

Energy Smart:

Update to the New Orleans City Council Utility Committee

June 23, 2011

Agenda

- ✦ Background
- ✦ Programs Summary
- ✦ Update by Program
- ✦ Participating Contractors
- ✦ Program Participation/Savings
- ✦ Marketing and Outreach

Background

- Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, Inc. (ENO)
- The Energy Smart program offers energy efficiency information and incentives to help New Orleans residents and businesses save energy and money.
- Any residence or business that is an electric customer of ENO is eligible to participate.
- The program will go for three years, starting in February, 2011.
- CLEAResult has been selected to be the Third Party Administrator implementing the programs.

What Programs Are Offered?

Energy Smart offers the following programs:

- Residential:
 1. Residential Solutions
 2. High-Performance Air Conditioning (A/C) Tune-Ups
 3. ENERGY STAR Air Conditioning
 4. Compact Fluorescent Lighting Direct Install
 5. Solar Water Heater Pilot
 6. Energy Efficient New Homes
 7. Weatherization Ready

- Commercial:
 1. Small Commercial Solutions (<100 kW demand)
 2. Large Commercial & Industrial Solutions (>100 kW demand)

Program Participation Summary

Energy Smart May 2011 - Monthly Participation/Savings Report

(Program Year - March 2011 thru February 2012)

		2011 Saving Goals		Completed YTD kW and kWh					% Completed YTD to Goal	
Program Name	Market Focus	kW	kWh	kW	kWh	CO ² reduction (lbs)	# of Participant s	# of Measures	kW	kWh
Residential Energy Solutions	Residential	220	651,656	8	18,805	28,587	36	41	3.5%	2.9%
Energy Star Air Conditioning	Residential	260	883,627	3.95	10,465	15,909	21	21	1.5%	1.2%
A/C Tune-up	Residential	486	882,739	42.21	76,427	116,184	129	129	8.7%	8.7%
Energy Smart New Homes	Residential	252	1,266,391	0.00	0	0	0	0	0.0%	0.0%
CFL Direct Install	Residential	495	3,424,013	49.28	397,682	604,552	625	9,440	10.0%	11.6%
Low Income	Residential	18	81,699	0.00	0	0	0	0	0.0%	0.0%
Solar Water Heater Pilot	Residential	39	259,785	0.00	0	0	0	0	0.0%	0.0%
Small Commercial Solutions	Commercial	322	2,230,328	0.00	0	0	0	0	0.0%	0.0%
Large Commercial Solutions	Commercial	3,000	4,130,464	0.00	0	0	0	0	0.0%	0.0%
Totals		5,092	13,810,702	103.18	503,379	765,232	811	9,631	2.0%	3.6%

Residential Solutions

✧ Program Update:

- Provides instant rebates up to \$1,000 per measure for cost effective weatherization work such as insulation, duct, home sealing and more.

✧ To Participate:

- Step 1: Request an Energy Assessment performed by an Energy Smart Energy Consultant
- Step 2: Select a Contractor to perform work. The rebate will show up as a discount on the invoice.

Energy Assessments



Assessment Type	Work Performed	Estimated Cost	Money Back
Energy Smart Informational Assessment	Walk-through assessment, including installation of 6 CFLs for all homes + faucet aerators for homes with electric water heating	\$35	\$35
Walk-Through Assessment Plus:	Blower door AND/OR duct leakage test	\$100-\$300	\$50
Energy Smart HERS	Walk-through assessment PLUS blower door AND duct leakage test PLUS computer modeling done to make home eligible to participate in HERO	\$400-500	\$50

Residential Solutions

✿ Participation as of May 31, 2011

■ Energy Assessments Performed:	36
■ Measures Installed:	5
■ Rebates Paid:	5 (12 pending)
■ kWh Savings:	18,804
■ Participating Contractors:	11
■ Energy Consultants:	13

High Performance AC Tune-Up

* Program Update

- Energy Smart provides a \$75 discount for high performance AC tune-ups.

* To Participate:

- Customer contacts a Participating Contractor and schedules a tune-up
- Contractor provides \$75 rebate directly on invoice.

* Participation as of May 31, 2011:

- | | |
|------------------------------|--------|
| ■ Tune-Ups Performed: | 129 |
| ■ kWh Savings: | 76,427 |
| ■ Participating Contractors: | 18 |

ENERGY STAR® Air Conditioners



✦ Program Update



- Window Air Conditioners:

Customer receives rebate application at time of sale from a local retailer, or downloads form at www.EnergySmartNOLA.info or call 1-866-721-0249. Rebates mailed to customer within 3 weeks.

ENERGY STAR Window Units	Size (BTUs)	Rebate
Small Air Conditioners	< 14,000	\$35
Large Air Conditioners	≥ 14,000	\$50

Window Unit A/C Retailers

Retailer	Location	Zip
Sears Hometown	7300 Read Blvd	70127
Barto Appliances	1400 Airline Drive	70001
Campo Better Living	4608 Rye Street	70127
Walmart	1901 Tchoupitoulas Street	70130
Lowe's	2501 Elysian Fields Ave.	70117
Lowe's	121 Jefferson Highway	70121
Lowe's	5770 Read Blvd	70127
Home Depot	1100 S. Claiborne Ave	70125
Home Depot	500 N. Carrollton Ave	70119
Home Depot	12300 IH 10 Service Rd.	70128

ENERGY STAR® Air Conditioners



✿ Program Update

■ Central A/C Systems

Customers contact a Participating Contractor to install unit. Rebate will be given as a discount on the invoice from contractor.

	SEER		
	14.5 - 14.99	15-15.99	16 & above
Central Systems			
Air Conditioners	\$175	\$250	\$350
Heat Pumps	\$225	\$300	\$400

ENERGY STAR® Air Conditioners



✿ Participation as of May 31, 2011

■ Measures Installed:	21
■ Rebates Received:	19
■ kWh Savings:	10,465
■ Participating Contractors:	20
■ Window Unit Retailers:	9

CFL – Direct Installation Program

✧ Program Update

- Energy Smart has partnered with Green Light New Orleans to install up to 20 CFLs directly into customers home at no charge

✧ To Participate

- Customers can contact GLNO directly at 504-324-2429 or apply on-line at www.greenlightneworleans.org

✧ Participation as of May 31, 2011

- Homes retrofit: 625
- Bulbs installed: 9,440
- kWh savings: 397,682



Solar Water Heater Pilot

✧ Program Update

- Energy Smart offers up to a \$1000 rebate towards the cost of a solar water heater.

✧ To Participate

- Residential customers with electric water heating are eligible.
- Contact a Participating Contractor for an estimate.

✧ Participation as of May 31, 2011

- Program launched May 15th
- 2 Participating Contractors

Energy Efficient New Homes



✧ Program Update

- Energy Smart offers incentives and promotion to builders to build and renovate homes to energy efficiency levels above code.

✧ To Participate

- Builders have the two options:
 - Incentive for Energy Star Rated Homes, Or
 - Incentive for Prescriptive Measures
- Goal and Incentive Amounts Available:
 - Average incentive per home: \$375 (Rating is \$400-500)

Weatherization Ready Program



✿ Program Update

- Provides funds to repair homes to make them eligible for the federal Weatherization Assistance Program (WAP)

✿ Partnership with **Total Community Action (TCA)**

- To Participate: TCA and WAP guidelines identify homes
- Funding: \$2500 for approximately 25 + homes

✿ Window Air Conditioners:

- Partnership with **Council on Aging** to identify customers meeting income guidelines who are eligible for window unit replacement
- Funding: Approximately 120 window A/C's available

Commercial Programs

✦ Program Update

- Energy Smart offers 2 commercial programs:

Small Commercial Solutions (<100 kW demand)

→ Incentive: \$0.14 per kWh saved

Large Commercial Solutions (>100 kW demand)

→ Incentive: \$0.10 per kWh saved (light upgrades);
\$0.12 per kWh for all other measures

✦ Assessments Performed:

- Large Commercial: 31
- Small Commercial: 17

Participating Contractors

✿ Contractors can be found at:

- www.EnergySmartNOLA.info
- Or by calling Toll Free 1(866) 721-0249
- And at the Energy Smart Information Center

✿ Energy Consultants: 13

✿ Participating Contractors: 38

✿ Contractor Outreach:

- Contractor Orientations 9
- Contractor Recruitment Calls 89

Marketing and Outreach

Customer Contacts

- ✧ Energy Smart Solutions Call Center (866) 721-0249:
 - Calls received as of May 31, 2011: **203**

- ✧ Website www.EnergySmartNOLA.info:
 - Website visits as of May 31, 2011: **1,132**

- ✧ Energy Smart Information Center
 - 3400 Canal Street (ENO Customer Care Center)
 - Opened early May 2011
 - Staffed 9:00 am – 1:00 pm Monday, Wednesday, Friday
 - Potential Exposure: **5,000 visitors** to CCC per week



✦ [Click here for Window A/C Rebate Form](#)

[For Home](#) | [For Business](#) | [Contractors](#) | [Information Center](#) | [News & Events](#)



**Save Energy and Save Money
with
Energy Smart**



FOR YOUR HOME



FOR YOUR BUSINESS



FOR CONTRACTORS



**ENERGY SMART
INFORMATION CENTER**



Participating Contractors



Maximize your savings with other
New Orleans energy efficiency
programs



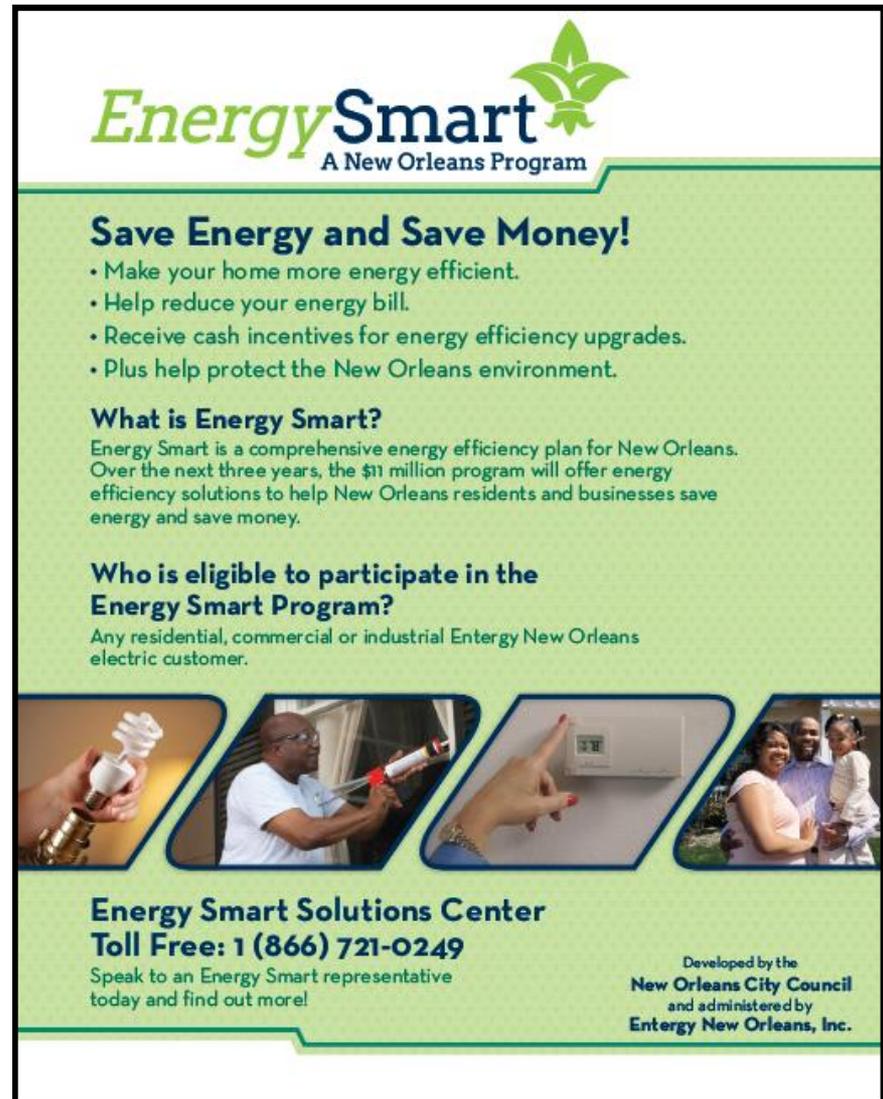
Talk to us ▶

Contact the
Energy Smart
Solutions Center
toll free at
(866) 721-0249 or
Email Us

Marketing

✿ Materials developed:

- Flyers for all Programs
- Information Sheet for “All Available Programs” for New Orleans Residents
- Magnets, Business Cards



Energy Smart
A New Orleans Program

Save Energy and Save Money!

- Make your home more energy efficient.
- Help reduce your energy bill.
- Receive cash incentives for energy efficiency upgrades.
- Plus help protect the New Orleans environment.

What is Energy Smart?
Energy Smart is a comprehensive energy efficiency plan for New Orleans. Over the next three years, the \$11 million program will offer energy efficiency solutions to help New Orleans residents and businesses save energy and save money.

Who is eligible to participate in the Energy Smart Program?
Any residential, commercial or industrial Entergy New Orleans electric customer.



Energy Smart Solutions Center
Toll Free: 1 (866) 721-0249
Speak to an Energy Smart representative today and find out more!

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

Marketing and Outreach

Media and Promotion:

- ✧ Bill Insert - Residential Customers
- ✧ Contractor Advertising
- ✧ Automated Calls to Customers
- ✧ Press Releases:
 - [Energy Audits, Cash Incentives Help New Orleans Residents/Businesses](#) - May 18, 2011
 - [Greener Future for New Orleans Aided through Energy Smart](#) – April 21, 2011
- ✧ Earned Media Exposure YTD:
*WWL-TV – April 21, WWL radio (870 AM) – April 21, Times Picayune articles, New Orleans City Business - April 21
WBOK radio – June 18, WGSO (990 AM); New Orleans Access features, New Orleans Agenda, The Trumpet, and n*
- ✧ Paid Advertising Planned July / August
- ✧ Neighborhood Association Summit – TBD

Solar Monitoring Pilot



Purpose

- ✦ To conduct a third-party study and report of PV performance and costs in the New Orleans area.
- ✦ Study to encompass data monitoring and collections from approximately thirty (30) residential PV installations and four (4) commercial installations.

Program Duration - One-year Pilot

Program Funding - \$100,000

Current Status

- ✦ Discussions underway with DOE-National Renewable Energy Laboratory (NREL), Make-It-Right (MIR) Solar and Gulf States Renewable Energy Industries Association (GSREIA) to finalize the study deliverables, the data collection methodology and equipment.
- ✦ Agreements being developed with:
 - MIR-GSREIA to identify and install PV data monitoring and collection equipment
 - NREL third-party to provide technical assistance, compile and analyze the data and produce a final report
- ✦ A cooperative endeavor agreement is planned between ENO, MIR and GSREIA to highlight the group's cooperation and commitment to ensure a successful pilot.
- ✦ Installation of data monitoring and collection systems is targeted to begin 3Q 2011.
- ✦ The Pilot go-live data collection period is targeted to begin in 3Q 2011.

Energy Smart Solutions Call Center:
toll free (866) 721-0249

Website:
www.EnergySmartNOLA.info

Energy Smart Information Center:
3400 Canal Street
Staffed 9:00 – 1:00 Monday, Wednesday, Friday



Questions?