



Entergy New Orleans, Inc.
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January 30, 2015

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 October 2014-December, 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 October 2014 through December 2014. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

Gary E. 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 Paillet, CPA

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***Entergy New Orleans, Inc.
& Entergy Louisiana, LLC
Quarterly Report
October 2014 – December 2014***

EXECUTIVE SUMMARY

Energy Smart was developed by the Council of the City of New Orleans (“Council”), is administered by Entergy New Orleans, Inc. (“ENO” or “Entergy New Orleans”) and the Council-jurisdictional portion of Entergy Louisiana, LLC (“ELL-Algiers” or “Entergy Louisiana-Algiers”), and is implemented by CLEARresult.

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. In December 2014, the Council passed another extension so that Energy Smart would continue from January 2015 to March 2015. The “summary of program activity” tables on the next page contain the kW and kWh goals for the entire 12 month extension period from April 2014 to March 2015. This extension of programs was ordered by the Council’s Utility, Cable, Telecommunications and Technology Committee (“Utility 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 programs’ data and activity
- ✦ An update on the NOLAWISE program

The extension period is divided into four quarters:

- ✦ Quarter 1: April-June, 2014
- ✦ Quarter 2: July-September, 2014
- ✦ Quarter 3: October-December, 2014
- ✦ Quarter 4: January-March, 2015

SUMMARY OF PROGRAM ACTIVITY***Program Expenditures, April-December 2014**

Program	Entergy New Orleans		Entergy Louisiana (Algiers)	
	Incentive	Implementation & kWh at risk	Incentive	Implementation & kWh at risk
Home Performance with Energy Star	\$398,098	\$636,252	\$79,457	\$117,288
Energy Star Air Conditioning	\$54,405		\$5,745	
A/C Tune-up	\$44,630		\$455	
Energy Smart New Homes	\$19,992		\$0	
CFL Direct Install	\$100,667		\$10,088	
Income Qualified	\$194,306		\$2,400	
Solar Water Heater Pilot	\$0		\$0	
Small Commercial Solutions	\$185,602	\$226,685	\$16,511	\$32,193
Large Commercial Solutions	\$385,581	\$347,455	\$626	\$38,475
NOLA Wise		\$250,000		\$38,500
Totals	\$1,383,281	\$1,460,392	\$115,282	\$226,456

ENO Quarterly Report OCT 2014 - DEC 2014

(Program Year - April 2014 - March 2015)

Program	Extension Saving Goals		Report 10/1/2014 - 12/31/2014		Year to Date			Completed YTD	
	kW	kWh	kW	kWh	kWh	Participants	Measures	kW	kWh
Home Performance with Energy Star	1,361	4,039,652	383	1,741,522	3,423,790	3,244	30,520	69.6%	84.75%
Energy Star Air Conditioning	115	389,773	24	75,459	232,824	218	254	64.9%	59.73%
A/C Tune-up	534	969,536	117	234,539	338,553	127	867	31.2%	34.92%
Energy Smart New Homes	38	177,490	0	0	83,480	53	55	71.6%	47.03%
CFL Direct Install	263	1,817,349	19	237,870	883,100	1,524	31,747	27.3%	48.59%
Income Qualified	225	912,750	143	409,081	865,456	667	9,357	92.3%	94.82%
Solar Water Heater Pilot	4	27,191	0	0	0	0	0	0.0%	0.00%
Small Commercial Solutions	385	2,666,423	124	721,198	1,657,229	42	43	81.1%	62.15%
Large Commercial Solutions	945	6,138,592	234	1,178,332	4,408,023	16	16	61.7%	71.81%
Totals	3,870	17,138,755	1,043	4,598,002	11,892,454	5,891	72,859	61.8%	69.39%

ELA Quarterly Report OCT 2014 - DEC 2014

(Program Year - April 2014 - March 2015)

Program	Extension Saving Goals	Quarterly Progress: Oct '14 - Dec '14		Year to Date			Completed YTD
	kWh	kW	kWh	kWh	Participants	Measures	kWh
Home Performance with Energy Star	394,704	83	749,259	1,360,071	1,301	17,885	344.6%
Energy Star Air Conditioning	70,026	2	5,054	21,791	11	14	31.1%
A/C Tune-up	80,094	0	615	3,690	5	6	4.6%
Energy Smart New Homes	17,725	0	0	0	0	0	0.0%
CFL Direct Install	733,032	3	21,656	93,194	126	3,596	12.7%
Income Qualified	62,692	71	75,210	79,114	72	1,176	126.2%
Solar Water Heater Pilot	9,783	0	0	0	0	0	0.0%
Small Commercial Solutions	272,090	7	32,449	132,089	5	5	48.6%
Large Commercial Solutions	430,187	2	24,871	24,871	1	1	5.8%
Totals	2,070,333	168	909,113	1,714,819	1,521	22,683	82.8%

*The kWh goals reflect the entire 12 month program year.

Below is a synopsis of how each program performed from October through December, 2014:

- * **Home Performance with Energy Star (HPwES)** - In addition to the format which 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 third quarter, CoolSaver tune-ups actually slightly increased in New Orleans, which was somewhat unexpected due to the cooler weather.

The regular HPwES program saw a large inflow of activity for the weatherization in New Orleans and for Algiers. Overall, measures increased approximately 300% over the total for the previous quarter. Multi-family direct install of energy efficient equipment accounted for a substantial portion of the large increase of activity.

- * **Energy Star Air Conditioning-** The Energy Star A/C program again saw its best performing quarter to date, in terms of number of heat pump units installed. Efforts to recruit and train contractors on the benefits of heat pump technology are beginning to see results.
- * **A/C Tune-Up-** Participation in this program increased from the last quarter. The kick-off and popularity of the new CoolSaver program had been affecting the A/C Tune-Up numbers. CoolSaver numbers trend upward during warmer weather. The vast majority of savings in this program came from the Energy Smart identified and managed A/C tune ups at a number of multi-family developments. Cooler weather contributed to independent participation (outside of the multi-family project) in this program being down from the previous quarter, though the total number of tune-ups performed was up considerably.

- ★ **New Homes**- 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. Participation was steady compared to the previous quarter. 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. Unfortunately, November and December were the worst performing months in the history of the direct install program, both in terms of savings and overall participation.
- ★ **Income Qualified**- The income qualified program continues to utilize the methodology for identifying and weatherizing single family homes that was launched in the 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 to 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 been submitted for rebates in Orleans Parish. There were no rebates submitted from October through December of 2014, and it is expected that very low participation will continue in this program.
- ★ **Small Commercial Solutions**- The Small Commercial Program had steady participation in the third quarter. Seventeen projects were completed. Efforts made to increase non-lighting projects by targeting restaurants and small retail did not bear results in this quarter as all projects were lighting related.

These are continuing challenges as identified in the previous quarter:

- 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 fully subscribed and not available

Efforts are underway to enroll customers to reserve remaining program funds through end of program year or 3-31-15.

- ★ **Large Commercial Solutions**- All Large Commercial Projects have been completed in New Orleans. Additional Customers have been enrolled into the program that has reserved funds to the end of the program year or 3-31-15. Several projects were enrolled in Algiers. One was completed during this quarter and others are nearing completion. There's a continued focus on enrolling non-lighting projects into the program.

PROGRAM DETAILS

★ Home Performance with Energy Star

Measure	New Orleans	Algiers
	Q3	Q3
Aerators	1,181	2,354
Air Infiltration	139	16
Ceiling Insulation	62	0
CoolSaver Tune Up	174	41
Duct Efficiency	27	3
Floor Insulation	10	0
Heat Pump Water Heater	0	0
Light bulbs	12,139	13,295
Pool Pumps	1	0
Radiant Barriers	0	0
Showerheads	541	1,205
Wall Insulation	24	0
Totals	14,298	16,914
QA Inspections	88	45

★ Energy Star A/C

Measure	New Orleans	Algiers
	Q3	Q3
Central A/C Replacement	24	2
Window A/C Replacement	26	0
Heat Pump Replacement	5	0
Totals	55	2
QA Inspections	11	1

★ A/C Tune Up

Measure	New Orleans	Algiers
	Q3	Q3
A/C Tune Up	580	1
QA Inspections	95	0

★ **New Homes**

Measure	New Orleans	Algiers
	Q3	Q3
HERS Rating	0	0
Prescriptive Path	0	0
Totals	0	0

★ **CFL Direct Install**

Measure	New Orleans	Algiers
	Q3	Q3
14W CFL	6,427	1,019
20W CFL	310	45
23W CFL	290	53
16W LED	0	0
9W small base CFL	754	61
14W small base CFL	1,207	199
Totals	8,988	1,377

★ **Income Qualified**

Measure	New Orleans	Algiers
	Q3	Q3
Aerators	223	195
Air Infiltration	67	1
Ceiling Insulation	52	1
Combustion Safety Measure	6	0
Duct Efficiency	65	0
Home Repair	17	1
Light bulbs	1,116	853
Room A/C	3	2
Showerheads	1,205	108
Totals	2,754	1,161
QA Inspections	20	1

* Small Commercial

Measure	New Orleans Q3	Algiers Q3
Refrigeration	0	0
Lighting	16	1
Totals	16	0
QA Inspections	16	1

* Large Commercial

Measure	New Orleans Q3	Algiers Q3
HVAC	1	0
Lighting	3	0
Refrigeration	0	1
Totals	4	1
QA Inspections	4	1

MARKETING

- * **Website hits:** Website sessions were 4,526 total for the quarter, or 1,508 monthly on average. This is higher than previous quarters, as the month of December had 2,785 sessions, due to promotion of energy efficient product sales via the Energy Smart website. Almost 800 kits, which included one LED, 6 CFL bulbs and an Advanced Power Strip, were sold on-line or directly by TechniArt. Promotions included a Times-Picayune insert, a Gambit insert and E-newsletter, an article referring customers to the Entergy New Orleans product store in the Entergy Solutions E-Newsletter, and 5 Energy Smart E-newsletters on “A Discount you can’t Discount” and the ENO product store.
- * **Information Center:** The Energy Smart Information Center continues to be located at the Hubbell Library Branch in Algiers. The Information Center is manned on Wednesdays, from 9:00 – 1:00.
- * **Life City:** Life City continues to promote Energy Smart at events around New Orleans.
- * **NOLA Wise:**

Outreach and Education:

NOLA Wise continued outreach and education activities to Orleans Parish residents and businesses through presentations, tabling, office visits, social media and canvassing. In October, NOLAwise and Energy Smart staff shared a table with Entergy and did 2 presentations at the Dillard Housing Fair. Staff spoke to over 60 people at the 1 Shell Square Health Fair, organized by Life City. Energy Smart reached 345 attendees in November, including presenting at the Bocage Neighborhood Association in Algiers, which also included Energy Smart in their newsletter. NOLAwise also hosted an Energy Showcase home

at the Central City Home Tour. In December, tabling was done at the Freret, Palmer Park and Oretha Castle Haley markets, plus at Algiers Pointe at the Toute de Suite café. Overall this quarter, NOLAwise has done: 19 tabling events, 8 presentations, and 1 canvassing initiative, providing information to over 970 potential participants.

The “Be Energy Smart” schools program was very active in Q3, presenting an energy efficiency curriculum and distributing energy kits to students. Students participated this quarter at: 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, Arthur Ashe Charter School, Langston Hughes Academy Charter and Sci Tech Academy. A total of 794 kits were distributed, with a savings of 98,645 kWh.

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. The NOLA Wise team is gathering information on other financing options to provide to residents during outreach and "ask the expert" calls.

★ Outreach and Events:

DISTRICT	A		B		C		D		E		TOTAL Q3	
	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend
Presentation	2	45	1	8	3	115	1	35	1	15	8	218
Tabling	4	70	6	145	4	130	2	75	3	135	19	555
Event	0	0	0	0	0	0	0	0	0	0	0	0
Canvassing	0	0	0	0	1	200	0	0	0	0	1	200
TOTAL	6	115	7	153	8	445	3	110	4	150	28	973

★ E-Newsletters:

Energy Smart was promoted via the NOLAwise newsletter, as well as the Uptown Triangle Neighborhood Association, and the Bocage Neighborhood Association newsletters. The Energy Kit was promoted via Entergy Solution, Energy Smart and Gambit newsletters.

ES, ENO, NW and Association Newsletters			Topic
Date	Organization	Subscribers	
10/17/2014	UTNA	1,700	Home Performance with Energy Star
10/20/2014	NW	4,760	Solar Water Heat and Heat Pump Rebates highlighted
11/1/2014	Bocage	460	Energy Smart
11/20/2014	NW	4,760	Promoting events
12/15, 23, 29&30/2014	E. Smart E-Blast	10,000	Kit: "A Discount you can't Discount"
12/17/2014	E. Smart Update	10,000	Newsletter articles on Kit, insulation, AC replacement, lighting
12/16 & 18/2014	Gambit E-Blast	24,000	Kit: "A Discount you can't Discount"

*** Marketing and Advertising:**

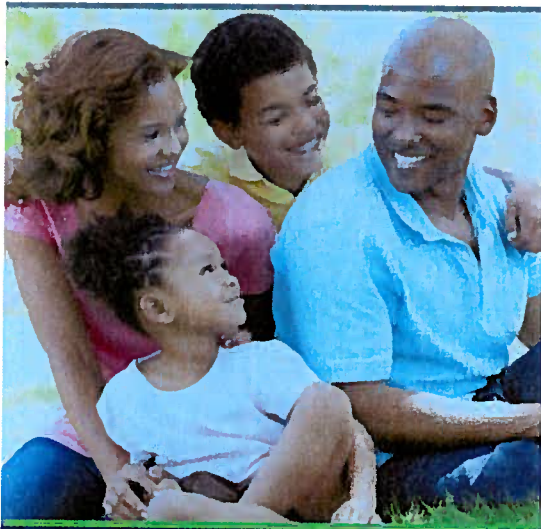
Advertising this quarter included door hangers in Algiers, and promotion of the Energy Kit in both the Times-Picayune and Gambit newspapers.

Advertising				
Date	Placement	Type	Impressions	Topic
11/13/2014	Algiers	Door hangers	12,000	General Energy Smart
12/14/2014	Times-Picayune	Insert	35,000	E. Kit
12/14/2014	Gambit	Insert	16,500	E. Kit

★ **Door Hangers:**



**Are you saving
money by being
Energy Smart?**



EnergySmartNOLA.com

(866) 721-0429

Energy Smart is developed by the New Orleans City Council
and administered by Entergy New Orleans, Inc.



**Energy Smart offers
incentives of up to
\$5,000
per home to New Orleans
residents for energy efficiency
measures, including:**

- ✦ FREE energy efficient light bulbs
- ✦ \$75 off A/C tune-ups
- ✦ Attic and floor insulation
- ✦ Air and duct sealing



Call (504) 523-9473 for more information.

EnergySmartNOLA.com
(866) 721-0429

★ **Gambit and Time-Picayune Insert; Energy Smart E-Blast:**



Through December:
**A Discount You
Can't Discount.**

For the rest of 2014, Entergy New Orleans is offering a package of energy-saving products worth \$60 for **only \$10**. Here's what's included:



- One 10-watt omni-directional, dimmable LED bulb
- One seven-outlet advanced power strip
- Six 13-watt CFLs

This short-term offer will help you enjoy long-term energy savings for your home.



Visit EnergySmartNOLA.com to order your energy-saving kit today. **Better hurry! You only have until December 31.**

Entergy is participating in a special promotion through the distribution of this kit. The kit includes one LED bulb, one seven-outlet advanced power strip, and six CFLs. The kit is available while supplies last. Offer ends on December 31, 2014. Entergy reserves the right to modify or discontinue this offer at any time without notice. © 2014 Entergy. All rights reserved.

★ Energy Smart E-Newsletter:



Energy Update

VOL 3 | FALL 2014 | EnergySmartNOLA.com | (866) 721-0249

Shop At the Entergy New Orleans Product Store and Save



While you're spending money on holiday gifts for others, why not take a little time to buy something for yourself that can help you save some money? By increasing the energy efficiency in your home, you can potentially save hundreds of dollars a year.

Entergy New Orleans, Inc. and the Energy Smart program are hosting an online store where you can purchase energy-saving products for your home at huge discounts to help you save big money. For example:

➤ **Compact Fluorescent Light Bulbs (CFLs)** – Using CFLs is one of the easiest ways to reduce energy in your home. A CFL uses up to 75% less energy than a traditional incandescent bulb. They save you money by reducing your energy usage and, therefore, your energy bills. CFLs last up to ten times longer than the incandescent bulbs you're used to.

➤ **Light-Emitting Diode Bulbs (LEDs)** – LEDs are one of today's most energy-efficient lighting technologies. LED

bulbs consume one-sixth the energy of incandescents and last up to 25 times longer. Replacing a 60-watt incandescent with an LED equivalent will save you \$130 in energy costs over the new bulb's lifetime. The average American household could slash \$150 from its annual energy bill by replacing all incandescent with LED bulbs.

➤ **Advanced Power Strips (APSS)** – Many consumer electronics continue to draw power even when they are switched off. This is known as a vampire load, which can add to about \$200 in yearly energy costs for an average home. APSS work to reduce your power usage by shutting down power to products that go into standby mode.

Go to EnergySmartNOLA.com to visit the online store. During the month of December, Entergy New Orleans households can purchase an energy savings package of 1 LED, 6 CFLs and 1 advanced power strip for only \$10! That's a \$60 retail value to help you save money.

Getting Ready for Jack Frost.



As we transition into fall weather, homeowners across the New Orleans metro area are contemplating colder winter weather in the months to come. What are the best ways to prepare a home – especially a historic or older home – for lower temperatures?

The Energy Smart program offers ways to combat icy floors and cool drafts in the winter. Below are some options for winterizing your home with Energy Smart, an energy efficiency program in partnership with Entergy New

home, allowing better temperature regulation. Air-sealing also reduces moisture problems, thereby improving your home's durability.

Provide a thermal barrier between your house and the elements by installing insulation in walls, attics, ducts, or wherever it's needed to keep the warm air in and the cold air out. In addition, if you have a crawl space under your home, installing floor insulation can keep your floors from becoming bitterly cold.

Now's the Time to Replace Your Air Conditioner!



Is your Central Air Conditioner more than ten years old? Does it require frequent repairs? Do you have large temperature variations from room to room? If so, there's no better time to consider replacing your AC unit! Now, with Energy Smart's ENERGY STAR Central AC Replacement Program, you can take advantage of generous incentives to upgrade to an energy-efficient model.

Depending on the size of the unit, you could save up to \$1000 on your new AC with the Energy Smart Incentives! Not only that, you'll enjoy years of lower utility bills, thanks to the energy-saving ENERGY STAR models. If you work with a participating Energy Smart contractor, you can be sure

that you'll get quality installation and access current incentives.

Think about it: if it's costing you a lot to run an inefficient unit, and it's going to cost you more to repair it in the years to come, why not seize the opportunity to bring comfort, savings and efficiency to your home today?

Learn more about how to participate in Energy Smart ENERGY STAR Central AC Replacement Program at EnergySmartNOLA.com.

Cut Your Lighting Bills Instantly!



The average family spends up to 20% of their utility bill on lighting. But you can reduce the lighting costs in your home with one phone call! Through a partnership with Energy's Energy Smart program, the local nonprofit **GreenLight New Orleans (GLNO)** provides FREE energy efficiency lightbulbs to New Orleans homeowners. These **compact fluorescent light bulbs (CFLs)** use about 75% less energy than an incandescent light bulb, last about 10 times longer and can

cut additional energy costs associated with home cooling.

By changing to CFLs, you're saving money every month, and reducing greenhouse gas emissions in the long-term! Since 2006, GLNO has been assisting families in their efforts to cut energy costs, and they can install CFLs in your home FOR FREE if you call 504-324-2429. For more information, visit EnergySmartNOLA.com.



Developed by the New Orleans City Council and administered by Entergy New Orleans, Inc.