



Entergy New Orleans, Inc.
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October 30, 2014

Via Hand Delivery

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

Re: Filing of Entergy New Orleans, Inc.'s July-September, 2014 Quarterly Energy Smart Report (Resolutions R-11-52 and R-14-122; UD-08-02)

Dear Ms. Johnson:

On February 3, 2011, the Council of the City of New Orleans ("Council") 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 required CLEAResult to file bi-monthly updates with the Council. Subsequently, the requirement was changed to the filing of quarterly reports. Council Resolution R-14-122 extended the original Energy Smart programs and filing requirements through December 31, 2014.

On behalf of CLEAResult, ENO submits the enclosed Energy Smart report for the period of July 2014 through September 2014. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

Gary E. Huntley

RECEIVED
OCT 30 2014

BY: QMW

cc: All Councilmembers
Council Utilities Regulatory Office
Clinton A. Vince, Esq
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*Entergy New Orleans
& Entergy Louisiana
Quarterly Report
July – September 2014*

EXECUTIVE SUMMARY

Energy Smart was developed by the New Orleans City Council, is administered by Entergy New Orleans & Entergy Louisiana, and is implemented by CLEAResult.

This report contains data on the entire Energy Smart program, with detailed information about both the Entergy New Orleans and Entergy Louisiana-Algiers Energy Smart Programs. This is the second quarterly report for the extension of the Energy Smart Programs, a nine month period from April-December 2014. This extension of programs was ordered by the City Council Utility, Cable, Telecommunications, and Technology Committee in order to continue providing residents and businesses in Orleans Parish a successful method for incorporating energy efficiency in their day-to-day lives. Included in this report is:

- ★ kWh savings and total participation by program
- ★ Summaries of activity by program
- ★ Marketing and outreach activity
- ★ A comprehensive review of each program's data and activity
- ★ An update on the integration of the NOLAWISE program into Energy Smart

The extension period is divided into three periods:

- ★ Period 1- April-June
- ★ Period 2- July-September
- ★ Period 3- October-December

SUMMARY OF PROGRAM ACTIVITY

Energy Smart New Orleans - Q2

Program	Extension Saving Goals		Quarterly Savings: July - September '14					Year to Date					Completed YTD	
	kW	kWh	kW	kWh	CO ₂ reduction (lbs)	Participants	Measures	kW	kWh	CO ₂ reduction (lbs)	Participants	Measures	kW	kWh
Home Performance with Energy Star	1,078	3,198,518	305	1,003,636	5,620,362	691	5,665	564	1,682,268	9,420,701	1,223	9,456	52.3%	52.60%
Energy Star Air Conditioning	98	333,273	29	85,463	478,593	104	125	51	157,365	881,244	168	198	52.0%	47.22%
A/C Tune-up	473	859,536	21	43,866	245,650	26	116	50	104,014	581,478	46	286	10.6%	12.10%
Energy Smart New Homes	26	120,098	30	91,828	514,237	28	29	28	83,480	467,488	39	40	107.7%	69.51%
CFL Direct Install	216	1,494,736	24	277,879	1,556,122	405	8,816	53	645,229	3,613,282	1,115	22,759	24.5%	43.17%
Income Qualified	93	377,386	53	321,531	1,800,574	278	4,822	65	456,374	2,555,694	432	7,341	69.9%	120.93%
Solar Water Heater Pilot	3	20,393	0	0	0	0	0	0	0	0	0	0	0.0%	0.00%
Small Commercial Solutions	289	1,999,817	163	823,368	4,605,261	18	18	188	936,031	5,241,774	25	26	65.1%	46.81%
Large Commercial Solutions	709	4,603,944	262	2,484,946	13,915,698	10	10	348	3,229,691	18,086,270	11	11	49.1%	70.15%
Totals	2,985	13,007,701	887	5,131,517	28,736,485	1,560	19,601	1,347	7,294,452	40,848,931	3,059	40,117	45.1%	56.08%

Energy Smart Algiers - Q2

Program	Extension Saving Goals	Quarterly Savings: July - September '14					Year to Date					Completed YTD
	kWh	kW	kWh	CO ₂ reduction (lbs)	Participants	Measures	kW	kWh	CO ₂ reduction (lbs)	Participants	Measures	kWh
Home Performance with Energy Star	296,770	93	234,023	1,310,529	137	155	98	245,651	1,375,646	147	167	82.77%
Energy Star Air Conditioning	52,651	3	7,946	44,498	4	4	3	9,198	51,509	6	6	17.47%
A/C Tune-up	60,221	0	0	0	0	0	2	3,075	17,220	4	5	5.11%
Energy Smart New Homes	13,327	0	0	0	0	0	0	0	0	0	0	0.00%
CFL Direct Install	551,152	3	38,996	218,378	51	1,562	4	56,558	316,725	77	2,219	10.26%
Income Qualified	47,137	1	3,904	21,862	1	5	0	3,904	21,862	1	5	8.28%
Solar Water Heater Pilot	7,356	0	0	0	0	0	0	0	0	0	0	0.00%
Small Commercial Solutions	204,579	9	42,534	238,190	3	3	22	99,640	557,984	4	4	48.70%
Large Commercial Solutions	323,449	0	0	0	0	0	0	0	0	0	0	0.00%
Totals	1,556,642	109	327,403	1,833,457	196	1,729	129	418,026	2,340,946	239	2,406	26.85%

Below is a synopsis of how each program performed from July through September - 2014:

- ★ **Home Performance with Energy Star (HPwES)** - In addition to the format that the HPwES program has utilized over the first three years of the program, a pilot program was incorporated beginning on April 1, 2014. This pilot program called “CoolSaver” is a new method by which central A/C units can be tuned up utilizing a more robust methodology than the existing A/C Tune Up program. During the extension period’s second quarter, there was a sharp increase in CoolSaver tune-ups in New Orleans and Algiers.

The regular HPwES program continued to see a steady influx of activity for the weatherization of single family New Orleans homes. Overall, measures increased approximately 20% over the total for the previous quarter. Some multi-family direct install of energy efficient equipment was performed, but the rate of participation in this portion of the HPwES program has diminished due to market saturation and to the success in installing measures in over 7,000 multi-family residences over the first three years of the program.

- ★ **Energy Star Air Conditioning**- The Energy Star A/C program again saw its best performing quarter to date, both in terms of number of units installed and kWh savings, continuing a positive trend. Participation levels are increasing with central A/C replacements and window A/C replacements. Contractors are becoming more familiar with utilizing rebates and therefore selling more energy efficient central A/C replacements.

- ★ **A/C Tune-Up**- The majority of participation in this program came from an Energy Smart identified and managed A/C tune up of a multi-family complex. Participation in this program remained constant from last quarter. The kick-off and popularity of the new CoolSaver program is affecting the A/C Tune-Up numbers. CoolSaver participants are included in the Home Performance with Energy Star section.

- ★ **New Homes**- This program saw an increase in activity in this quarter due to one New Homes contractor performing HERS ratings on twenty-nine new homes projects. The same contractor performed eleven during the last quarter. The New Homes program continues to have small participation rates due to the relatively low rate of market driven new home construction in Orleans Parish.

- ★ **CFL Direct Install**- The CFL direct install program is still hard at work installing free CFL bulbs in Orleans Parish single family homes. Due to federally-mandated wattage baseline decreases, the amount of annual energy savings that can be realized from replacing a 40 watt incandescent bulb with a 13 watt CFL bulb has reduced from 42 watts to 26.5 watts, which brings an increase in overall cost per kWh.

- ★ **Income Qualified**- The income qualified program continues to utilize the methodology for identifying and weatherizing single family homes that was launched in Spring of 2013. Utilizing contractors to help identify projects then work with Energy Smart to determine the most cost effective savings has proven to be a successful way for maximizing the effect of this program. In addition, the Energy Smart program has strengthened its relationship with New Orleans Council on Aging to identify eligible seniors in need and retrofit their homes with energy efficient measures.

- ★ **Solar Water Heater Pilot**- Over the first three years of Energy Smart, 4 solar hot water heaters have submitted for rebates in Orleans Parish. There were no rebates submitted from July-September of 2014 and it is expected that very low participation will continue in this program.

- ★ **Small Commercial Solutions**- The Small Commercial Program had an increase in participation in the second quarter. Twenty-one projects were completed. An effort was made to increase non-lighting projects by targeting restaurants and small retail. In addition to direct outreach to more than 25 restaurants, Energy Smart worked closely with two local businesses, Caire Restaurant Supply and Robert Refrigeration to develop a “front end” rebate process. This effort increased awareness of Energy Smart.

Challenges identified:

- Other incentives provide less ROI than lighting in most cases (HVAC, kitchen equipment)
- More contractor training/market development may be required, for example; local refrigeration contractors educated on cost effective upgrades available through the program
- Contractors had difficulty identifying rate class – Large Commercial was nearly fully subscribed and not available

★ **Large Commercial Solutions-** All incentives for the Large Commercial Solutions program were secured by New Orleans businesses via letters of intent one week after announcing the program this year. Energy Smart is doing outreach in Algiers to secure projects that can utilize remaining funds there. In the second quarter, ten Large Commercial projects were completed in the Energy Smart – New Orleans program. Of those ten, eight were lighting projects, one was a refrigeration project and one was a HVAC project.

PROGRAM DETAILS

★ **Home Performance with Energy Star**

Measure	New Orleans	Algiers
	Q2	Q2
Aerators	307	0
Air Infiltration	136	18
Ceiling Insulation	50	1
CoolSaver Tune Up	161	127
Duct Efficiency	25	8
Floor Insulation	15	0
Heat Pump Water Heater	1	0
Light bulbs	3418	0
Pool Pumps	2	1
Radiant Barriers	1	0
Showerheads	395	0
Wall Insulation	35	0
Totals	4546	155
QA Inspections	40	1

★ **Energy Star A/C**

Measure	New Orleans	Algiers
	Q2	Q2
Central A/C Replacement	6	2
Window A/C Replacement	38	2
Heat Pump Replacement	2	0
Totals	46	4
QA Inspections	64*	1

*QA Inspection total includes inspections on projects completed during the 1st quarter.

★ A/C Tune Up

Measure	New Orleans	Algiers
	Q2	Q2
A/C Tune Up	111	0
QA Inspections	14	0

★ New Homes

Measure	New Orleans	Algiers
	Q2	Q2
HERS Rating	29	0
Prescriptive Path	0	0
Totals	29	0

★ CFL Direct Install

Measure	New Orleans	Algiers
	Q2	Q2
14W CFL	6240	1127
20W CFL	215	17
23W CFL	257	31
16W LED	0	0
9W small base CFL	1099	125
14W small base CFL	997	71
Totals	8808	1371

★ Income Qualified

Measure	New Orleans	Algiers
	Q2	Q2
Aerators	643	0
Air Infiltration	19	1
Ceiling Insulation	19	1
Combustion Safety Measure	2	0
Duct Efficiency	10	0
Home Repair	17	1
Light bulbs	4864	0
Room A/C	10	2
Showerheads	388	0

Totals	5972	5
QA Inspections	9	0

★ **Small Commercial**

Measure	New Orleans	Algiers
	Q2	Q2
Refrigeration	0	2
Lighting	18	1
Totals	18	3
QA Inspections	18	3

★ **Large Commercial**

Measure	New Orleans	Algiers
	Q2	Q2
HVAC	1	0
Lighting	8	0
Refrigeration	1	0
Totals	10	0
QA Inspections	10	0

MARKETING

Website visits were 2,744 for the quarter, or 915 per month on average.

- ★ **Information Center:** The Energy Smart Information Center was moved from the Entergy Customer Care Center on Jeff Davis and Canal Streets to the Hubbell Library Branch in Algiers. The Information Center is staffed on Wednesdays, from 9:00am – 1:00pm.
- ★ **Life City:** Life City continues to promote Energy Smart at events around New Orleans. Energy Smart staff delivered additional showerheads to Life City Partner Unique Products this quarter. The remaining showerheads and faucet aerators are being recycled.
- ★ **NOLA Wise:**

Outreach and Education:

NOLA Wise participated in an outreach event at the PRC Sellaebation on Saturday, September 13. NOLA Wise staffed a table and presented at the event, and partnered with the LA Mobile House, a mobile exhibit showing energy efficiency measures and Energy Smart incentives.

NOLA Wise continued outreach and education activities to Orleans Parish residents and businesses through presentations, tabling, office visits, social media and canvassing. Staff completed 8 presentations, 19 tabling events, 1 major event, and 11 canvassing locations. Over 584 residents and businesses in Orleans parish received direct information on Energy Smart through these outreach channels. In addition, NOLA Wise staff presented in August and September to a total of 70 participants at the New Orleans Metropolitan Association of Realtors.

The “Be Energy Smart” schools program was at the city-wide summer program “City Works” in Q2, presenting an energy efficiency curriculum and distributing kits to students. In addition, the program officially kicked off in Q1 of this program year, with students participating at Audubon Charter School, Gentilly Terrace, Esperanza Charter School, and the after school program at KIPP Central City. A total of 150 kits were distributed, with a savings of 11,326 kWh for Q1 and Q2 combined.

NOLA Wise continues to reach out to schools across all districts of Orleans parish. Schools scheduled for the program in Q3 include: KIPP Believe College Prep, Kipp McDonogh 15 School for Creative Arts, Audubon Charter School, Lusher Charter School, Edward Hynes Charter School, Arise Academy and Lake Forest Elementary Charter School. In addition, First Line Schools (Arthur Ashe Charter School, John Dibert Elementary School, Samuel J. Green Charter School and Langston Hughes Academy Charter School) has written the Be Energy Smart program into their science curriculum.

Loan: The NOLA Wise Loan Loss Reserve that is currently held with Fidelity Homestead Savings Bank is being repurposed by the City of New Orleans to apply to other energy efficiency upgrades on city buildings. Therefore, the NOLA Wise team is gathering information on other financing options to be able to provide to residents during outreach and “ask the expert” calls.

★ **Outreach and Events**

DISTRICT	A		B		C		D		E		TOTAL Q2	
	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend
Presentation	0	0	6	100	1	7	0	0	1	10	8	117
Tabling	3	36	5	103	8	137	1	15	2	19	19	310
Event	0	0	1	50	0	0	0	0	0	0	1	50
Canvassing	0	0	4	22	7	85	0	0	0	0	11	107
TOTAL	3	36	16	275	16	229	1	15	3	29	39	584

★ **Marketing - Advertising**

Bill Insert		Print Ads			Radio			
Date	Impressions	Date	Paper	Topic	Impressions	Date	Topic	Station
		9/1/2014	Gambit	CoolSaver	40,000	9/8-9/21/14	CoolSaver	WWL FM
		9/22/2014	CBS Outdoor Buses	CoolSaver	5,715,000			
		9/23/2014	Tribune	CoolSaver	10,000			
		9/24/2014	Krewe of Truth	CoolSaver	10,000			
		9/25/2014	Uptown/Mid-City	CoolSaver	165,300			

★ **Newsletters and Website Hits**

ES, ENO, NW Newsletters			Topic
Date	Organization	Subscribers	
7/10/2014	NW	4760	"Don't let savings fly out your window"
8/13/2014	NW	4760	"Spreading the Efficiency Word" on Schools program
9/11/2014	NW	4760	"Don't Miss the Energy Smart Corner at the PRC Sellastration 9/13/14" and "An Energy Smart Back to School"