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August 20, 2012

Via US Mail

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

Re: Filing of Bi-Monthly Energy Smart Report In Compliance with Resolution R-11-52

Dear Ms. Lewis:

On February 3, 2011, the Council of the City of New Orleans 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 requires CLEAResult to file bi-monthly reports with the Council.

On behalf of CLEAResult, ENO submits the enclosed Energy Smart report for the period of April 2012 through July 2012. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

A handwritten signature in black ink that reads "Gary Huntley". The signature is written in a cursive, flowing style.

Gary 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 Paliet, CPA



Year 2 Progress Report Through July 31, 2012

Program Year April 1, 2012 through March 31, 2013

Overview

This report encompasses the results of the first four months of the program year. The program is currently expected to meet year end savings goals. Energy Smart continues its outreach and marketing efforts around the Energy Star Air-Conditioning and Tune-Up programs. Historically, participation in the Tune-Up program increases during the Fall season. Energy Smart is streamlining the A/C Tune-Up administrative process to encourage greater participation. The Weatherization Ready-Income Qualified Program is in the process of qualifying participants and performing home assessments. The program should realize energy savings beginning in August.

Going forward, the Residential Solutions Program will be marketed and referred to as “Home Performance with Energy Star” (“HPwES”). The new designation brings more recognition to the program by utilizing the well-known ENERGY STAR label thereby aligning itself with the HPwES whole house approach. Participants will benefit from a more complete home assessment as well as an estimate of energy savings by measure. The estimated savings will enable customers to make a more informed decision on energy upgrades.

Program Results

Year 2 of the Energy Smart programs were officially launched on April 1, 2012. As of July 31, 2012, preliminary results by program are shown below.

Energy Smart July 2012 - Monthly Participation/Savings Report

Program Name	Yr 2 Saving Goals		YTD					% Completed YTD	
	kW	kWh	kW	kWh	CO ² reduction (lbs)	# of Participant	# of Measure	kW	kWh
Residential Home Performance with Energy Star	293	868,874	196.7	613,331	3,434,656	124	209	67.1%	70.6%
Energy Star Air Conditioning	347	1,178,169	35.9	95,165	532,924	201	244	10.4%	8.1%
A/C Tune-up	648	1,176,985	76.7	144,409	808,690	245	312	11.8%	12.3%
Energy Smart New Homes	492	2,308,671	89.2	370,100	2,072,561	130	130	18.1%	16.0%
CFL Direct Install	660	4,565,349	167.3	1,025,972	5,745,440	1,433	26,759	25.4%	22.5%
Income Qualified	30	122,250	0.0	0	0	0	0	0.0%	0.0%
Solar Water Heater Pilot	NA	NA	0.0	0	0	0	0	0.0%	0.0%
Small Commercial Solutions	322	2,230,328	28.6	144,831	811,053	12	12	8.9%	6.5%
Large Commercial Solutions	636	4,130,464	381.9	2,774,472	15,537,043	8	9	60.0%	67.2%
Totals	3,428	16,581,090	976.40	5,168,280	28,942,367	2,153	27,675	28.5%	31.2%

Home Performance with ENERGY STAR
(Formerly Residential Solutions)

Month	Participating Contractors	Rebates							QA Inspections	Energy Consultants	Silver Assessment	Gold/Platinum Assessment	kWh Savings	Incentive Paid
		Ceiling Insulation	Wall Insulation	Floor Insulation	Air Sealing	Duct Sealing	Solar Screen	Total Rebates						
April	23	13	5	4	3	2	0	27	10	20	34	28	99,344	33,030
May	23	24	14	13	16	1	2	70	26	20	53	18	213,750	31,526
June	25	14	15	9	6	0	1	45	31	21	29	35	115,915	22,259
July	25	25	23	10	7	1	0	66	18	21	28	25	184,322	32,149
YTD Totals		76	57	36	32	4	3	208	85		144	106	613,332	\$118,964

Direct Install CFL Program

Month	Participants	14W	18W	23W	Total	kWh savings	Incentive Paid
April	327	5940	321	294	6555	252,665	\$38,141
May	341	6098	260	314	6672	256,041	\$14,678
June	480	7868	295	292	8455	321,230	\$18,601
July	285	4585	229	263	5077	196,036	\$11,169
Total	1,433	24,491	1,105	1,163	26,759	1,025,972	\$82,589

A/C Tune Up

Month	Participating Contractors	Tune-Ups performed	kWh savings	Incentives paid
April	20	128	57,264	\$8,865
May	23	114	50,962	\$8,123
June	23	32	14,658	\$2,112
July	23	38	21,525	3,148
Total	23	242	144,409	\$22,248

Weatherization Ready – Income Qualified

Month	RAC Installed	Assessments Performed	Projects completed	kWh savings	Incentives paid
April	0	0	0	0	0
May	0	0	0	0	0
June	0	0	0	0	0
July	0	0	0	0	0
Total	-	-	-	-	-

Energy Efficient New Homes

Month	Rebates Received			kWh savings	Incentives paid
	HERS 70 or less	HERS 85-71	Prescriptive		
April	-	-	-	-	-
May	2	1	106	256,717	\$41,496
June	-	1	-	1,044	\$200
July	20	-	-	112,339	\$7,514
Total	22	2	106	370,100	\$49,210

ENERGY STAR Air Conditioning

Month	Participating Contractors	Rebates received	kWh savings	Incentives paid
April	28	16	7,159	\$2,080
May	29	61	28,600	\$5,270
June	30	116	43,567	\$7,975
July	30	51	15,839	\$2,715
Total		244	95,165	\$18,040

Solar Water Heater

Month	Participating Contractors	Rebates received	kWh savings	Incentives paid
April	5	0	0	0
May	5	0	0	0
June	5	0	0	0
July	5	0	0	0
Total	5	-	-	-

Small Commercial

Month	Assessments Performed	Projects completed	kWh savings	Incentives paid
April	5	-	-	-
May	16	3	32,858	\$4,081
June	5	4	65,066	\$8,055
July	2	5	46,907	\$5,863
Total	28	12	144,831	\$17,999

Completed Project Type	
Lighting	12
A/C	-
Total	12

Large Commercial Solutions

Month	Assessments Performed	Projects completed	kWh savings	Incentives paid
April	2	-	-	-
May	10	2	30,089	\$2,832
June	20	7	2,744,383	\$220,650
July	17	-	-	-
Total	49	9	2,774,472	\$223,482

Completed Project Type	
Lighting	9
HVAC	-
Chiller	-
Solar Window Film	-
Total	9

- All incentives are reserved and projects are being added to the waiting list.

The One Stop Shop - Energy Smart Information Center (ESIC)

Month	Phone calls received	Website hits
April	201	553
May	256	1,553
June	107	1,664
July	115	1,116
Total	679	4,886

Marketing and Outreach

Marketing update for June 2012

Website hits:

- Total www.EnergySmartNOLA.info Visits: 1,664 (vs. 1,553 in May)
 - Peak day: Tuesday, June 26 (820)
- Top referring websites / bounce rate (lower number is better):
 - Direct (557 vs. 451 last month) / 42%
 - Google (290 vs. 243 last month) / 46%
 - Energy New Orleans (198 vs. 138) / 21%
 - Dsire.org (81 vs 59) 18%
 - T.co (Twitter) / 19%
 - M.facebook.com (32) / 75%

Energy Smart Information Center:

- Moved to the Richard E. Smith branch in Lakeview, for July and August.

Advertising and Media:

- Outreach on Lowes WAC event
 - 2000 Flyers to churches weekend of June 2/3:
 - Greater St. Stephens (East location)
 - Household of Faith (East location)
 - Beacon of Light (East location)
 - New Hope Baptist Church (Uptown)
 - Marie Goretti (East Location)
 - Franklin Ave (Gentilly)
 - Greater Antioch or City of Love (Carrollton)

- 4,000 Robocalls on event week of 6/18
- Emails to public and City Council channels
- Radio: WTUL interview June 6
- ¼ page Times Picayune ad - A/C tune-up
- ¼ page Gambit ad – A/C tune-up
- *Times Picayune Article* **Energy savings reaped in New Orleans 6/24/12**
- Press Release **First Year of Energy Smart Helps to Create Greener New Orleans 6/25/12**
- ENO news release, email and predictive dialer message about higher summer bills and encouraging customers to become more energy efficient, including Energy Smart 6/26/12
- Entergy New Orleans President and CEO, Charles Rice appeared on *The 411 TV show* 7/1/12

Presentations and Events:

- Energy Smart staff and Entergy New Orleans volunteers provided rebates and accepted recycled window ACs at Energy Smart Window AC Recycling and Rebate events:
 - Lowes store on Elysian Fields on Saturdays, June 9 & 23
 - Lowes store on Jefferson Highway on Sundays, June 10 & 24
- Energy Smart staff at the Lower Light Baptist Church Neighborhood Event, 4422 Raye Avenue, New Orleans, Saturday, June 16
- Hand delivered updated Energy Smart A/C program materials to all HVAC contractors in the program

Marketing update for July 2012

Website hits:

- Total www.EnergySmartNOLA.info Visits: 1,116 (vs. 1,664 in May)
 - Peak day: Tuesday, July 2 (76)

Energy Smart Information Center:

- Richard E. Smith branch in Lakeview for July and August

Advertising and Media:

- Radio ads WWL – 3 weeks in July – Central HVAC program
- WWL-TV website advertising
- Gambit: AC tune-up ad

Presentations and Events:

- WTUL radio show Robert Refrigeration to promote/educate on AC tune-up program: July 4
- Hollygrove Neighborhood Association: July 14
- United Way Southeast Louisiana Office: July 16
- Pontchartrain Park Community Center: July 21
- Lakeview Library: July 21
- Delgado Housing Fair: July 28
- East New Orleans Library: July 28

Energy Smart IHD Pilot Update

The purpose of the New Orleans Energy Smart In-Home Display (IHD) Pilot is to determine if near real-time access to energy usage and estimated monthly electric costs will encourage electric customers to make behavioral changes to lower their electric usage. Through use of the new smart meter technology and an IHD monitoring device, customers will have a tool to view their energy usage and secure estimated monthly electric cost on a near real-time basis. The program is administered and managed by Entergy New Orleans.

Enrollment as of March 1, 2012

- 300 participants enrolled at the start of the program

Current Enrollment

- Current Enrollments - 293 Opt outs since March 1, 2012 -- 7

Energy Smart Opt Out Reasons	Count
Applicant moved	1
Customer enrolled in Net Metering	5
Customer No Longer interested in Program	1
Total	7

Connectivity/Pairing Status-current
293 Current Enrollment
256 (87%) devices currently connected
37 (13%) devices are currently not connected

- Support center actively calling to verify status and to reconnect
- Will send out e-mail to unconnected customers in August
- When not able to connect a customer's In Home Display device over the phone, site visits have been scheduled
 - There have been 13 site visits to date

*NOTE * Connected status means that the device is talking to the meter and is displaying both energy usage and billing information at the time the pairing report was run*

Solar PV Monitoring Pilot

The Energy Smart Solar PhotoVoltaic (PV) Monitoring pilot is a third-party study of PV performance and costs data in the New Orleans area. The one-year study will include data monitoring and collections from both residential and commercial installations. The pilot program officially began on April 1, 2012 and will run through April 1, 2013. A collaborative approach was used to outline the focus and framework of the study. Stakeholders participating in the discussions included representatives from Entergy New Orleans, Department of Energy (“DOE”) -National Renewable Energy Laboratory (NREL), Make-It-Right (MIR) Solar and Gulf States Renewable Energy Industries Association (GSREIA). NREL has been commissioned to oversee data collection and develop a report which will be filed with the Council and made publicly available after the pilot and data analysis is completed. The program is administered and managed by Entergy New Orleans.