



Entergy New Orleans, Inc.  
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October 28, 2016

*Via Hand Delivery*

Ms. Lora W. 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 Energy Smart Quarterly Report for the Period of July 1, 2016 to September 30, 2016 (Resolutions R-11-52, R-14-509, R-15-140, R-15-599; 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 periodic reports to be filed with the Council. Council Resolutions R-14-509 and R-15-140 and R-15-599 approved the continuance of the Energy Smart for Program Years 5 and 6.

On behalf of CLEAResult, ENO submits the enclosed original and three copies of the Energy Smart Quarterly Report for the period of July 1, 2016 to September 30, 2016. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Thank you for your assistance with this matter.

Sincerely,

Gary E. Huntley

Enclosures  
cc: Official Service List UD-08-02 (via electronic mail)





**Entergy New Orleans, Inc.**  
**2<sup>nd</sup> Quarter Report**  
**July – September 2016**

## **✦ Executive Summary**

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

This report contains data on the Energy Smart program, with detailed information about both the New Orleans and Algiers portions 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 builds off the successful first 4 years of the program with limited program design changes to reflect lessons learned from phase 1. The “Summary of Program Activity” tables on the next page contain kWh progress toward goal through the second quarter for the 6th program year, April 2016 to March 2017. 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
- ✦ A comprehensive review of each program’s data and activity
- ✦ Marketing and outreach activity

Program Year 6 is divided into four quarters:

- ✦ Quarter 1: April-June, 2016
- ✦ Quarter 2: July-September, 2016
- ✦ Quarter 3: October-December, 2016
- ✦ Quarter 4: January-March, 2017

Each program section demonstrates the amount of kWh energy savings and budget spends attributed to individual measures in each program. These charts will continue in the quarterly reports as the Council’s Advisors have expressed an interest in a more granular view of program progress.

✦ **Summary of Overall Program Activity**

Program	Saving Goals		New Orleans Savings Through Quarter Two					Completed YTD	
	kW	kWh	kW	kWh	CO2 Reduction (lbs)	Participants	Measures	%kW	%kWh
Home Performance with ENERGY STAR	306	959,195	465	2,452,776	13,735,544	740	2,050	152.06%	255.71%
Consumer Products	312	1,031,863	116	379,419	2,124,748	8,573	17,220	37.23%	36.77%
Low Income	227	586,035	82	391,544	2,192,647	90	137	36.04%	66.81%
A/C Tune-up & HVAC	587	1,478,640	359	1,115,279	6,245,562	473	541	61.23%	75.43%
School Kits & Education	137	1,071,063	14	104,946	587,699	911	911	10.18%	9.80%
Green Light	109	518,286	12	53,424	299,175	147	3,144	10.58%	10.31%
Small Business Solutions	1,163	4,487,511	65	750,021	4,200,118	18	1,964	5.57%	16.71%
Large Commercial Solutions	1,345	8,322,948	212	1,508,936	8,450,042	10	7,566	15.73%	18.13%
<b>Totals</b>	<b>4,186</b>	<b>18,455,541</b>	<b>1,325</b>	<b>6,756,345</b>	<b>37,835,534</b>	<b>10,962</b>	<b>33,533</b>	<b>31.64%</b>	<b>36.61%</b>

Program	Saving Goals		Algiers Savings Through Quarter Two					Completed YTD	
	kW	kWh	kW	kWh	CO2 Reduction (lbs)	Participants	Measures	%kW	%kWh
Home Performance with ENERGY STAR	24	67,363	39	190,571	1,067,199	37	147	162.06%	282.90%
Consumer Products	26	85,380	2	3,673	20,568	7	7	7.37%	4.30%
Low Income	18	45,606	3	16,185	90,636	4	6	18.86%	35.49%
A/C Tune-up & HVAC	45	114,173	22	59,701	334,326	31	31	48.00%	52.29%
School Kits & Education	11	82,293	2	15,095	84,532	80	80	18.18%	18.34%
Green Light	n/a	n/a	2	7,885	44,156	26	464	n/a	n/a
Small Business Solutions	89	342,190	0	196,447	1,100,103	2	124	0.00%	57.41%
Large Commercial Solutions	107	661,531	0	0	0	0	0	0.00%	0.00%
<b>Totals</b>	<b>320</b>	<b>1,398,536</b>	<b>69</b>	<b>489,557</b>	<b>2,741,520</b>	<b>187</b>	<b>859</b>	<b>21.72%</b>	<b>35.00%</b>

Program Expenditures Through Quarter Two				
	New Orleans		Algiers	
Program	Incentive	Implementation	Incentive	Implementation
Home Performance w/ ENERGY STAR	\$294,431	\$510,112	\$23,188	\$70,884
Consumer Products	\$46,863		\$415	
Low Income	\$102,398		\$4,657	
A/C Tune-up & HVAC	\$121,827		\$5,858	
School Kits & Education	\$25,134		\$0	
Green Light	\$12,042		\$1,772	
Small Business Solutions	\$90,003	\$152,642	\$28,927	\$17,099
Large Commercial Solutions	\$153,079	\$290,021	\$0	\$30,942
<b>Totals</b>	<b>\$845,777</b>	<b>\$952,775</b>	<b>\$64,816</b>	<b>\$118,925</b>

### ✦ Home Performance with ENERGY STAR

The demand for this program continues to be very strong. Current levels of participation indicate that the Home Performance with ENERGY STAR designation has increased consumer awareness for these energy efficiency measures over the last 2 program years. Duct Efficiency and Air Infiltration measures combined to represent 85.4% of the total dollars expended during the first 2 quarters of Program Year 6 and 97.4% of the total kWh achieved during the same time frame. Continued efforts will be extended to offer Ceiling Insulation as an additional complement to the mix of measures.

The Algiers portion of this program has been popular as well. Similar to the New Orleans results and as reflected in the chart below, Duct Efficiency and Air Infiltration measures are being implemented at a higher rate than Ceiling Insulation.

Home Performance with ENERGY STAR						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$34,900	0	\$49,753	0	70.15%
Air Filtration	391,783	\$63,666	110,252	\$70,334	355.35%	90.52%
Ceiling Insulation	62,858	\$8,193	219,470	\$65,489	28.64%	12.51%
Duct Efficiency	1,998,134	\$187,672	448,327	\$112,532	445.69%	166.77%
Direct Install	0	\$0	181,146	\$47,924	0.00%	0.00%
<b>Totals</b>	<b>2,452,776</b>	<b>\$294,431</b>	<b>959,195</b>	<b>\$346,032</b>	<b>255.71%</b>	<b>85.09%</b>

Home Performance with ENERGY STAR						
Algiers						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$2,700	0	\$4,072	0.00%	66.31%
Air Filtration	35,959	\$5,740	9,039	\$5,770	397.82%	99.48%
Ceiling Insulation	7,285	\$924	17,878	\$5,335	40.75%	17.32%
Duct Efficiency	147,326	\$13,824	25,665	\$7,709	574.04%	179.33%
Direct Install	0	\$0	14,781	\$3,909	0.00%	0.00%
<b>Totals</b>	<b>190,571</b>	<b>\$23,188</b>	<b>67,363</b>	<b>\$26,795</b>	<b>282.90%</b>	<b>86.54%</b>

### \* Consumer Products

To encourage adoption of program measures, eligible customers will receive: 1) Discounts from rebates, and 2) Promotional materials that describe the benefits of purchasing qualified energy efficient items at outreach events and participating retail locations. Additionally, this program will incorporate other activities designed to educate eligible customers about the energy efficiency technologies and incentives that are available. Efforts will be made to increase the number of products that are available in area retail locations. The Lighting & Appliances Program strives to make participation in programs as convenient and streamlined as possible. Educational outreach events will also be used as an opportunity to distribute energy efficient measures to customers through a more hands-on channel.

Lighting Buy Down has accounted for 87.5% of the total kWh submitted and 85.7% of the total Incentive Dollars submitted Year-To-Date; 111 Room A/C rebates and 4 Pool Pump rebates were received. Several promotions are scheduled to launch during the 3<sup>rd</sup> quarter at Lowe's and Home Depot as well as at our new partner retailer, Dollar Tree.

Consumer Products						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Advanced Power Strips	224	\$25	3,975	\$532	5.64%	4.70%
Lighting Buy Down	331,850	\$40,158	909,087	\$205,508	36.50%	19.54%
Room A/Cs	38,822	\$5,880	118,801	\$43,313	32.68%	13.58%
Pool Pumps	8,524	\$800	n/a	n/a	n/a	n/a
<b>Totals</b>	<b>379,419</b>	<b>\$46,863</b>	<b>1,031,863</b>	<b>\$249,353</b>	<b>36.77%</b>	<b>18.79%</b>

Consumer Products						
Algiers						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Advanced Power Strips	112	\$15	330	\$44	33.94%	34.09%
Lighting Buy Down	0	\$0	8,160	\$704	0.00%	0.00%
Room A/Cs	0	\$0	67,113	\$16,303	0.00%	0.00%
Pool Pumps	3,561	\$400	9,777	\$3,565	36.42%	11.22%
<b>Totals</b>	<b>3,673</b>	<b>\$415</b>	<b>85,380</b>	<b>\$20,616</b>	<b>4.30%</b>	<b>2.01%</b>

**\* Income Qualified (Assisted Home Performance with ENERGY STAR)**

Two of the 3 contractors that are working in the Assisted Home Performance with ENERGY STAR Program continued to submit rebates and assist income qualified families in the ENO and Algiers customer service regions. The 3rd contractor involved experienced issues in locating customers within the proper income eligibility range. We will continue to work with Energy Wise Alliance in promoting the program at their tabling events and at their weekly tabling at the Entergy Customer Care Centers.

The 2nd quarter started with 21 homes retrofitted in July, 48 homes in August and 35 in September. The total homes serviced this quarter are 104. Adjustments were made to allocations to incentivize the 2 producing contractors. There were 97 homes that received Duct Efficiency measures resulting in an average kWh savings of 3,602. The average rebate incentive for Duct Efficiency measures was \$899. There were 33 homes that received the Air Infiltration measure resulting in an average kWh savings of 697. The average rebate incentive for air sealing measures was \$161. There were 15 homes that received attic insulation resulting in an average kWh savings of 2,096. The average rebate incentive for insulation was \$829.

There were 4 homes in Algiers that benefitted from the Income Qualified Program this quarter. All 4 homes received Duct Efficiency, Air Infiltration and Ceiling Insulation measures. Duct Efficiency measures resulted in an average kWh savings of 3,903. The average rebate incentive for duct efficiency measures was \$1,091.

Income Qualified (Assisted Home Performance with ENERGY STAR)						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$0	0	\$25,588	0.00%	0.00%
Air Filtration	22,314	\$5,311	105,338	\$125,146	21.18%	4.24%
Ceiling Insulation	28,633	\$11,837	116,161	\$83,871	24.65%	14.11%
Duct Efficiency	340,597	\$85,250	206,861	\$104,286	164.65%	81.75%
Direct Install	0	\$0	155,620	\$21,505	0.00%	0.00%
Weatherization Readiness	0	\$0	0	\$0	0.00%	0.00%
Room A/C Replacement	0	\$0	2,055	\$856	0.00%	0.00%
<b>Totals</b>	<b>391,544</b>	<b>\$102,398</b>	<b>586,035</b>	<b>\$361,252</b>	<b>66.81%</b>	<b>28.35%</b>

Income Qualified (Assisted Home Performance with ENERGY STAR)						
Algiers						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$0	0	\$2,001	0.00%	0.00%
Air Filtration	573	\$298	8,214	\$9,752	6.97%	3.05%
Ceiling Insulation	0	\$0	9,065	\$6,539	0.00%	0.00%
Duct Efficiency	15,612	\$4,359	16,104	\$8,112	96.95%	53.74%
Direct Install	0	\$0	12,063	\$1,668	0.00%	0.00%
Weatherization Readiness	0	\$0	0	\$0	0.00%	0.00%
Room A/C Replacement	0	\$0	160	\$67	0.00%	0.00%
<b>Totals</b>	<b>16,185</b>	<b>\$4,657</b>	<b>45,606</b>	<b>\$28,139</b>	<b>35.49%</b>	<b>16.55%</b>

### \* A/C Tune-Up and HVAC Replacement

The 2nd quarter results revealed an upswing in participation despite record temperatures that typically cause high demand for emergency calls and HVAC maintenance calls for the majority of our trade allies. This increased participation is due, in part; to a multitude of trade allies hiring new technicians to actively perform the CoolSaver Tune-ups.

There were 14 replacements completed in the 2nd quarter, with 12 of the total installations taking place in New Orleans. There were 282 air conditioning systems that received high performance tune-ups from 7 qualified trade allies. Of those tune-ups, 82 air conditioning systems benefited from receiving duct-sealing as well.



A/C Tune-up and HVAC Replacement						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Central A/C Replacement	58,308	\$7,850	204,083	\$60,065	28.57%	13.07%
Heat Pump Replacement	0	\$0	13,613	\$4,046	0.00%	0.00%
CoolSaver Tune-up	1,056,971	\$113,977	1,260,944	\$166,624	83.82%	68.40%
<b>Totals</b>	<b>1,115,279</b>	<b>\$121,827</b>	<b>1,478,640</b>	<b>\$230,735</b>	<b>75.43%</b>	<b>52.80%</b>

A/C Tune-up and HVAC Replacement						
Algiers						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Central A/C Replacement	5,815	\$775	15,793	\$4,648	36.82%	16.67%
Heat Pump Replacement	0	0	1,047	\$311	0.00%	0.00%
CoolSaver Tune-up	53,886	\$5,083	97,333	\$12,864	55.36%	39.51%
<b>Totals</b>	<b>59,701</b>	<b>\$5,858</b>	<b>114,173</b>	<b>\$17,823</b>	<b>52.29%</b>	<b>32.87%</b>

✦ **Green Light New Orleans**

Green Light New Orleans (GLNO) continued to achieve less than satisfactory results during the 2nd quarter of Program Year 6. The retail market has shifted towards LED bulbs and the price point for LED bulbs is now affordable for most consumers. GLNO's former go-to markets either have CFL bulbs or are able to now purchase LED bulbs or other affordable lighting measures. GLNO has recognized that its current model of operation will no longer be viable and has taken the initial steps to revamp its business model to include more contemporary lighting solutions.

Greenlight New Orleans						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
14W CFL	39,969	\$7,531	357,621	\$67,382	11.18%	11.18%
20W CFL	1,595	\$281	29,454	\$3,246	5.41%	8.66%
23W CFL	897	\$102	18,129	\$1,879	4.95%	5.44%
9W small base CFL	9,079	\$3,515	49,972	\$19,348	18.17%	18.17%
14W small base CFL	1,884	\$612	63,110	\$20,501	2.99%	2.99%
<b>Totals</b>	<b>53,424</b>	<b>\$12,042</b>	<b>518,286</b>	<b>\$112,356</b>	<b>10.31%</b>	<b>10.72%</b>

Greenlight New Orleans		
Algiers		
Measure	YTD	
	kWh Savings	Incentive Dollars
14W CFL	5,855	\$1,103
20W CFL	108	\$19
23W CFL	289	\$33
9W small base CFL	1,392	\$539
14W small base CFL	240	\$78
<b>Totals</b>	<b>7,885</b>	<b>\$1,772</b>

### ✦ Small Commercial Solutions

The Small Commercial Program has seen more projects submitted in the 2nd quarter; however, project submittal has been somewhat slower than previous years. In New Orleans, there have been 12 additional projects submitted in the 2nd quarter. In Algiers, one project was completed in the 2nd quarter which accounted for 57% of the annual goal.

In the 2nd quarter, the staff has been working to recruit additional contractors as well as existing contractors to enroll more customers in the program. In addition, the staff has been working to develop a small commercial duct efficiency measure to complement the small commercial CoolSaver measure that was offered for the first time during Program Year 6. Savings for the duct efficiency measure are based off ADM approved duct efficiency deemed savings for New Orleans businesses. Now that cooling season is tapering off and HVAC contractors have less service calls, many of them are looking for

additional work to keep their staff busy through the fall and winter months. We will utilize these contractors to perform the duct efficiency measures and the CoolSaver staff to perform quality assurance inspections. Rebate forms, information sheets, contractor enrollment and internal tracking for this measure will be ready to facilitate projects at the beginning of November. Using the new CoolSaver and duct efficiency measures along with newly recruited contractors, the program will be able to reach goal by the end of the program year in New Orleans and in Algiers.

Small Commercial						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	750,021	\$90,003	2,405,908	\$319,713	31.17%	28.15%
Non-Lighting	0	0	2,081,603	\$245,008	0.00%	0.00%
<b>Totals</b>	<b>750,012</b>	<b>\$90,003</b>	<b>4,487,511</b>	<b>\$564,721</b>	<b>16.71%</b>	<b>15.94%</b>

Small Commercial						
Algiers						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	196,447	\$28,927	182,986	\$24,337	107.36%	118.86%
Non-Lighting	0	\$0	159,204	\$18,741	0.00%	0.00%
<b>Totals</b>	<b>196,447</b>	<b>\$28,927</b>	<b>342,190</b>	<b>\$43,078</b>	<b>57.41%</b>	<b>67.15%</b>

### ✦ Large Commercial Solutions

The New Orleans Large Commercial Program has incentive funds remaining. There have been several customers/contractors interested in the remaining funds and the funds should be fully reserved by the end of October, 2016. New Orleans Cold Storage finalized their project and submitted a lighting project application for \$50,000 in incentive funds and over half a million kWh in energy savings. Many of the non-lighting projects require a minimum of 3 months of data collection in order to verify savings. Those projects will not close out until the end of the 3rd quarter or into the 4th quarter of Program Year 6.

Algiers has 2 projects that are in progress that are anticipated to account for 77% of the goal. These projects should be completed during the 3rd quarter.

Large Commercial						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	1,337,755	\$132,537	5,658,109	\$638,726	23.64%	20.75%
Non-Lighting	171,181	\$20,542	2,664,839	\$302,615	6.42%	6.79%
<b>Totals</b>	<b>1,508,936</b>	<b>\$153,079</b>	<b>8,322,948</b>	<b>\$941,341</b>	<b>18.13%</b>	<b>16.26%</b>

Large Commercial						
Algiers						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	0	\$0	210,273	\$23,881	0.00%	0.00%
Non-Lighting	0	\$0	451,258	\$51,235	0.00%	0.00%
<b>Totals</b>	<b>0</b>	<b>\$0</b>	<b>661,531</b>	<b>\$75,116</b>	<b>0.00%</b>	<b>0.00%</b>

#### \* EasyCool – Direct Load Control Pilot

During the 2nd quarter of Program Year 6, the Direct Load Control (DLC) Pilot Program began in earnest with the installation of DLC devices. After the 3 contractors received installation training, each was given a specific installation roadmap to achieve maximum efficiency. All devices were installed by August 23<sup>rd</sup>. At this juncture the cycling events were scheduled and a total of 9 events were completed by the end of September. The events were scheduled during days that exhibited the clearest skies and hottest temperatures; 7 of these events were scheduled and completed at the 50% standard cycle rate with 2 at the 33% standard cycle rate. The evaluator will now begin to collect data from these devices to determine pilot effectiveness.

#### \* Nest Thermostat Pilot

The Nest Smart Thermostat Pilot is designed to install 1,000 Nest Thermostats in income-qualified (to the highest percentage possible) multi-family residences in Algiers. Utilizing only Nest Pro installers, installations began on September 21, 2016. There are 7 separate apartment complexes that have been recruited to participate in this pilot. Formal memorandums were signed and specific insurance certificates were provided. Approximately 370 units had been installed by the end of the 2nd quarter with all installations scheduled to be completed by the 3rd week of October, 2016.

## **✦ Outreach**

### **Website Visits**

Total website visits for this quarter were 1,409 sessions, or 470 sessions on average per month, which was lower than the monthly average for the last quarter of the previous program year of 776 sessions per month.

### **Life City**

Life City continued to promote Energy Smart at events.

### **Schools and Outreach programs with Energy Wise Alliance (EWA)**

This quarter a total of 179 students were in the program, for the start (August – September) of the 2016-2017 school year. This brings the total number of students for this program year so far to 604. The schools this quarter were: **Renew HC Schaumburg, McDonough #32 Elementary School (West Bank), and Community Works - St. Paul Lutheran**

### **Events**

EWA participated in a significant number of events this quarter, including presenting at all Entergy Hurricane Prep meetings across the city, including; Mary Queen of Vietnam, Lakeview Christian Center, First Presbyterian Church, Beacon Light International Cathedral, and the Algiers Auditorium. Events included; The Shell Health Fair, Councilmember Susan Guidry's Sustainable Business Fair, Tulane's Community Partner Fair, Central City Community Outreach, Lafitte Greenway Earth Day, PRC Sellabration, and the Dillard University Health and Home Improvement Fair, among other events. Neighborhood presentations included; Algiers Riverview, Faith and Glory Baptist Church, LA Green Corps, Lake Oaks N.A., Irish Channel N.A., and Springlake N.A.

DISTRICT	A		B		C		D		E		TOTAL Q2	
	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend
Tabling/Event	3	205	2	210	1	125	2	500	1	100	9	1,140
Non-Profit												
Workshop	0	0	0	0	0	0	1	5	0	0	1	5
CCC/Library	7	540	1	30	5	325	0	0	0	0	13	895
Presentation	2	55	2	54	1	9	4	68	6	142	15	328
<b>TOTAL</b>	<b>12</b>	<b>800</b>	<b>5</b>	<b>294</b>	<b>7</b>	<b>459</b>	<b>7</b>	<b>573</b>	<b>7</b>	<b>242</b>	<b>38</b>	<b>2,368</b>

### **Information Center**

The Energy Smart Information Center is now located at both the Entergy Customer Care Center on Canal and Broad and at the Customer Care Center in Algiers. The center is staffed most Fridays, alternating East and West Banks.

## **\* Marketing**

Q2 marketing initiatives included the following:

### 1) Nest Program

- a. Tenant Notification
  - i. Utilized by the apartment managers to notify tenants of the upcoming Nest installation
- b. Leave Behind
  - i. Informational piece including program highlights, contact information, and user direction
  - ii. Additional branding and recognition for Energy Smart

### 2) CoolSaver

- a. Residential Fact Sheet
  - i. Customer facing educational piece used to increase program awareness and ultimately drive participation
  - ii. Can be utilized as a cross promotional tool
- b. Trade Ally Recruitment Flyer
  - i. Primary purpose is to assist in contractor recruitment
  - ii. Educational piece illustrating the benefits and providing technical information as it pertains to the program
  - iii. Primary distribution channels will be email and in person meetings and events

### 3) Energy Smart for Kids

- a. Schools Presentation
  - i. Updated for the 2016-2017 school year
  - ii. Purpose is to begin to educate primarily 6<sup>th</sup> grade students on the power of energy efficiency
- b. Starter Kit Installation Guide/Form
  - i. Included in the Energy Smart for Kids starter kit
  - ii. Walks the children/parents through step by step on how to install the direct measures supplied in the kit
  - iii. Serves as verification that the measures were installed
  - iv. Allows us to collect email addresses for future re-marketing opportunities
- c. Leave Behind
  - i. Given to students as a take home to their parents after they turn in their starter kit form
  - ii. Provides additional education on other Energy Smart program opportunities

### 4) Nonprofit Outreach

- a. This piece is emailed to the members of the nonprofit organization that participated in the Nonprofit Retrofit program once the work is complete
- b. Informs them of their organization's participation and making them aware of measures they can implement to create a more energy efficient environment for themselves and their family

### NEST Leave Behind Piece: front and back



**EnergySmart**  
A New Orleans Program

**Entergy**

WE POWER LIFE

This thermostat from Energy Smart, an Entergy New Orleans program, lowers your energy bill by learning your heating and cooling habits, reducing energy use when you're not home and turning on automatically when you are home. You can even adjust it from a smartphone.

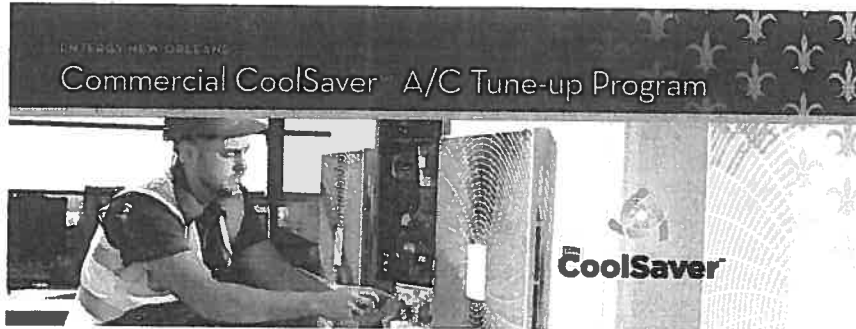
**All you have to do now is kick back and save. Pretty simple.**

Installation and removal instructions are included in the box. If you did not receive the instructions, please contact the Nest Learning Thermostat Customer Support at 1-800-989-9981. Or, visit [www.nest.com](http://www.nest.com) for more information.

If you have any questions about how to operate the thermostat, call Nest at **855-469-6378**. For questions about your installation, call Energy Smart at **800-790-8853**.

Energy Smart is a program of Entergy. Please refer to the program terms and conditions for more information. ©2012 Entergy. All rights reserved.

## Commercial CoolSaver Residential Factsheet



The Commercial CoolSaver program is designed to overcome market barriers that prevent commercial customers from receiving high-performance A/C and heat pump tune-ups. By identifying and correcting system inefficiencies, you save energy and money. CoolSaver provides incentives, training on best practices and discounts on high-quality tools for contractors to conduct high-performance system tune-ups.

- Instant discount
- Use of precision digital instruments to increase system efficiency
- Reduced cooling costs
- Extends life of equipment
- Better humidity control

All Energy New Orleans small commercial customers (<100 kW average peak demand) with a central A/C or heat pump that is at least one year old and under 25 tons. (Systems that have been incentivized through the CoolSaver program in the last five years are not eligible to receive these incentives.)

- Contact the Energy Smart Center at 866-721-0249 or [info@energysmartnola.com](mailto:info@energysmartnola.com). Or visit [EnergySmartNOLA.com](http://EnergySmartNOLA.com) for more details and to find a list of participating CoolSaver trade allies in your area.
- Your trade ally will conduct an evaluation of your system to determine whether you would benefit from a high-performance tune-up, which could include services listed in the table below.
- Your trade ally carries out your recommended tune-up measures.
- Your trade ally will apply your instant rebate to your final invoice.

COMMERCIAL COOLSAVER INCENTIVE RATES	Measure Type	Potential Services	Incentive Discount
	High performance A/C tune up	• Cleaning condenser coil	1.5 - 2.5 tons: \$125
		• Cleaning evaporator coil	3 - 5 tons: \$150
		• Cleaning blower	6 - 10 tons: \$200
		• Adjusting airflow & refrigerant to a manufacturer specification	11 - 15 tons: \$250 16 - 25 tons: \$400

For more information, visit [EnergySmartNOLA.com](http://EnergySmartNOLA.com), call toll-free 866-721-0249 or email [info@energysmartnola.com](mailto:info@energysmartnola.com).



Energy Smart is an energy efficiency program developed by the New Orleans City Council and administered by Entergy - New Orleans



### CoolSaver Recruitment Piece



**Want to boost profits? Join the CoolSaver<sup>SM</sup> A/C Tune-up Program as a trade ally.**

In this program, you'll be able to save customers energy and money by offering high-performance air conditioning and heat pump system tune-ups. That alone could attract more business. Plus, you'll receive training on best practices and discounts on tools. So everyone wins.

**Benefits for your business:**

- Increase customer base.
- Receive more dollars per CoolSaver Tune-up
- Reduce call backs, thereby increasing profits
- Keep technicians busy during the off season.

**Benefits for you:**

- Raise level of expertise.
- Use state-of-the-art digital tools
- Receive ongoing technical training.
- Learn to calculate the BTU output of each CoolSaver Tune-up.
- Master precision refrigerant adjustment techniques.

**Benefits for your customers:**

- Lower Entergy bills.
- Enjoy a more comfortable indoor environment
- Experience better humidity control.
- Understand the value of continuing maintenance.
- Increase system efficiency



Energy Smart is a comprehensive energy efficiency plan developed by the New Orleans City Council and administered by Entergy New Orleans, Inc.



WE POWER LIFE<sup>SM</sup>

### Energy Smart for Kids Leave Behind



**Congratulations!** You took the first step on your energy efficiency journey with the Energy Smart for Kids program. You've cut down your energy use and started lowering your energy costs. So why stop now?

#### HERE ARE 8 MORE WAYS YOU CAN SAVE

- Get free energy-efficient light bulbs installed by Green Light New Orleans.
- Earn a mail-in rebate from Energy Smart toward a smart power strip.
- Replace your shower heads with low flow versions.
- Adjust your thermostat to use less energy when you're not at home.
- Choose ENERGY STAR® appliances, like a window A/C that also includes a mail-in rebate.
- Get a CoolSaver™ A/C Tune up, which has the added bonus of extending the life of your unit.
- Have duct sealing, weatherization and insulation work done by an Energy Smart contractor.
- If you have a small or large business, take advantage of our incentives toward energy efficiency upgrades for businesses, too.

#### QUESTIONS?

For more information, visit [EnergySmartNOLA.com](http://EnergySmartNOLA.com), call toll free 866-721-0249 or email [info@energysmartnola.com](mailto:info@energysmartnola.com).

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WE POWER LIFE™

### Nonprofit Mailer

## ENERGY SMART NOLA Bring home the energy savings.



Congratulations! Your organization is already making moves to save energy with the Energy Smart Nonprofit Retrofit Program. Now it's your turn to bring the savings home with smart upgrades that help lower your own energy costs.

#### HERE ARE EIGHT MORE WAYS YOU CAN SAVE

1. Get free energy-efficient light bulbs installed by Green Light New Orleans.
2. Earn a mail-in rebate from Energy Smart toward a smart power strip.
3. Replace your showerheads with low-flow versions.
4. Adjust your thermostat to use less energy when you're not at home.
5. Choose ENERGY STAR® appliances, like a window A/C that also includes a mail-in rebate.
6. Get a CoolSaver™ A/C Tune-up, which has the added bonus of extending the life of your unit.
7. Have duct sealing, weatherization and insulation work done by an Energy Smart trade ally.
8. If you have a small or large business, take advantage of our incentives toward energy efficiency upgrades for businesses, too.

#### QUESTIONS?

For more information, visit [EnergySmartNOLA.com](http://EnergySmartNOLA.com), call toll-free 866-721-0249 or email [info@energysmartnola.com](mailto:info@energysmartnola.com). And make sure to tell others in your organization about these energy-saving options.

Energy Smart is a comprehensive energy efficiency plan developed by the New Orleans City Council and administered by Entergy New Orleans, Inc.



WE POWER LIFE™

## **BEHAVIORAL PILOT UPDATE**

The behavioral program launch is coming soon. Since obtaining internal data security clearance, Accelerated Innovations has been working with Entergy New Orleans on the information technology protocols necessary for the program. In addition, Accelerated Innovations has created many of the marketing materials that will be used to generate customer participation. These materials include posters, banners, brochures and digital email designs. An ad for the program appeared in the Uptown Messenger and there will be an article in the November issue of the Solutions Plus newsletter. Accelerated Innovations recently joined Energy Wise Alliance at the Customer Care Center and at the Audubon Charter Fall Fete to make announcements that the program is nearing. It is anticipated that the next quarterly report will contain an update of the program post-launch.



# SCORE **BIG** SAVINGS

Did you know that 50%  
of energy use is driven by  
the weather?

New Orleans' climate often makes saving energy a challenge. Weather can be unpredictable, but now you can use the **Energy Smart Scorecard** program to help you save on your energy bills.

#### **Energy Smart Scorecard insights:**

- See how the previous month's weather drove your energy use.
- Find out how your home's use compares to similar-sized homes in your area.
- Learn where your home uses the most energy.
- Get seasonal tips to help reduce energy use going forward.
- Analyze your historical energy use data, monitor your progress and see the results of the actions you are taking to save.
- Personalize your property profile for added insight when you create an account at **EnergySmartCard.com**.

## **Get started today!**

Create an account at **EnergySmartCard.com**, link via your **Entergy myAccount page**, or via the free **WeatherBug® Home** app. Connect from your computer, tablet or smartphone.

For more information contact the Energy Smart Scorecard support team at [info@EnergySmartCard.com](mailto:info@EnergySmartCard.com).





# SCORE **BIG SAVINGS** WITH THE ENERGY SMART SCORECARD!

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## Did you know that 50% of energy use is driven by the weather?

New Orleans' climate can sometimes drive energy costs way up. You can't control the weather but you can take steps to control your energy costs. Register for the free **Energy Smart Scorecard** program to learn how the weather drives your energy use and easy ways to reduce your bill!

Sign up today via [EnergySmartCard.com](http://EnergySmartCard.com), your Entergy myAccount page, or download and link via the free WeatherBug® Home app. Connect from your computer, tablet or smartphone.

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Ready to get Energy Smart?

Visit [EnergySmartCard.com](http://EnergySmartCard.com)

Call toll-free (877) 418-4170

Email [info@EnergySmartCard.com](mailto:info@EnergySmartCard.com)

*Energy Smart*  
A New Orleans Program

 **Entergy.**

— WE POWER LIFE™



## Score **BIG SAVINGS** with the Energy Smart Scorecard!



Learn how the weather drives your home's energy use  
and easy steps you can take to help **save money!**

Coming soon and free for Entergy New Orleans residential customers.

SPS 105-107-0000-40-0000 (modification when you are ready)





## **Energy Smart Scorecard benefits:**

- ✧ See how the last month's weather drove your home's energy use.
- ✧ Find out how your home's use compares to similar-sized homes in your area.
- ✧ Learn where your home uses the most energy.
- ✧ Get seasonal tips to help reduce energy use going forward.
- ✧ Analyze your historical usage data, monitor your progress and see the results of your actions.
- ✧ Personalize your property profile for added insight when you create an account in the Energy Smart Scorecard portal.

