



Entergy New Orleans, Inc.  
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July 30, 2015

*Via Hand Delivery*

Ms. Lora 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 April 2015 – June 2015 (Resolutions R-11-52, R-14-509, R-15-140; 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 Resolutions R-14-509 and R-15-140 approved the current Energy Smart programs.

On behalf of CLEAResult, ENO submits the enclosed original and three copies of the Energy Smart quarterly report for the period of April 1, 2015 to June 30, 2015. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

Gary E. 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 Pailet, CPA

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***Entergy New Orleans  
& Entergy Louisiana  
Quarterly Report  
April – June 2015***

## EXECUTIVE SUMMARY

Energy Smart was developed by the New Orleans City Council (“Council”), is administered by Entergy New Orleans, Inc. (“ENO”) and the Council-jurisdictional portion of Entergy Louisiana, LLC in Algiers (“ELL”), and is implemented by CLEAResult.

This report contains data on the entire Energy Smart program, with detailed information about both the ENO and ELL Energy Smart Programs. 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

## SUMMARY OF PROGRAM ACTIVITY\*

## ENO First Quarter Savings, April to June 2015

(Program Year - April 2015 thru March 2016)

Program	Saving Goals		1st Quarter					Completed YTD	
	kW	kWh	kW	kWh	CO <sup>2</sup> reduction (lbs)	Participants	Measures	% kW	% kWh
Home Performance w/ Energy Star	260	732,674	103	433,833	2,429,466	530	10,234	39.72%	59.21%
Consumer Products	290	942,765	6	10,818	60,579	31	34	2.02%	1.15%
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	10	34,030	190,568	16	17	1.80%	2.33%
School Kits & Education	119	926,946	0	0	0	0	0	0.00%	0.00%
Small Business Solutions	950	3,692,306	2	16,359	91,610	3	7	0.24%	0.44%
Large Commercial Solutions	1,265	7,561,766	6	80,953	453,337	2	2	0.45%	1.07%
<b>Totals</b>	<b>3,657</b>	<b>15,833,410</b>	<b>133</b>	<b>592,436</b>	<b>3,317,642</b>	<b>585</b>	<b>10,311</b>	<b>3.64%</b>	<b>3.74%</b>

\*\*Savings goals have not yet been approved

## ELA Algiers First Quarter Savings, April to June 2015

(Program Year - April 2015 thru March 2016)

Program	Saving Goals		Year to Date					Completed YTD	
	kW	kWh	kW	kWh	CO <sup>2</sup> reduction (lbs)	Participants	Measures	% kW	% kWh
Home Performance w/ Energy Star	21	59,989	13	52,406	293,473	135	1,861	61.33%	87.36%
Consumer Products	23	75,368	0	0	0	0	0	0.00%	0.00%
Low Income	18	45,946	3	10,595	59,331	4	11	16.23%	23.06%
A/C Tune Up & HVAC	52	131,133	2	4,904	27,462	3	3	3.04%	3.74%
School Kits & Education	53	84,150	0	0	0	0	0	0.00%	0.00%
Small Business Solutions	87	339,555	0	0	0	0	0	0.00%	0.00%
Large Commercial Solutions	108	644,830	0	0	0	0	0	0.00%	0.00%
<b>Totals</b>	<b>363</b>	<b>1,380,973</b>	<b>17</b>	<b>67,905</b>	<b>380,267</b>	<b>142</b>	<b>1,875</b>	<b>4.82%</b>	<b>4.92%</b>

\*\*Savings goals have not yet been approved

## Program Expenditures, April to June 2015

Program	Entergy New Orleans		Entergy Louisiana (Algiers)	
	Incentive	Implementation	Incentive	Implementation
Home Performance w/ Energy Star	\$46,329	\$262,033	\$2,036	\$35,442
Consumer Products	\$1,840		\$0	
Low Income	\$7,629		\$3,068	
A/C Tune Up & HVAC	\$6,045		\$550	
School Kits & Education	\$0		\$0	
Small Business Solutions	\$1,963	\$69,832	\$0	\$8,549
Large Commercial Solutions	\$8,689	\$133,864	\$0	\$15,471
<b>Totals</b>	<b>\$72,495</b>	<b>\$465,730</b>	<b>\$5,654</b>	<b>\$59,462</b>

Below is a synopsis of how each program performed from April through June, 2015:

- ★ **Home Performance with Energy Star (HPwES)** – The HPwES program had a great quarter to start the program year. Almost 60% of the annual kWh goal was met in the first quarter alone. June was a particularly stellar month as 500 participants took part and over 10,000 measures were installed, due in part to Green Light New Orleans direct installation of CFL bulbs being included in this program.

**Consumer Products-** All measures currently attributed to this program have been room air conditioners. The ENO and ELL retail lighting buy-down will begin August 3rd with Lowes, August 11th with Home Depot and late August with Wal-Mart. The program will be represented in seven stores at that point. The kWh goal for Consumer Products is 942,765 kWh. Although this is technically a new category, ENO has offered point of sale (“POS”) rebates for Energy Star products previously and those goals were separated into various categories depending on the measure offered.

- ★ **Income Qualified-** Although the income qualified program has not begun in earnest, a minor amount of projects (3) were submitted in June. This program will be aggressively pursued in the fall of 2015 as contractors involved cycle off their regular HPwES work into the income-qualified arena. Projects will be allocated to our participating contractors during the third and fourth quarters of the program year as has been done in previous program years.
- ★ **A/C Tune-Up and HVAC-** This program is just getting underway now that we have reached what is traditionally the hottest weather period of the year. There has been a concerted effort to get participating contractors working towards the proposed goals.
- ★ **School Kits and Education-** Two additional schools participated in the Be Energy Smart program implemented by NOLAwise in April, 2015. This quarter a total of 245 students participated in the

program. The additional schools were KIPP Central City Grades 6 & 7 and Martin Luther King Charter School.

Energy Wise Alliance will now be working with schools and distributing school kits. Energy Wise Alliance was selected as the new contractor out of four contractors who submitted proposals and presented their implementation plan. Energy Wise Alliance's submission was particularly thorough, displaying experience in both efficiency education in schools and outreach work with the low-and-fixed income population. The kWh goal for School Kits and Education is 926,946 kWh for the current program year.

- ★ **Small Commercial Solutions-** The kWh goal for Small Commercial Solutions has increased an estimated 28% over last year. The current year's goal is 3,692,306 kWh and last year's goal was 2.6 million kWh. Demand for Small Commercial Solutions projects should justify this increased goal. There is substantial interest in this program. At the end of the quarter the program had received 106 separate projects applications. These projects total 1,999,994 kWh and account for 78% of the programs budget. At the end of the quarter, only three projects were completed, but most of these projects are likely to be completed within the next quarter. Of note, 67 of the 106 projects are non-lighting or have non-lighting measures. Additional projects are being submitted weekly and it is likely that the program will be fully subscribed prior to the end of the third quarter.
  
- ★ **Large Commercial Solutions-** This year's kWh goal for Large Commercial Solutions has increased to 7,561,766 kWh. This represents an increase of 19%. As reflected in both Small and Large Commercial programs, the demand for these types of solutions has increased. The large commercial program was fully subscribed by the end of the second month of the program. There are currently five projects on the waitlist, and that number may grow as there is continued interest in the program. Only two projects had been completed by the end of the first quarter, but a large number of these projects should begin closing out in the second quarter.

## Marketing

During this period, we issued contractor media guidelines in order to provide contractors with the tools to place their own ads. We also developed point of purchase materials to support the Lighting and Appliance Program at retail locations. The marketing team began a redesign of CoolSaver, HPwES and general Energy Smart materials in order to refresh the brand and to update incentive amounts as needed. These materials will be made available to the public in the next quarter. In addition, we focused on preparing a CoolSaver media campaign to encompass digital, print and outdoor advertising. A collaborative effort between ENO and EGSL/ELL provided us with the opportunity to launch a joint Facebook strategy between Energy Smart and Entergy Solutions, jump-starting our social media plan. Lastly, regular updates were made on the EnergySmartNOLA.com site, including new incentive amounts, contractors and program offerings.

## Outreach and Schools

★ **Website Visits:**

Total website visits for this quarter were 3,146 sessions, or 1,049 sessions per month, which was higher than the monthly average for the last program year of 861 sessions per month.

★ **Life City:**

Life City continued to promote Energy Smart at events.

★ **NOLAWise and Energy Wise Alliance:**

NOLAWise continued outreach and education activities and the Be Energy Smart schools program through April and May, 2015. In May, 2015, a new outreach and schools contractor was selected through a selection process. Four contractors were interviewed and as a result, the new contractor is Energy Wise Alliance. Energy Wise Alliance was selected, in part, due to its stellar educational work with Alliance for Affordable Energy. They collaborated on an outreach program that targeted low-and-fixed income residents of New Orleans.

★ **Schools**

Two additional schools participated in the Be Energy Smart program implemented by NOLAWise in April, 2015. This quarter a total of 245 students were in the program, in addition to the 1,321 students who had participated in the school year coinciding with program year 4. The schools were:

KIPP Central City Grades 6 & 7  
 Martin Luther King Charter School

★ **Outreach and Events**

NOLAWise, Energy Wise Alliance and Energy Smart staff participated in these events this quarter.

DISTRICT	A		B		C		D		E		TOTAL Q1	
	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend
<b>Presentation</b>	1	25	0	0	0	0	0	0	0	0	1	25
<b>Tabling</b>	2	150	1	15	1	20	5	235	0	0	9	420
<b>Event</b>	0	0	0	0	0	0	0	0	2	90	2	90
<b>Canvassing</b>	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>3</b>	<b>175</b>	<b>1</b>	<b>15</b>	<b>1</b>	<b>20</b>	<b>5</b>	<b>235</b>	<b>2</b>	<b>90</b>	<b>12</b>	<b>535</b>

**Information Center:** The Energy Smart Information Center is not currently active, but the Energy Wise Alliance plans to host locations in the fall.

**Newsletters**

Newsletters and e-blasts were delivered by Entergy New Orleans during this quarter.

ES, ENO, NW and Association Newsletters			
Date	Organization	Subscribers	Topic
4/23/2015	ENO	Solutions Plus	CoolSaver A/C Tune-up
5/21/2015	ENO	Solutions Plus	Window A/C Rebates; CoolSaver