD	
	kW	kWh	kW	kWh	CO <sup>2</sup> reduction (lbs)	# of Participant	# of Measure	kW	kWh
Residential Energy Solutions	293	868,874	94	313,094	1,753,326	63	97	32.1%	36.0%
Energy Star Air Conditioning	347	1,178,169	13	35,759	200,250	61	77	3.7%	3.0%
A/C Tune-up	648	1,176,985	56	108,226	606,066	200	242	8.6%	9.2%
Energy Smart New Homes	492	2,308,671	65	256,717	1,437,615	109	109	13.2%	11.1%
CFL Direct Install	660	4,565,349	83	508,706	2,848,754	668	13,227	12.6%	11.1%
Low Income	30	122,250	0.0	0	0	0	0	0.0%	0.0%
Solar Water Heater Pilot	NA	NA	0.0	0	0	0	0	0.0%	0.0%
Small Commercial Solutions*	322	2,230,328	6	32,858	184,005	3	3	1.9%	1.5%
Large Commercial Solutions*	636	4,130,464	4	30,089	168,498	2	2	0.6%	0.7%
<b>Totals</b>	<b>3,428</b>	<b>16,581,090</b>	<b>321</b>	<b>1,285,449</b>	<b>7,198,514</b>	<b>1,106</b>	<b>13,757</b>	<b>9.4%</b>	<b>7.8%</b>

## Residential Solutions

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Month	Participating Contractors	Rebates							QA Inspections	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	Solar Screen	Total Rebates							
April	23	13	5	4	3	2	0	27	10	20	62	28	10	99,344	33,030
May	23	24	14	13	16	1	2	70	26	20	64	30	11	213,750	31,526
<b>YTD Totals</b>		<b>37</b>	<b>19</b>	<b>17</b>	<b>19</b>	<b>3</b>	<b>2</b>	<b>97</b>	<b>36</b>		<b>126</b>	<b>58</b>	<b>21</b>	<b>313,094</b>	<b>\$64,556</b>

## ENERGY STAR Air Conditioning

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Month	Participating Contractors	Rebates received	kWh savings	Incentives paid
April	28	16	7,159	\$2,080
May	29	61	28,600	\$5,270
<b>Total</b>		<b>77</b>	<b>35,759</b>	<b>\$7,350</b>

## A/C Tune Up

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Month	Participating Contractors	Tune-Ups performed	kWh savings	Incentives paid
April	20	128	57,264	\$8,865
May	23	114	50,962	\$8,123
<b>Total</b>		<b>242</b>	<b>108,226</b>	<b>\$16,988</b>

### Energy Efficient New Homes

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Month	Rebates Received			kWh savings	Incentives paid
	HERS 70 or less	HERS 85-71	Prescriptive		
April	-	-	-	-	-
May	2	1	106	256,717	\$41,496
<b>Total</b>	<b>2</b>	<b>1</b>	<b>106</b>	<b>256,717</b>	<b>\$41,496</b>

### Direct Install CFL Program

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Month	Participants	14W	18W	23W	Total	kWh savings	Incentive Paid
April	327	5940	321	294	6555	252,665	\$23,720
May	341	6098	260	314	6672	256,041	\$14,421
<b>Total</b>	<b>668</b>	<b>12,038</b>	<b>581</b>	<b>608</b>	<b>13,227</b>	<b>508,706</b>	<b>\$38,141</b>

### Weatherization Ready

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Month	RAC Installed	Assessments Performed	Projects completed	kWh savings	Incentives paid
April					
May					
<b>Total</b>	-	-	-	-	-

### Solar Water Heater

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Month	Participating Contractors	Rebates received	kWh savings	Incentives paid
April	5	-	-	-
May	5	-	-	-
<b>Total</b>		-	-	-

### Small Commercial

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Month	Assessments Performed	Projects completed	kWh savings	Incentives paid
April	5	-	-	-
May	16	3	32,858	\$4,081
<b>Total</b>	<b>21</b>	<b>3</b>	<b>32,858</b>	<b>\$4,081</b>

Completed Project Type	
Lighting	3
A/C	-
Total	3

### Large Commercial Solutions

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Month	Assessments Performed	Projects completed	kWh savings	Incentives paid
April	12	-	-	-
May	10	2	30,089	\$2,832
<b>Total</b>	<b>22</b>	<b>2</b>	<b>30,089</b>	<b>\$2,832</b>

Completed Project Type	
Lighting	1
HVAC	1
Chiller	-
Solar Window Film	-
Total	2

- All incentives are reserved and projects are being added to the waiting list.

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

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Month	Phone calls received	Website hits
April	201	553
May	256	1,553
Total	456	2,106

## Marketing and Outreach

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### Marketing update for April 2012

#### Website hits:

- Total [www.EnergySmartNOLA.info](http://www.EnergySmartNOLA.info) Visits: 553 (vs. 1,267 in March)
- Increase in AC Tune-up page hits: 170 (vs 151 in March)

#### Calls:

#### Energy Smart Information Center:

- Talked to over 700 library visitors and staff (since move to Main library, February, 2012)
- Energy Smart Information Center at Main Library completed, to be moved to Norman Mayer

#### Advertising and Media:

- Bill inserts on AC tune-up and WAC programs (3/15 – 4/30)
- Press release: AC Programs (4/2/12)
- New Orleans Agenda email blast (4/2/12)
- New Orleans Tribute email blast (4/16/12)
- ENO email blast: AC Programs (4/9/12)
- Radio ads: FM 98.5 WYLD (4/12 – 4/16)
- Window AC mail in rebate placement at stores in New Orleans, early April
- ¼ page Gambit ad on AC tune-up (4/24/12)

#### Presentations and Events:

- Energy Smart presentation to full New Orleans City Council (4/5/12)
- Energy Smart presentation to Utility Committee (4/12/12)
- Contractor annual meeting 4/18/12
  - Made calls to 60 recommended contractors about attending event
  - 80+ contractors in attendance
- Energy Smart and “Do It Yourself” Presentations at New Orleans libraries:
  - Martin Luther King library (April 5)
  - Nix library (April 28)
- Energy smart staff and information at all new library openings
  - Rosa F. Keller Library and Community Center
  - Norman Mayer
  - Robert E. Smith
  - East New Orleans Regional Library

## Marketing update for May 2012

### Website hits:

- Total [www.EnergySmartNOLA.info](http://www.EnergySmartNOLA.info) Visits: 1,553 (vs. 553 in April)
  - Peak day: Thursday, May 3 followed by Thursdays May 10 and May 17.

### Energy Smart Annual Contractors Meeting

- Held April 18<sup>th</sup> at UNO Lindy Boggs Center
- Recapped the first year of the program and looked ahead to year 2
- Mike Gorman presented on *"How to win the job without leaving your profit on the table."*

### Energy Smart Information Center:

- Located at the Norman Mayer branch library for May and June 2012

### Advertising and Media:

- Outreach on Lowes Window AC event
- Radio:
  - 102.9: ads on Lowes event
  - WBOK: Interviews on Lowes event
- ¼ page Gambit ad - Lowes event
- ¼ page Times Picayune ads (Inside Out) - A/C tune-up and Lowes event

### Presentations and Events:

- Lowes Window AC Recycling and Rebate event, Saturday, May 19
  - Outreach via radio (106.7), Times Picayune (Inside Out), Gambit, Emails and other electronic communications
- Energy Smart and "Do It Yourself" Presentation at New Orleans libraries:
  - Norman Mayer (May 26)