



***Entergy New Orleans, Inc.
Quarterly Report
July – September 2015***

EXECUTIVE SUMMARY

Energy Smart was developed by the New Orleans City Council (“Council”), is administered by Entergy New Orleans, Inc. (“ENO”) and is implemented by CLEARResult.

This report contains data on the entire Energy Smart program, with detailed information about both the New Orleans and Algiers parts of the Energy Smart Program. In spring of 2015, the Council approved the design of phase two of the Energy Smart program. This second phase of Energy Smart will build off of the success of the first four years of the program with some program design changes based on lessons learned from phase one. The “summary of program activity” tables on the next page contain the proposed kWh goals for the 5th program year, April 2015 to March 2016. This second phase of programs was ordered by the Council’s Utility, Cable, Telecommunications and Technology Committee in order to continue providing residents and businesses in Orleans Parish a proven method for incorporating energy efficiency in their day-to-day lives and businesses. Included in this report are:

- ✦ 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

Program Year 5 is divided into four quarters:

- ✦ Quarter 1: April-June, 2015
- ✦ Quarter 2: July-September, 2015
- ✦ Quarter 3: October-December, 2015
- ✦ Quarter 4: January-March, 2016

New to this quarterly report are a series of charts demonstrating the amount of kWh energy savings & budget spend attributed to individual measures in programs. These charts will be an ongoing part of quarterly reports as Council Technical Advisors have asked for a more granular view of program progress.

Quarter 2 of Program Year 5 continued to demonstrate that there is a high demand for the Energy Smart program in Orleans Parish. While some challenges have arisen in a few individual programs, the portfolio as a whole is on track to achieve its savings goal by the end of the program year. In particular, the Home Performance with Energy Star program has performed particularly well. Overall, the New Orleans program and Algiers programs have achieved 37.4% and 25.2% of their proposed goals, respectively. The following program summaries detail both the challenges and the accomplishments for each program.

SUMMARY OF PROGRAM ACTIVITY

New Orleans Savings through Quarter Two

(Program Year - April 2015 thru March 2016)

Program	Saving Goals*		Savings through Quarter Two					Completed YTD	
	kW	kWh	kW	kWh	CO ² reduction (lbs)	Participants	Measures	% kW	% kWh
Home Performance w/ Energy Star	260	732,674	480	1,797,749	10,067,394	571	945	184.59%	245.37%
Consumer Products	290	942,765	46	99,444	556,886	178	187	15.78%	10.55%
Low Income	201	518,876	6	16,443	92,083	3	17	2.82%	3.17%
A/C Tune Up & HVAC	573	1,458,077	172	500,187	2,801,049	315	272	30.06%	34.30%
School Kits & Education	119	926,946	0	0	0	0	0	0.00%	0.00%
Green Light**	94	449,607	65	297,719	1,667,224	679	17,024	68.52%	66.22%
Small Business Solutions	950	3,692,306	168	1,159,620	6,493,874	121	220	17.72%	31.41%
Large Commercial Solutions	1,265	7,561,766	213	2,213,093	12,393,321	21	34	16.86%	29.27%
Totals	3,752	16,283,017	1,150	6,084,255	34,071,831	1,888	18,699	30.65%	37.37%

*Savings goals have not yet been approved

**Green Light kWh savings are based on the recent budget allocation to this program

Algiers Savings through Quarter Two

(Program Year - April 2015 thru March 2016)

Program	Saving Goals*		Savings through Quarter Two					Completed YTD	
	kW	kWh	kW	kWh	CO ² reduction (lbs)	Participants	Measures	% kW	% kWh
Home Performance w/ Energy Star	21	59,989	16	45,446	254,498	245	104	75.37%	75.76%
Consumer Products	23	75,368	1	720	4,032	4	5	3.40%	0.96%
Low Income	18	45,946	3	10,595	59,331	4	11	16.23%	23.06%
A/C Tune Up & HVAC	52	131,133	19	56,168	314,541	35	35	37.55%	42.83%
School Kits & Education	53	84,150	0	0	0	0	0	0.00%	0.00%
Green Light	n/a	n/a	12	54,617	305,855	173	3,068	n/a	n/a
Small Business Solutions	87	339,555	0	0	0	0	0	0.00%	0.00%
Large Commercial Solutions	108	644,830	8	181,099	1,014,154	1	1	7.03%	28.08%
Totals	363	1,380,971	58	348,645	1,952,411	462	3,224	16.12%	25.25%

*Savings goals have not yet been approved

Program Expenditures, July to September 2015

Program	New Orleans		Algiers	
	Incentive	Implementation	Incentive	Implementation
Home Performance w/ Energy Star	\$196,277	\$615,678	\$5,521	\$70,884
Consumer Products	\$11,642		\$200	
Low Income	\$7,600		\$3,068	
A/C Tune Up & HVAC	\$57,964		\$7,275	
School Kits & Education	\$6,544		\$0	
Green Light	\$65,507		\$11,582	
Small Business Solutions	\$136,820	\$169,866	\$0	\$17,099
Large Commercial Solutions	\$220,639	\$318,803	\$21,732	\$30,942
Totals	\$702,993	\$1,104,347	\$49,378	\$118,925

Program Activity Summaries

Home Performance with Energy Star

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$12,300	-	\$47,961	0	25.65%
Air Infiltration	148,219	\$25,184	84,199	\$53,631	176.03%	46.96%
Ceiling Insulation	118,982	\$16,020	213,113	\$63,576	55.83%	25.20%
Duct Efficiency	1,530,548	\$142,773	308,245	\$92,919	496.54%	153.65%
Direct Install	0	\$0	127,117	\$33,426	0.00%	0.00%
Totals	1,797,749	\$196,277	732,674	\$291,513	245.37%	67.33%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$2,075	0	\$3,893	0.00%	53.30%
Air Infiltration	14,957	\$2,658	6,819	\$4,341	219.34%	61.23%
Ceiling Insulation	9,203	\$2,287	17,443	\$5,202	52.76%	43.96%
Duct Efficiency	21,286	\$2,159	25,301	\$7,626	84.13%	28.31%
Direct Install		\$0	10,425	\$2,744	0.00%	0.00%
Totals	45,446	\$9,179	59,989	\$23,806	75.76%	38.56%

The New Orleans portion of the Home Performance with Energy Star Program (HPwES) saw an enormous surge in Duct Efficiency Activity in the months of August and September. Participating Contractor *Louisiana Home Performance* changed their outreach and delivery of services methodology resulting in a huge uptake of their Duct Sealing services. Other measures in the program garnered installation rates consistent with program projections, but with a higher than average volume of work being done in electrically heated homes.

Consumer Products

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Advanced Power Strips	224	\$30	4,137	\$554	5.41%	5.42%
Lighting Buy Down	53,616	\$3,332	823,159	\$198,839	6.51%	1.68%
Room A/Cs	28,556	\$6,680	115,469	\$42,098	24.73%	15.87%
Pool Pumps	17,048	\$1,600	n/a	n/a	n/a	n/a
Totals	99,444	\$11,642	942,765	\$241,491	10.55%	4.82%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Advanced Power Strips	0	\$0	329	\$44	0.00%	0.00%
CFLs	0	\$0	12,961	\$1,283	0.00%	0.00%
LEDs	0	\$0	52,769	\$14,611	0.00%	0.00%
Room A/Cs	720	\$200	9,309	\$3,394	7.73%	5.89%
Totals	720	\$200	75,368	\$19,332	0.96%	1.03%

While savings for the Consumer Products Program appear low, the “lighting buydown” portion of the program started recording savings in September and will achieve its savings goal by the end of the program year. CLEAResult utilized sales data in other lighting buydown programs it operates to determine how best to allocate budget throughout the program year, as this is the first time that this program has been offered through Energy Smart. Based on this analysis, it was determined that waiting until mid-program year to begin marking down the cost of CFL & LED bulbs in retail outlets Lowes, Home Depot and Walmart was the best approach. After the first year of program participation is collected, the lighting buydown program will be slightly modified in Program Year 6.

Eight variable speed Pool Pumps received incentives this quarter, making this the best performing quarter for this item in Energy Smart history. This represents work by the Energy Smart program to reach out to both Pool Supply distributors and installers to let them know about the incentive for this product.

Finally, 145 Room A/C rebate forms were mailed to Energy Smart for both the New Orleans and Algiers parts of the programs. This is a slight decline in program participation for this item as compared to years past, due in part to the change to the list of Room A/Cs which were able to achieve the “Energy Star” designation this year. In addition to there being less products which qualify, those products which do qualify were more expensive, likely a barrier to participation.

Income Qualified

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$925	0	\$22,845	0.00%	4.05%
Air Infiltration	2,646	\$992	93,586	\$111,040	2.83%	0.89%
Ceiling Insulation	7,432	\$4,183	103,333	\$74,499	7.19%	5.61%
Duct Efficiency	6,365	\$1,500	183,260	\$92,275	3.47%	1.63%
Direct Install	0	\$0	136,875	\$18,930	0.00%	0.00%
Weatherization Readiness	0	\$0	0	\$0	0.00%	0.00%
Room AC Replacement	0	\$0	1,822	\$759	0.00%	0.00%
Totals	16,443	\$7,600	518,876	\$320,348	3.17%	2.37%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$525	0	\$2,005	0.00%	26.18%
Air Infiltration	1,961	\$772	8,257	\$9,810	23.75%	7.87%
Ceiling Insulation	8,634	\$1,546	9,106	\$6,575	94.82%	23.51%
Duct Efficiency	0	\$0	16,218	\$8,176	0.00%	0.00%
Direct Install	0	\$0	12,204	\$1,686	0.00%	0.00%
Weatherization Readiness	0	\$225	0	\$0	0.00%	0.00%
Room AC Replacement	0	\$0	161	\$67	0.00%	0.00%
Totals	10,595	\$3,068	45,946	\$28,319	23.06%	10.83%

In Program Year 4, Energy Smart worked hard to boost participation by local minority contractor in Assisted Home Performance Program from October to February. This was done in order to help these contractors stay active during months in which they typically see a decline in business, resulting in them having to undergo seasonal layoffs. This strategy proved successful in Program Year 4, so is being repeated in Program Year 5, where the majority of savings in this program are anticipated come in the final two quarters of the program year.

A/C Tune-Up and HVAC Replacement

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Central A/C Replacement	87,335	\$13,570	417,019	\$109,094	20.94%	12.44%
Heat Pump Replacement	26,636	\$5,375	23,654	\$5,516	112.61%	97.44%
Coolsaver Tune Up	386,216	\$39,019	1,017,404	\$133,800	37.96%	29.16%
Totals	500,187	\$57,964	1,458,077	\$248,410	34.30%	23.33%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Central A/C Replacement	18,711	\$3,225	37,318	\$9,763	50.14%	33.03%
Heat Pump Replacement	0	\$0	2,143	\$500	0.00%	0.00%
Coolsaver Tune Up	37,457	\$4,050	91,670	\$12,052	40.86%	33.60%
Totals	56,168	\$7,275	131,131	\$22,315	42.83%	32.60%

The atypical extremely hot summer resulted in many Participating A/C Contractors being very busy with service calls which resulted in slightly low participation in the replacement and tune up program from June to August. In September however, participation began to increase, accounting for most of the savings reported in this quarter. In addition, Energy Smart worked directly with local apartment building owners to drive participation for renters in this program during September. The result of this will be a much higher participation rate at the end of the third quarter of the program year.

Green Light New Orleans

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
14W CFL	213,975	\$40,316	441,518	\$83,188	48.46%	48.46%
20W CFL	12,025	\$2,120	22,727	\$4,008	52.91%	52.90%
23W CFL	12,878	\$1,469	20,347	\$2,320	63.29%	63.30%
9W small base CFL	39,909	\$15,452	61,695	\$23,887	64.69%	64.69%
14W small base CFL	18,932	\$6,150	77,915	\$25,311	24.30%	24.30%
Totals	297,719	\$65,507	624,202	\$138,714	47.70%	47.22%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
14W CFL	41,558	\$7,830				
20W CFL	2,952	\$521				
23W CFL	1,852	\$211				
9W small base CFL	5,429	\$2,102				
14W small base CFL	2,826	\$918				
Totals	54,617	\$11,582				

In September, the City Council Utility, Telecommunications and Technology Committee allocated unspent Energy Smart dollars from Program Year 4 to Green Light New Orleans for them to continue their installation operations through the end of Program Year 6. New savings targets were established for the New Orleans portion of the program only, due to the majority of Green Light’s activity taking place on the Eastbank.

Small Commercial Solutions

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	865,612	\$103,873	2,048,540	\$272,476	42.26%	38.12%
Non-Lighting	294,008	\$32,947	1,643,766	\$183,400	17.89%	17.96%
Totals	1,159,620	\$136,820	3,692,306	\$455,876	31.41%	30.01%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	0	\$0	189,135	\$25,134	0.00%	0.00%
Non-Lighting	0	\$0	150,420	\$16,779	0.00%	0.00%
Totals	0	\$0	339,555	\$41,913	0.00%	0.00%

The New Orleans portion of the Small Commercial program continues to be on track to achieve its energy savings goal by the end of the program year. Having typically had difficulty with getting uptake for non-lighting items, Energy Smart was able to locate a Participating Contractor whose business model is to “directly install” refrigeration measures in restaurants, small grocery and convenience stores. The installation of these measures typically comes at no cost to the business owner. These savings are all represented in the “non-lighting” portion of the table above. All program incentives for the New Orleans Small Commercial Program are in “reserved” status with projects underway.

The Algiers portion of the program continues to have challenges in uptake. Despite the Participating Contractor doing direct install measures having tried to drive business in Algiers, they were totally unsuccessful in their efforts. Energy Smart reached out the Algiers Economic Development Foundation, who

has offered to go door to door to Algiers businesses to help drive program participation. This outreach effort is scheduled to commence in mid-November.

Large Commercial Solutions

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	2,062,052	\$202,966	2,564,413	\$302,977	80.41%	66.99%
Non-Lighting	151,041	\$17,673	4,997,354	\$591,913	3.02%	2.99%
Totals	2,213,093	\$220,639	7,561,767	\$894,890	29.27%	24.66%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	0	\$0	221,568	\$26,181	0.00%	0.00%
Non-Lighting	181,099	\$21,732	423,263	\$49,702	42.79%	43.72%
Totals	181,099	\$21,732	644,831	\$75,883	28.08%	28.64%

The Large Commercial Program continues to be the program in highest demand for the entire Energy Smart portfolio. This trend continued in Program Year 5, as all program funds were reserved for projects within the first month of release, despite having an almost 30% increase on the incentive budget as compared to Program Year 4. While the numbers in the chart show a relatively low proportion of realized savings for non-lighting projects, the results are due to the fact that Large Commercial non-lighting projects typically take the majority of the program year to complete. Measurement and Verification data must be collected on these projects, sometimes requiring up to 12 months of data collection in order to verify energy savings.

Energy Smart continues to work on some potential projects in Algiers and expects that the savings goal will be achieved by the end of the program year.

Marketing and Advertising

Neighborhood billboards promoting the CoolSaver program went up in the following areas: 9th ward, Mid-City, Treme and Central City.

Face # 06-6000-0 - 630 Newton St. & Valette N/S

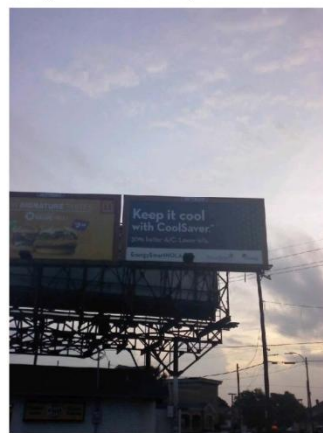


112510

Face # 07-1217-0 - 4018 St Claude Ave S/S



Face # 07-1309-0 - 3150 Gentilly Blvd & Elysian Fields S/S



Face # 07-6295-0 - 2000 S Claiborne Ave & St Andrew E/S



Outreach and Schools

Website Visits: Total website visits for this quarter were 3874 sessions, or 1291 sessions per month, which was higher than the monthly average for the last program year of 1049 sessions per month.

Life City: Life City continued to promote Energy Smart at events.

Energy Wise Alliance: In May, 2015, a new outreach and schools contractor was selected. The new contractor is the Energy Wise Alliance. They started work on the schools and outreach programs in June, 2015.

★ Schools

CLEARResult developed a new logo for distribution with the school kits program:



The new school year kicked off with the Energy Smart kids program. In the month of September 2015, a total of 275 students were reached via the program. The schools were:

Osborne Middle School
 Sylvania Williams College Prep
 Crocker College Prep

★ **Outreach and Events**

Energy Wise Alliance (EWA) participated in several key events: The Family Fun Fest at the New Orleans Public Library on July 18, the Preservation Resource Council’s Sellabration on September 12, and the Dillard Housing, Health and Home Improvement Fair on September 26. At the PRC Sellabration, EWA arranged for the LA House Mobile Home to participate, which is a moving showcase of home energy efficiency. Staff also presented and tabled at numerous neighborhood and community events, with totals shown in the table below.

DISTRICT	A		B		C		D		E		TOTAL Q2	
	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend
Presentation	0	0	1	6	3	95	1	30	0	0	5	131
Tabling	0	0	6	2630	1	68	3	720	1	50	11	3468
Event	0	0	0	0	0	0	0	0	2	90	0	0
Canvassing	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	0	0	7	2636	4	163	4	750	1	50	16	3599

Information Center: The Energy Smart Information Center is now located at the Entergy Customer Care Center on Canal and Broad, and is staffed most Fridays from 10:00 – 2:00.

Newsletters

Newsletters and e-blasts were delivered through various outlets during this quarter.

Newsletters and E-Blasts		
Date	Organization	Topic
7/1/2015	ENO Solutions Plus	Tips for Staying Cool This Summer (HPWES)
7/16/2015	ENO E-Blast	Summer Savings Made Simple (A/C programs)
7/29/15 and throughout summer	Uptown Messenger	CoolSaver
7/31/2015	Gambyte	CoolSaver
7/29/2015	ELA Solutions Plus	More Ways to stay cool this summer
8/5/2015	Tribune E-Blast	Stay Cool and Save with CoolSaver
August - 4 blasts	Gambyte	CoolSaver
8/24/2015	ENO E-Blast	Second Refrigerator? See what it's costing you
9/9/2015	Tribune E-Blast	Stay Cool and Save with CoolSaver
September - 3 blasts	Gambyte	CoolSaver