



*Entergy New Orleans &  
Entergy Louisiana  
Quarterly Report*

*April - June 2013*

## Executive Summary

Energy Smart New Orleans was developed by the New Orleans City Council, is administered by Entergy New Orleans & Entergy Louisiana and is implemented by CLEARResult. Since Energy Smart's launch in 2011, it has helped more than 17,000 New Orleans households and businesses become more energy efficient while saving money and increasing comfort.

This report contains data on the entire Energy Smart program, with detailed information about both the Entergy New Orleans and Entergy Louisiana Energy Smart Programs. Highlighting all program activity from April 2013-June 2013, this report includes:

- ✦ 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

In addition, the Energy Smart Year 2 annual report made mention of including an update on the progress of integrating the recommendations of third party evaluator Optimal Energy into this quarterly report. CLEARResult has begun the process of extracting each of Optimal's recommendations into an evaluation spreadsheet. This process will be complete in early August, at which time CLEARResult will begin to integrate recommendations into program operations. A summary of this activity will be included in the next Energy Smart quarterly report.

### Energy Smart New Orleans Program- April 2013 to March 2014

Program	Year 3 Saving Goals		Quarterly Savings, April-June 2013					Completed YTD	
	kW	kWh	kW	kWh	CO <sup>2</sup> reduction (lbs)	Participants	Measures	kW	kWh
Home Performance with Energy Star	293	868,874	233	851,104	4,766,184	389	5,495	79.4%	97.95%
Energy Star Air Conditioning	347	1,178,169	15	41,314	231,358	77	92	4.3%	3.51%
A/C Tune-up	648	1,176,985	34	59,357	332,399	79	102	5.2%	5.04%
Energy Smart New Homes	492	2,308,671	7	21,204	118,743	20	24	1.5%	0.92%
CFL Direct Install	660	4,565,349	32	447,070	2,503,589	548	10,941	4.9%	9.79%
Income Qualified	30	122,250	23	187,906	1,052,276	136	2,875	76.9%	153.71%
Solar Water Heater Pilot	NA	NA			0			0.0%	0.00%
Small Commercial Solutions	322	2,230,328	28	129,182	723,419	14	14	8.6%	5.79%
Large Commercial Solutions	636	4,130,464	149	743,660	4,164,496	3	3	23.5%	18.00%
<b>Totals</b>	<b>3,428</b>	<b>16,581,090</b>	<b>521</b>	<b>2,480,797</b>	<b>13,892,464</b>	<b>1,266</b>	<b>19,546</b>	<b>15.2%</b>	<b>14.96%</b>

\*Year 3 Savings goals are under review and subject to change

## Energy Smart Algiers

(Program- October 2012 thru March 2014)

Program	Goal	Quarterly Savings, April-June 2013	Percentage of total goal achieved in this quarter	Year to Date			
	kWh	kWh	%	kWh	Participants	Measures	% to goal
Home Performance w/ Energy Star	593,539	50,174	8.5%	288,912	147	3,645	48.7%
Energy Star Air Conditioning	105,302	2,738	2.6%	8,094	6	7	7.7%
A/C Tune-Up	120,441	6,308	5.2%	13,073	20	23	10.9%
Energy Smart New Homes	26,653		0.0%				
CFL Direct Install	1,102,303	50,283	4.6%	570,555	622	15,347	51.8%
Income Qualified	94,273	2,891	3.1%	212,197	192	2,899	225.1%
Solar Water Heater Pilot	14,712		0.0%				
Small Commercial Solutions	409,158	491,377	120.1%	491,377	13	13	120.1%
Large Commercial Solutions	646,897	218,945	33.8%	218,945	1	1	33.8%
<b>Totals</b>	<b>3,113,278</b>	<b>822,716</b>	<b>26.4%</b>	<b>1,803,153</b>	<b>1,001</b>	<b>21,935</b>	<b>57.92%</b>

### Summary of Program Activity

Below is a synopsis of how each program has performed from April-June of 2013:

- ✦ **Home Performance with Energy Star (HPwES)**- The HPwES Program continues to be one of the best performing programs in both New Orleans and Algiers. HPwES continues to draw many customers looking to utilize the “whole home” approach for making energy efficiency improvements. In addition, 267,267 kWh were saved in this quarter via the multi-family direct install program in Eastbank New Orleans.
- ✦ **Energy Star Air Conditioning**- As detailed in the marketing report, Energy Smart has performed a large push on advertising Energy Star Air Conditioning. Energy Smart hosted two window A/C trade in events in June to drive participation in this program. A new retail program aimed at driving more participation in Energy Star Air Conditioning rebates is currently being developed.
- ✦ **A/C Tune-Up**- Energy Smart staff held an A/C contractor meeting in June to ensure contractors were pleased with the progress Energy Smart staff had made in making the program more accessible and easy to use. Contractors in attendance were receptive to the program changes and appreciative of Energy Smart’s efforts to both advertise this program and refine its functionality. Energy Smart has advertised extensively for A/C Tune ups and instituted an online referral program to help connect customers with contractors.
- ✦ **New Homes**- There has been little activity in either program in the New Homes market. To date, Energy Smart has made a number of changes to the program in order to make it more accessible to homebuilders. In addition, Energy Smart communicates regularly with new homes contractors and developers, also maintaining a strong relationship with the Home Builders Association of New Orleans.
- ✦ **CFL Direct Install**- The CFL program has performed well in Algiers, but will begin to slow in activity as program funds are expended there. While the first quarter of the program in New Orleans saw a slow start, Green Light New Orleans (GLNO) and Energy Smart have collaborated on ideas on how to drive more savings. In June of 2013, GLNO started installing small base bulbs in homes, which provided a 12% increase in savings for New Orleans and a 15% increase in savings for Algiers in that month.

- ✦ **Income Qualified**- The income qualified program continues to perform exceedingly well, having exceeded its savings targets for both Algiers and New Orleans. At the end of June, Energy Smart concluded the first phase of the Assisted Home Performance with Energy Star program, which provides up to \$2500 in energy efficiency retrofit work for income qualified single family residential homes. In addition, Energy Smart installed multi-family direct install energy savings measures in apartment complexes, providing an average annual savings of 1,223 kWh per household in Eastbank New Orleans.
- ✦ **Solar Water Heater Pilot**- The entire Energy Smart program has seen little activity in this program, with zero activity over the last 12 months. Energy Smart continues to reach out to solar installers to let them know that this incentive is available to Orleans Parish residents interested in purchasing a solar assisted hot water heater.
- ✦ **Small Commercial Solutions**- The Algiers portion of the Energy Smart program has already exceeded its Small Commercial Program target and expended all of the incentives for the program. Between the projects that the New Orleans portion of the program has already closed and is projecting to close by the end of September, about 60% of program funds have been reserved by a letter of intent submitted by companies seeking to do retrofit work. Energy Smart has placed a “reserve” on some of the remaining program funds after having developed new deemed savings for non-lighting measures. Energy Smart is currently working to drive participation in these non-lighting programs and will provide a summary of this activity in the next quarterly report.
- ✦ **Large Commercial Solutions**- One Large Commercial project has been completed in Algiers and work is underway to identify more large commercial projects there. For the New Orleans portion of the program, Energy Smart has received signed letters of intent accounting for all program incentive funds and is projecting that all of these projects will be complete by the end of calendar year 2013.

### **Marketing and Outreach Activity**

Energy Smart has engaged in a variety of marketing and outreach activities over the last three months. While most of the marketing has focused on all of Orleans Parish, Algiers has received several specific direct campaigns. Marketing and outreach have been done for the Home Performance with ENERGY STAR program, AC Tune-Up program and Energy Star A/C program. Direct measures, such as door hangers, presentations and direct communications via neighborhood associations have been combined with general outreach via radio and city wide communications. The Energy Smart Information Center is currently located at City Hall where it will remain through the end of August.

Below is a list of marketing and outreach Energy Smart has performed from April-June of 2013:

#### **April 2013**

##### **Website hits:**

- ✦ Total www.EnergySmartNOLA.info Visits: 1,114 (vs. 1,403 in March)
  - Peak days:
    - Thursday, April 18 and Tuesday, April 23: 73 hits each
  - Top page views:
    - Home page (866, 22%)
    - Residential programs (343, 9%)
    - Contractor page (299, 8%)
    - AC tune-up (243, 6%)
    - ENERGY STAR AC (169, 4%)
  - AC tune-up page views
    - April: 243

- Vs. March: 136
- Vs. April 2012: 168
- ✦ **Media:**
- ✦ No media reported
- ✦ **Advertising:**
- ✦ 45,000 door hangers on AC tune-up program distributed throughout New Orleans:
  - T, April 9: Algiers (70114) – 5000
  - Th, April 11: Gentilly (70112) – 7000
  - T, April 16: Lakeview (70124) 7000
  - Th, April 18: Mid-City (70119) 7000
  - T, April 23: East N.O. (70126) 7000
  - Th, April 25: East N.O. (70127 & 70128) 12,000
- ✦ **Outreach:**
- ✦ April 18: McCormick Baron Apartments
- ✦ April 20: Earth Fest on Bayou St. John
- ✦ April 22: Earth Fest at Dillard University

## May 2013

- ✦ **Website hits:**
- ✦ Total www.EnergySmartNOLA.info Visits: 1,164 visits (vs. 1,114 in April)
  - Peak days:
    - May 30: 100 hits
    - Lowes Rebate page: May 21 & 30 peak days
- ✦ **Media:**
- ✦ Media Relations Interview
  - FM-98 - On Air Sunday Morning Journal 5/29 - Aired on 6/1/2013
- ✦ **Advertising:**
- ✦ Window A/C Rebate & Recycling Events at Lowes (6/1 and 6/8):
- ✦ Ad Placement
  - Gambit Ad - 5/21 & 5/28
- ✦ Online
  - New Orleans Agenda – 5/30 (AC Tune-Up)
  - Krewe of Truth Eblast - 5/21, 5/23, 5/28, & 5/30
  - Tribune Eblast - 5/28
  - Bright Moments Eblast - 5/21, 5/24, & 5/30
  - Uptown Messenger - 5/29 thru 6/28 (Banner ads)
  - Mid-City Messenger - 5/29 thru 6/28 (Banner ads)
- ✦ Radio
  - FM-98 - 5/25 thru 6/7
  - WBOK - 5/30 thru 6/7
- ✦ Flyer Distribution to Churches
  - 15,000 Flyers distributed - 5/25 & 5/26

**June 2013****✦ Website hits:**

- ✦ Total www.EnergySmartNOLA.info Visits: 1,544 visits (vs. 1,164 in May)

**✦ Media:**

- ✦ Interviews and “On-Air” promotion of Lowes Recycling and Rebate event on location on June 1 at Elysian Fields Lowes.

**✦ Advertising and Promotion for June 1 (Elysian Fields) & June 8 (Jefferson Hwy) Recycling & Rebate events at Lowes:**

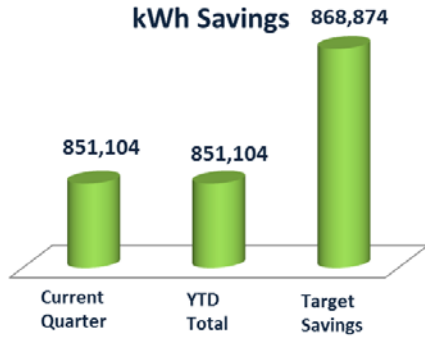
- ✦ Radio commercial placement on FM-98 & WBOK
  - Radio Remote June 1 Elysian Fields
- ✦ Gambit Ad Placement
- ✦ On-line Ad Placements/Articles:
  - Tribune
  - Cheron Brylski
  - The Uptown Messenger & Mid-City Messenger
- ✦ Door hanging - 4500 flyers distributed
- ✦ Flyer Distribution to Churches - 10,000 flyers distributed
- ✦ Eblast per Bright Moments to database of over 8000 6/15

**✦ Presentations and Outreach:**

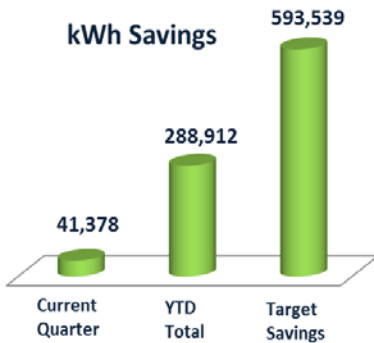
- ✦ Neighborhood Housing Service Training 6/15
- ✦ Started on NOA-TV video for Councilmember Susan Guidry
- ✦ Life City Tabling Outreach
  - 6/1: Freret Market
  - 6/3: New Orleans Food Co-op
  - 6/8: Oretha Castle Haley Art Market
  - 6/14: Whole Foods
  - 6/17: New Orleans Food Co-op
  - 6/20: New Orleans Food Co-op
  - 6/21: La Divina Gelateria
  - 6/22: Whole Foods
  - 6/27: Chamber After 5 event
  - 6/29: Whole Foods

# Home Performance with Energy Star Program

## New Orleans



## Algiers

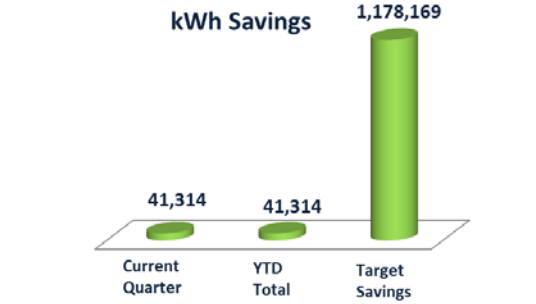


Measure	New Orleans		Algiers	
	Quarter	YTD	Quarter	YTD
Air Infiltration	59	59	3	12
Assessment- Initial	324	324	14	40
Assessment- Post	306	306	11	20
Ceiling Insulation	48	48	4	6
Direct Install	4627	4627	11	2076
Duct Efficiency	72	72	2	10
Floor Insulation	23	23	0	1
PoolPumps	1	1	0	0
Power Strips	3	3	0	0
Radiant Barrier	1	1	1	1
Wall Insulation	31	31	0	2
CFL/APS Giveaway	0	0	0	1477
<b>Totals</b>	<b>5495</b>	<b>5495</b>	<b>46</b>	<b>3645</b>
QA Inspections	336	336	3	114
Participating Contractors	29			

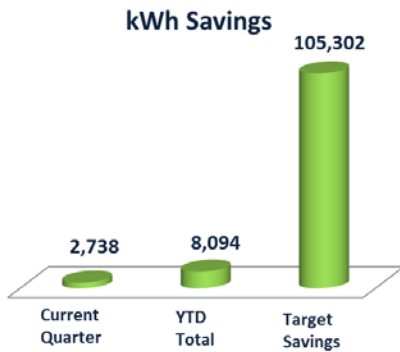
Note: "YTD" for all Algiers projects indicates program activity since program inception in October, 2012

# Energy Star A/C Program

## *New Orleans*



## *Algiers*

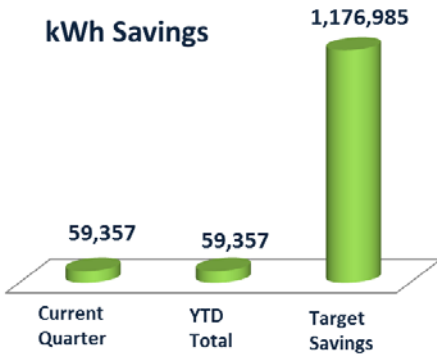


Measure	New Orleans		Algiers	
	Current Quarter	YTD	Current Quarter	YTD
Central A/C Replacement	9	9	2	4
Window A/C Replacement	82	82	2	2
Heat Pump Replacement	1	1	0	1
<b>Totals</b>	<b>92</b>	<b>92</b>	<b>4</b>	<b>7</b>
QA Inspections	46	46	2	4
Participating Contractors	33			

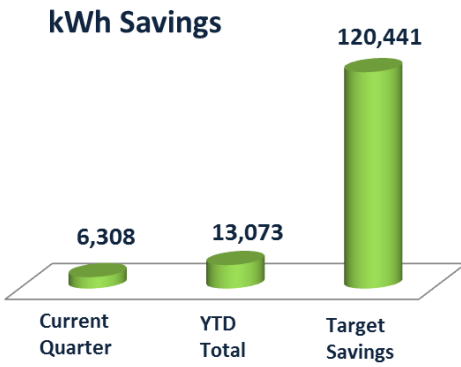


# A/C Tune-Up Program

## *New Orleans*



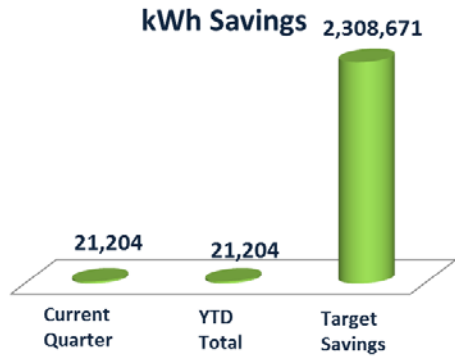
## *Algiers*



Measure	New Orleans		Algiers	
	Current Quarter	YTD	Current Quarter	YTD
A/C Tune Up	102	102	10	23
QA Inspections	2	2	0	4
Participating Contractors	33			

# Energy Smart New Homes Program

## *New Orleans*



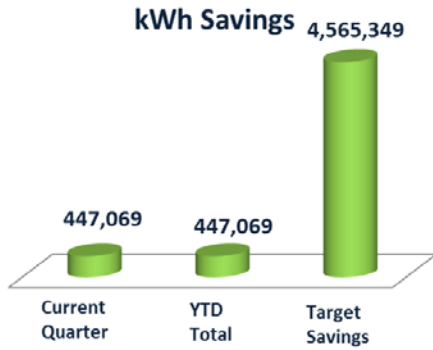
## *Algiers*

*no new homes projects have been completed in Algiers*

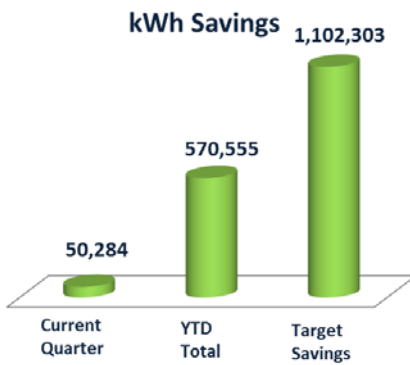
Measure	New Orleans		Algiers	
	Current Quarter	YTD	Current Quarter	YTD
HERS Rating	3	3	0	0
Prescriptive Path	21	21	0	0
<b>Totals</b>	<b>24</b>	<b>24</b>	<b>0</b>	<b>0</b>
QA Inspections	3	3	0	0
Participating Contractors	13			

# CFL Direct Install Program

## *New Orleans*



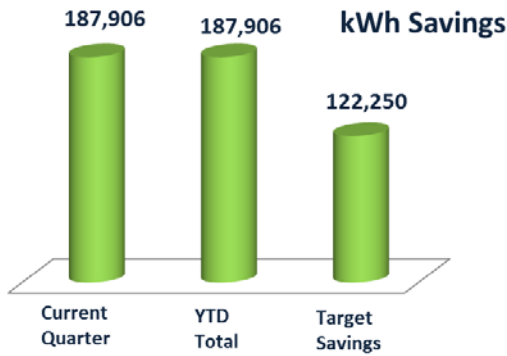
## *Algiers*



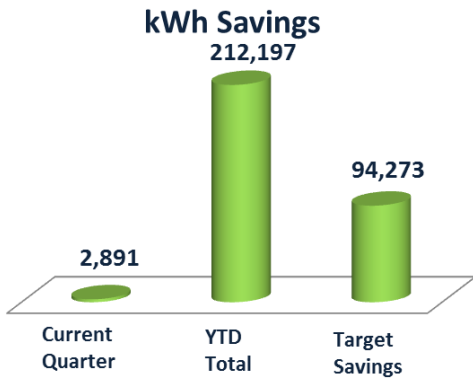
Measure	New Orleans		Algiers	
	Current Quarter	YTD	Current Quarter	YTD
14W CFL	9059	9059	972	13061
20W CFL	641	641	106	1453
23W CFL	560	560	64	738
16W LED	13	13	0	0
9W small base CFL	389	389	34	34
14W small base CFL	279	279	61	61
<b>Totals</b>	<b>10941</b>	<b>10941</b>	<b>1237</b>	<b>15347</b>

# Income Qualified Program

## *New Orleans*



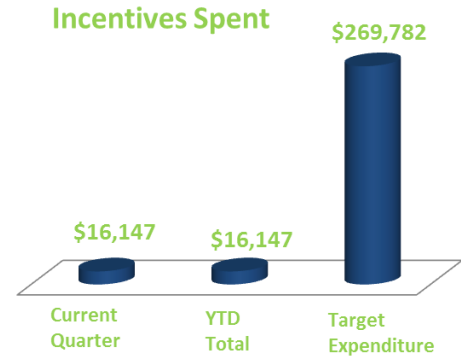
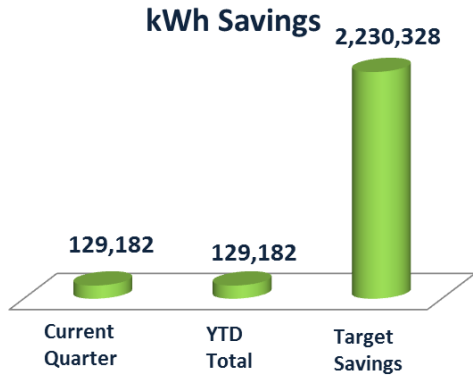
## *Algiers*



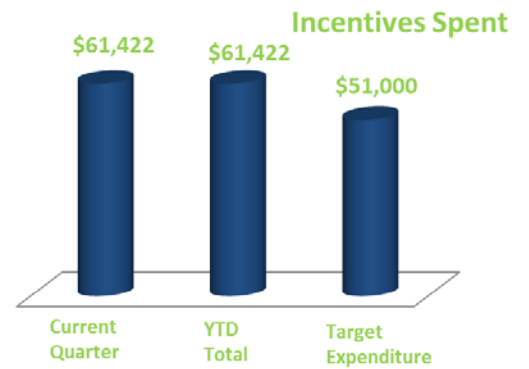
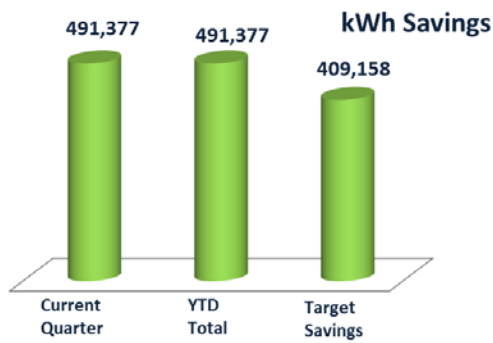
Measure	New Orleans		Algiers	
	Quarter	YTD	Current Quarter	YTD
Air Infiltration	3	3	1	1
Assessment	1	1	1	1
Ceiling Insulation	3	3	1	1
Duct Efficiency	2	2	1	1
Room A/C	1	1	1	9
Direct Install	2865	2865	0	2886
<b>Totals</b>	<b>2875</b>	<b>2875</b>	<b>5</b>	<b>2899</b>
QA Inspections	109	109	2	166

# Small Commercial Program

## *New Orleans*



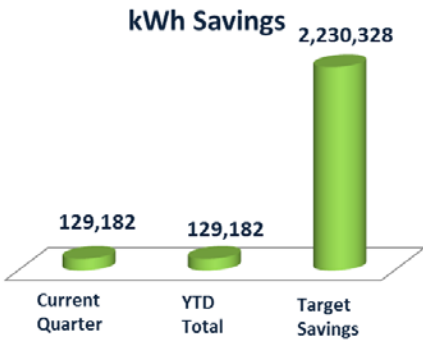
## *Algiers*



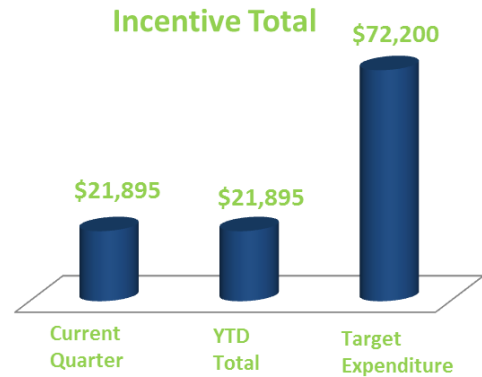
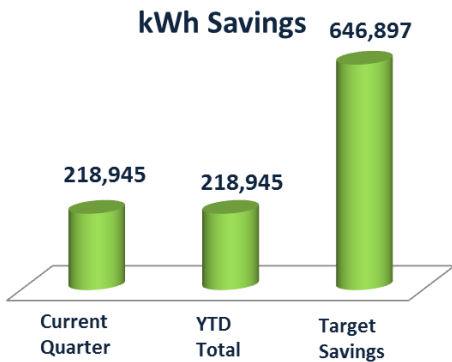
Measure	New Orleans		Algiers	
	Current Quarter	YTD	Current Quarter	YTD
Lighting	14	14	13	13
QA Inspections	14	14	13	13

# Large Commercial Program

## *New Orleans*



## *Algiers*



Measure	New Orleans		Algiers	
	Current Quarter	YTD	Current Quarter	YTD
Lighting	3	3	1	1
QA Inspections	3	3	1	1