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July 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

RECEIVED
JUL 28 2016
BY: RA

Re: *Filing of Entergy New Orleans, Inc.'s Energy Smart Annual Report for Program Year 5 (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 annual 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 annual report for the period of April 1, 2015 to March 31, 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,

A handwritten signature in black ink that reads "Gary E. Huntley".

Gary E. Huntley

Enclosures

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

ENTERGY

Entergy New Orleans, Inc. Energy Smart Annual Report

Program Year 5
April 1st, 2015 to March 31st, 2016

7/28/2016

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1. Executive Summary

This report is provided to the New Orleans City Council Utility, Cable, Telecommunication and Technology Committee (the “Council”) as the review of the fifth year of operations of the Energy Smart Program. In Program Year 5 (PY5) the Energy Smart program exceeded its savings target, achieving 114% of the total kWh goal.

Table 1.1 Portfolio Summary of 2015

2015 Portfolio Summary					
Net Energy Savings		Cost		Cost-Benefits	
Demand MW	Energy MWh	Actual Expenses	LCFC	TRC Net Benefits	TRC Ratio
4	20,349	\$ 5,648,627	\$ 1,892,863	\$5,993,116	1.92

Table 1.1 Portfolio Energy Savings

New Orleans	Goal	Achieved	Percentage
Demand Savings (kW)	3,752	3,428	91%
Energy Savings (kWh)	16,457,612	19,035,828	116%
Algiers	Goal	Achieved	Percentage
Demand Savings (kW)	362	299	83%
Energy Savings (kWh)	1,380,971	1,313,604	95%

One of the highlights of PY5 was that for the second time, the Energy Smart Program was nationally recognized by receiving the ENERGY STAR® Partner of the Year Award, for exemplary delivery of the Assisted Home Performance with ENERGY STAR® Program. This program provides energy efficiency assessments and upgrades at no cost to income qualified residents of Orleans Parish.

2016 marks the first year in which the annual report will be delivered in this standardized format, which originated at the Arkansas Public Service Commission and was utilized last year by the Louisiana Public Service Commission. This new report format will give the Council, CURO Staff, the Advisors and Intervenors a means by which to make a comparison to other programs that are being operated in the immediate region. In addition, this new format provides data consistent with recent requests by Advisors. The report contains two sections:

- A Narrative Report containing program descriptions, activity, savings, participation and trainings, EM&V overview, staffing levels and information provided to consumers to promote programs
- An Excel Workbook detailing program budget, costs, savings and cost/benefit analysis

Also new for PY5 was the selection of ADM Associates, Inc. (ADM) to be the evaluator of Energy Smart Programs. The selection of ADM came after direction was given by the Council to increase the Evaluation, Measurement and Verification (EM&V) budget to 6.5% of the total Energy Smart budget. This increase in budget was intended to facilitate onsite collection of EM&V data leading to the creation of a New Orleans specific Technical Resource Manual (TRM).

In addition, ADM conducted an impact evaluation that included the application of Free Ridership savings adjustments to overall program savings. For energy efficiency programs, a “free rider” is typically defined as an individual who would install an energy efficiency measure without any program incentives, but still receives a financial incentive. PY5 was the first year in which the Energy Smart portfolio of programs had free ridership applied to it, resulting in a loss of 1,566,857 kWh in reported savings. Even with this discount, the portfolio achieved a 97.3%/99.5% realization rate for New Orleans/Algiers programs, an excellent rate of achievement.

More detail about the evaluation is contained in the evaluation report, Appendix A.

2. Home Performance with ENERGY STAR® Program

2.1. Program Description

The Home Performance with ENERGY STAR® Program (HPwES) is a national program administered by the U.S. Department of Energy in conjunction with the U.S. Environmental Protection Agency. Whole home solutions were offered to clients in order to improve comfort and indoor air quality while reducing energy bills. The HPwES Program focused on clients in the ENO/ELA market area that were interested in increasing energy efficiency and lowering energy costs while also increasing comfort.

Incentivized measures offered during PY5 comprised of insulation, air sealing and duct sealing. Ceiling insulation, when combined with air sealing, greatly improves the home's thermal boundary. Duct sealing greatly improves customer's heating and cooling efficiency.

2.2. Program Highlights

HPwES:

- 1,179 homes participated in the program

New Orleans:

- A total of 1,328 measures were installed
- Reaching 515% of goal, a total of 3,771,339 kWh was achieved due to a change in how participating contractors were delivering the program. The majority of participation came from participating contractors offering duct sealing to homeowners where 100% of cost was covered by program incentives.
- Reaching 307% of goal, a total of 799 kW was achieved
- The entire Home Performance with ENERGY STAR® budget was utilized while attaining numbers well above production goals

Algiers:

- A total of 189 measures were installed
- Reaching 776% of goal, a total of 465,490 kWh was achieved
- Reaching 503% of goal, a total of 106 kW was achieved
- Part of the participation in Algiers was driven through the installation of direct install items in large multi-family properties

Green Light New Orleans:

Green Light New Orleans is a local New Orleans non-profit that assists local residents by installing energy efficient compact fluorescent light bulbs (CFLs), free of charge to the residents utilizing a volunteer workforce.

In PY5, the CFL direct install program was rolled into the HPwES program. This was due to several factors, but primarily because federally mandated changes to lighting standards made it so that the CFL Direct Install Program could no longer pass a cost benefit analysis as a standalone program.

Lighting baselines have increased since the inception of this program making it much more difficult to achieve program goals. The retail market has also launched an enormous push into the CFL and LED lighting market, making what was once a unique effort like Green Light New Orleans, more conventional.

- Green Light installed CFLs in 1,367 households across New Orleans in PY5.

New Orleans:

- A total of 29,550 measures were installed during the program year.
- Reaching 87% of goal, a total of 515,529 kWh was achieved.
- Reaching 87% of goal, a total of 84 kW was achieved.

Algiers:

- A total of 6,327 measures were installed during the program year.
- Reaching 87% of goal, a total of 111,640 kWh was achieved.
- Reaching 87% of goal, a total of 18 kW was achieved.
- Customer and contractor outreach was performed throughout PY5 with marketing materials and an internet link on utility’s website, all under the Energy Smart brand.

2.3. Program Budget, Savings and Participants

Table 2.1

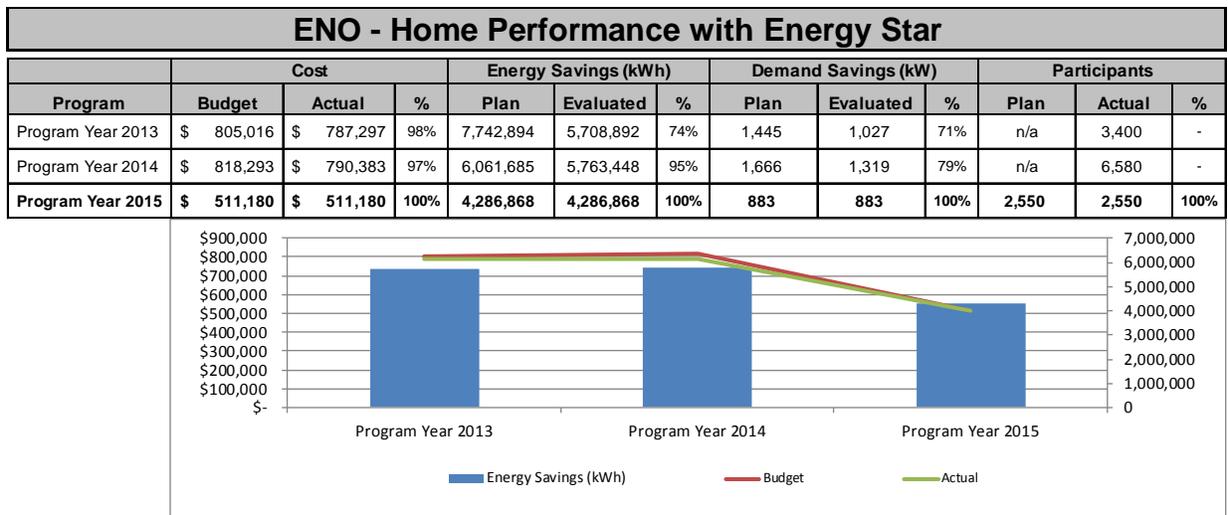
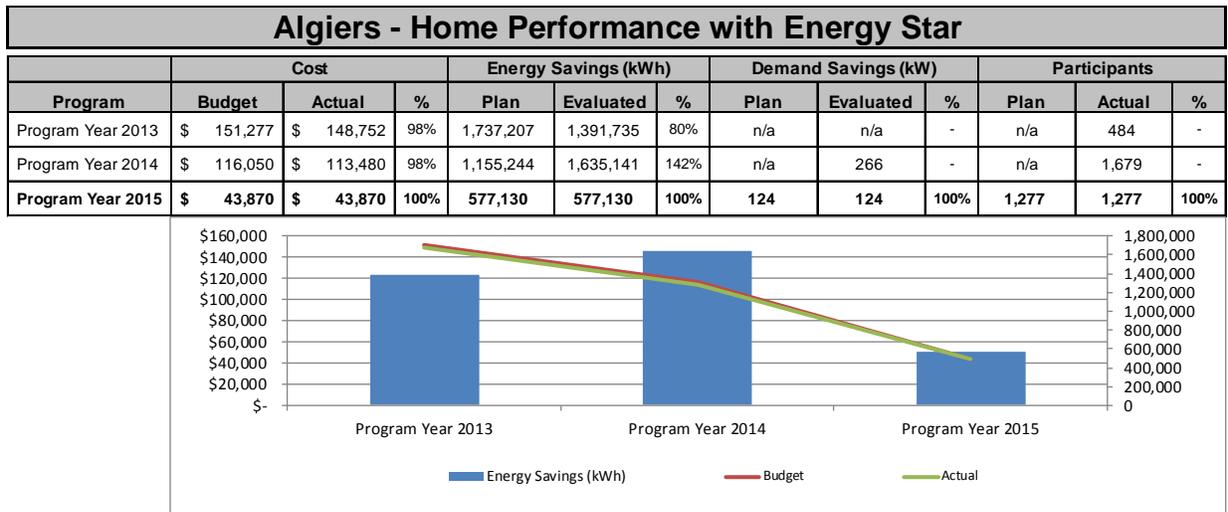


Table 2.2



2.4. Program Events and Training

These items are detailed in the SARP workbook.

2.5. Planned or Proposed Changes to Program and Budget

Contractor allocations will be utilized in PY6. The primary reasons for this are: (1) contractors will schedule jobs until funding is depleted and this, at times, has resulted in an urgency to submit rebates. This behavior could adversely affect work quality; (2) in past program years, customers that are interested in having energy efficiency work completed at their homes in the latter portions of the program year, may be informed that funding has been exhausted. Allocations allow for funding to be available for longer stretches of the program year.

The methodology utilized for contractor allocations is based on a scoring system. There are five (5) components:

- Customer Education – Contractors are required to leave program marketing materials with customers that participate in the Energy Smart Program.
- Quality Control/Quality Assurance – Selected homes will be inspected by our QA/QC auditors for work quality.
- Operational Processes – Contractors must be in good standing with all certifications, licenses and insurance coverages. Contractors must also submit their work schedules in a timely manner and rebates must be submitted in a respectable order.
- Measure Mix – Contractors are graded on their ability to provide multiple measures that are linked to rebates or incentives.
- Capacity – as contrast to the other four bullet points, participating contractors will be graded for having the certain capacity to provide coverage within the Energy Smart market area. All of the previous four bullet points are more closely related to quality rather than quantity.

Consideration is being given to shifting a certain portion of the Lighting and Appliances budget to HPwES during PY6 in order to accommodate for increased volume of rebate submissions. The Lighting and Appliances Program will still be able to reach its annual kWh goal due to the fact that the cost for CFLs and LEDs in the marketplace has dropped precipitously, meaning that less incentive dollars are needed in order to supplement the sale of bulbs in retail outlets.

In PY5, the Green Light New Orleans program expended a total \$108,488 of a possible \$138,713. Unspent dollars will roll forward to PY6, giving Green Light a total of \$142,580 to spend in PY6.

3. Income Qualified

3.1. Program Description

The Income Qualified Program, also known as the Assisted Home Performance with ENERGY STAR® Program (aHPwES), provides Entergy New Orleans residential customers whose household incomes are at or below 60% of the estimated state area median income (AMI) [based on current Low Income Home Energy Assistance Program (LIHEAP) income eligibility guidelines] with no-cost energy efficiency home upgrades. CLEAResult worked with two top-producing and performing contractors to conduct outreach, home assessments and installation of energy efficiency measures. The same best practices standards used in the market rate residential program were used in the Income Qualified Program. This program helped qualifying customers reduce their energy costs, save money on their home energy bills and increased the comfort and safety of their homes. Customers were eligible to receive up to \$3,000 worth of energy efficiency upgrades in their home for attic insulation, air sealing and duct sealing. The program was available to both homeowners and renters.

3.2. Program Highlights

- 2016 ENERGY STAR® Partner of the Year – Energy Efficiency Program Delivery.
- Two top-performing and producing participating contractors from the Residential Solutions were selected for this program.
- The success of the program was due to the collaborative effort with program staff and top contractors working together to market and identify income-qualified households.
- The average incentive amount per home was \$1,395.26 and the average savings per home was 6,066 kWh.

New Orleans:

- 198 income-qualified households were served.
- Reaching 201% of goal, a total of 1,043,383 kWh savings was achieved. This goal was achieved by changing the pricing structure for this program. Participating Contractors agreed to this pricing change, which allowed the program to stretch dollars and offer services to more income qualified residents in the Parish.
- Reaching 160% of goal, a total of 201 kW savings was achieved.

Algiers:

- 22 income-qualified households were served.
- A total of 291,163 kWh savings was achieved.
- A total of 112 kW savings was achieved.

3.3. Program Budget, Savings and Participants

Table 3.1

ENO - Income Qualified (AHPwES)												
Program	Cost			Energy Savings (kWh)			Demand Savings (kW)			Participants		
	Budget	Actual	%	Plan	Evaluated	%	Plan	Evaluated	%	Plan	Actual	%
Program Year 2013	\$ 281,883	\$ 281,883	100%	122,250	2,743,541	2244%	30	353	1176%	n/a	2,842	-
Program Year 2014	\$ 550,000	\$ 541,451	98%	912,750	1,825,848	200%	225	525	233%	n/a	1,012	-
Program Year 2015	\$ 684,763	\$ 684,763	100%	1,043,383	1,043,383	100%	322	322	100%	198	198	100%

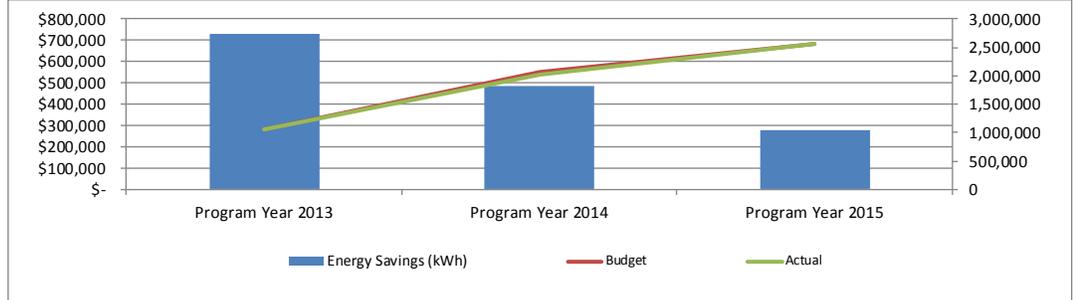
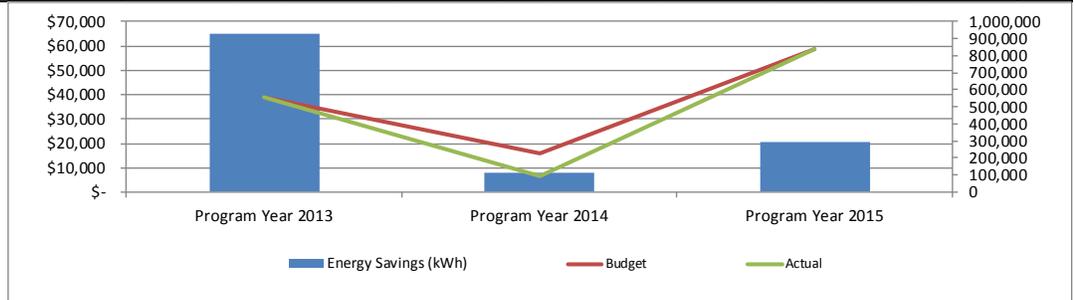


Table 3.2

Algiers - Income Qualified (AHPwES)												
Program	Cost			Energy Savings (kWh)			Demand Savings (kW)			Participants		
	Budget	Actual	%	Plan	Evaluated	%	Plan	Evaluated	%	Plan	Actual	%
Program Year 2013	\$ 38,800	\$ 38,800	100%	94,273	928,933	985%	n/a	n/a	-	n/a	775	-
Program Year 2014	\$ 16,000	\$ 6,824	43%	62,692	115,564	184%	n/a	18	-	n/a	132	-
Program Year 2015	\$ 58,564	\$ 58,564	100%	291,163	291,163	100%	112	112	100%	22	22	100%



3.4. Training and Events

These items are detailed in the SARP workbook.

3.5. Planned or Proposed Changes to Program and Budget

The kWh goal and budget both increase slightly for PY6. Like the HPwES program contractors will be given an allocation, however instead of a monthly allocation contractors will be provided the allocation on a quarterly basis.

In addition, a new rule was created for PY6 that requires participating contractors to perform air sealing and duct sealing and install attic insulation in all homes eligible for the program if an energy assessment shows that the home is in need of all three items. If not, the contractor is required to let Energy Smart program administrators know why all measures were not required.

4. Lighting and Appliances

4.1. Program Description

The Lighting and Appliances program is a retail channel program that promotes the purchase of energy-efficient lighting, room A/Cs, pool pumps and advanced power strips. Customers received point-of-purchase discounts for CFL and LED lighting and direct-to-customer utility rebates on advanced power strips, ENERGY STAR® qualified room air conditioners and ENERGY STAR® pool pumps. Promotional materials in retail locations, online and other mass marketing channels helped drive consumer awareness and generate consumer demand.

PY5 was the first year in which in store discounts for the purchase of energy efficient lighting was available to residents of Orleans Parish.

4.2. Program Highlights

- The total incentives paid were less than original budget, this is due to the sharp decrease in LED prices. <http://www.eia.gov/todayinenergy/detail.cfm?id=15471>.
- Eight retail store locations participated in the point-of-purchase lighting discounts, all located within the legacy ENO service area (seven East Bank and one in Algiers).
- The majority of savings (88%) were from the lighting point-of-sale discount.
- As in other utility service areas where in store mid-stream buy down discounts are new, managers and staff were unfamiliar with the buy-down process, and there was confusion regarding reimbursement for discounts. In store training and regular visits from field staff helped managers and staff understand the changes in pricing and displays.

New Orleans:

- 1,149,201 kWh of savings were achieved, which was 122% of goal.
- 200 kW of savings were achieved, which was 69% of goal.
- There were 6,164 total participants.

Algiers:

- 92,433 kWh of savings were achieved, which was 123% of goal.
- 15 kW of savings were achieved, which was 66% of goal.
- There were 412 participants.

4.3. Program Budget, Savings and Participants

Table 4.1

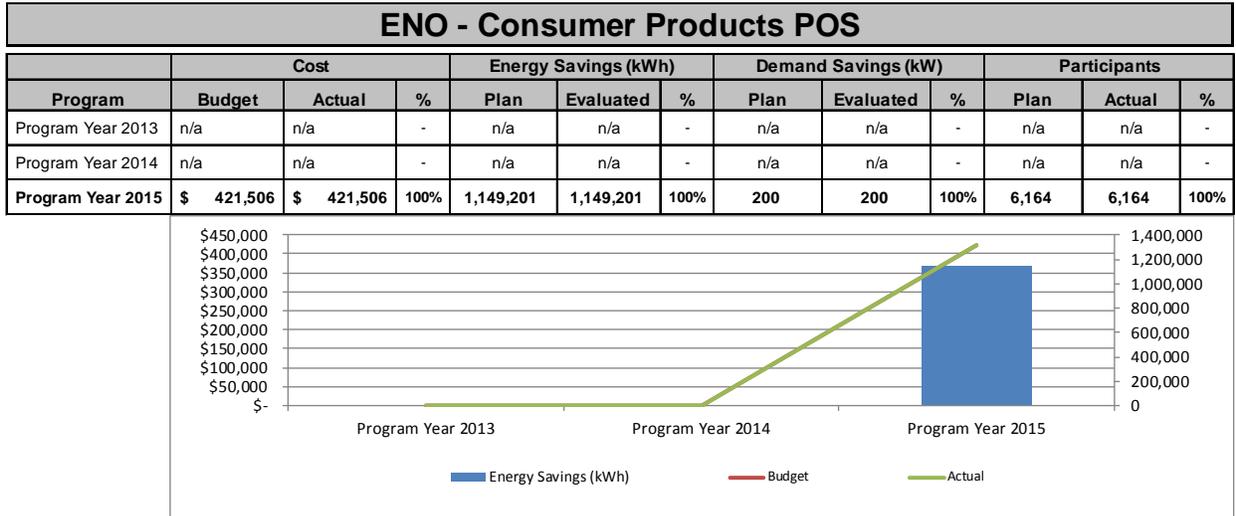
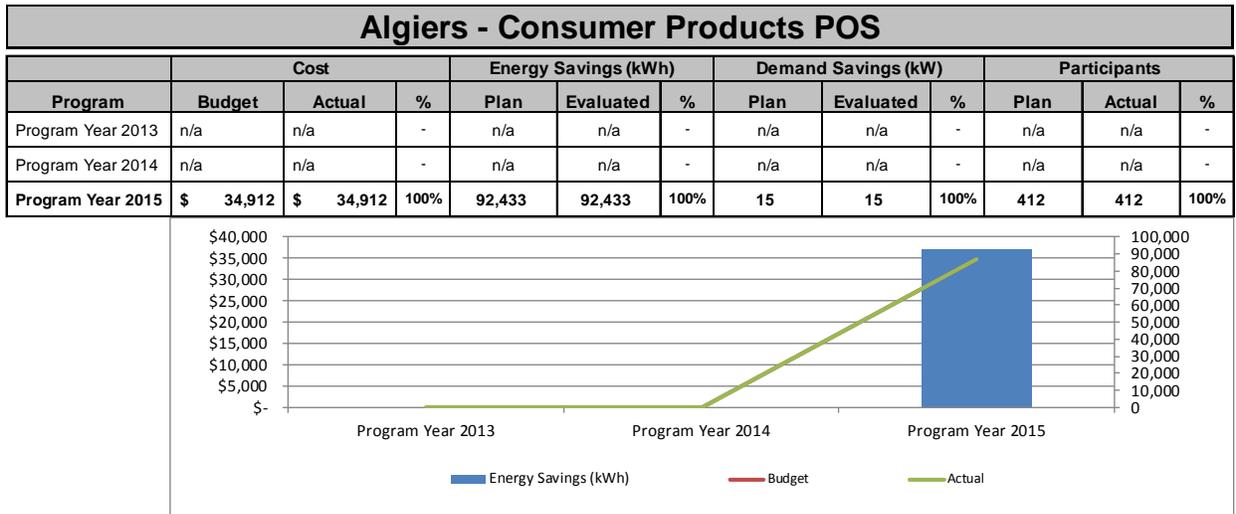


Table 4.2



4.4. Events and Training

The program team visited retail stores in Orleans Parish to distribute materials, verify promotional pricing, and meet with store staff. Through one-on-one conversations with managers and retail associates, the program raised awareness of the benefits of energy-efficient products and Entergy’s role in supporting the sale of these products.

- All eight stores participating in the lighting point-of-purchase promotion were visited regularly, store managers, and sales associates were trained on the benefits of ENERGY STAR® qualified lighting and room A/Cs, if applicable.
- Several additional retail appliance stores in the greater New Orleans area received training on the room A/C rebates.

- Several pool supply stores received training on promoting ENERGY STAR® pool pumps.

4.5. Planned or Proposed Changes to Program and Budget

Budget allocation for this program is higher than necessary based on the sharp drop in costs for CFLs and LEDs. Excess budget dollars will be shifted to the Home Performance Program as needed, due to its high level of activity.

5. CoolSaver A/C Tune-Up and HVAC Replacement Program

5.1. Program Description

The CoolSaver A/C Tune-Up and HVAC Replacement Program is designed to assist customers who are interested in improving the energy efficiency of their Heating, Ventilation and Air Conditioning (HVAC) units with two options:

- Improving the operating efficiency of an existing unit by cleaning and tuning the equipment using state-of-the-art tools. (Duct Sealing can also be utilized.)

Or

- Completely replacing old, inefficient equipment with new, high-efficiency HVAC units.

Customers opting to have a CoolSaver Tune-Up performed by a trained contractor will receive a robust cleaning to the inside and outside units, as well as any needed adjustments to the unit's refrigerant level and air flow.

5.2. Program Highlights

- Replacements may be performed at any time during the Program Year. However, CoolSaver Tune-Ups can only be performed when the ambient outdoor temperature reaches approximately 75 degrees which is usually after March 1 in ENO's and ELA's service area.
- A total of 760 Tune-Ups were performed during PY5.
- 75 high efficiency HVAC replacements were installed during PY5.
- Fourteen (14) contractors are actively working in the HVAC Replacement Program.
- Continued training and bundling duct sealing with the CoolSaver Tune-Ups has increased kWh savings per job.
- Code changes (see comment in the Planned or Proposed Changes to Program and Budget section below) prompted a large number of HVAC contractors to take our BPI Infiltration and Duct Leakage certification training.

New Orleans:

- Reaching 25% of goal, a total of 358,291 kWh was achieved.
- Reaching 21% of goal, a total of 117 kW was achieved.

Algiers:

- Reaching 21% of goal, a total of 27,280 kWh was achieved.
- Reaching 16% of goal, a total of 8 kW was achieved.

5.3. Program Budget, Savings and Participants

Table 5.1

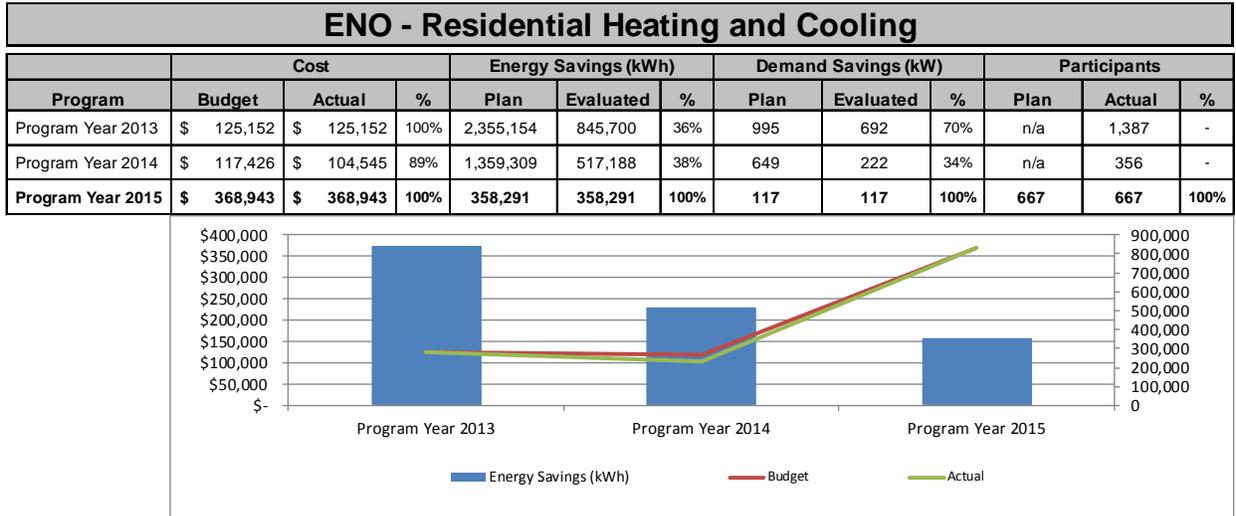
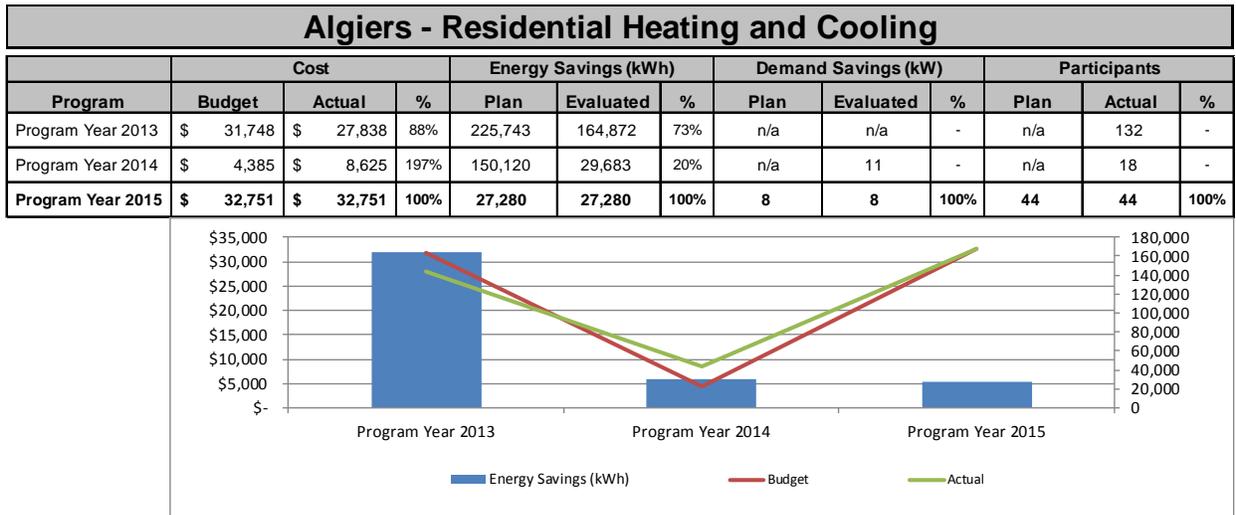


Table 5.2



5.4. Program Events and Training

These items are detailed in the SARP workbook.

5.5. Planned or Proposed Changes to Program and Budget

Similar to the HPwES Program, contractor allocations will be utilized in PY6 for the CoolSaver A/C Tune-Up Program. Allocations allow for funding to be available for extended portions of the program year. The methodology utilized for contractor allocations will be centered on the following scoring system:

- Historical Production – in order to establish a baseline for future production, all work performed during PY5 will guide in the starting allocations.
- Quality of Work – QA/QC will be performed on a pre-established level of units. These will be graded and factor into each quarter's allocation.
- Capacity – Whether or not each contractor can continue performing at recognized levels while analyzing staffing, level of expertise, and experience of each participating contractor.

On January 1, 2015, the Louisiana State Uniform Construction code was updated, requiring HVAC contractors to seal ductwork in unconditioned spaces of single-family residences in compliance with IECC 2009 standards. This change in code led to HVAC contractors acquiring one of several certifications available to comply with this new code requirement. In addition, many of these contractors purchased duct leakage testing equipment. This provided an opportunity for the CoolSaver program to add duct sealing as an additional measure to the central A/C tune up. Many of the participating contractors received Building Performance Institute Infiltration and Duct Leakage nationally-recognized certifications through the Energy Smart training offerings.

Participating contractors may now utilize the iManifold to enter in duct sealing data when completing a CoolSaver job. This makes the process entirely paperless for both the contractor and customer, reduces error and expedites the incentive payment process.

Program evaluation revealed that CoolSaver tune ups were getting a lower savings amount than forecasted based on post tune up billing analysis, which is the biggest factor in the low net savings the program attained in PY5. This is partially due to the fact that many CoolSaver tune ups were performed on homes with central air conditioning units that were smaller than anticipated. In PY6, the Energy Smart program has given direction to participating contractors to gather more measurement data as they are performing tune ups, which will allow for a better evaluation of savings results in 2017.

6. School Kits and Outreach

6.1. Program Description

Energy Smart has a schools and outreach program that is implemented through a contract with local non-profit, the Energy Wise Alliance (“EWA”).

Schools:

Energy Smart for Kids is a program for 6th grade students that combines an in-class presentation on energy efficiency with a free school “kit” for students to bring home and install. The kit includes 6 energy efficient light bulbs, a kitchen faucet aerator, a bath faucet aerator, a low flow showerhead, and an LED night light. The kit can save 456 kWh per year if all measures are installed and the home has electric water heating. Students install the kit and report back on what they did install - the reported per kit kWh rate includes actual install rates of items and the percentage of gas vs. electric water heating. For PY5, EWA staff distributed 3,683 kits to students in 134 classrooms at 34 schools across the City. Schools that participated in the program are listed below.

EWA implements the program for Energy Smart as of June 1, 2015 and was selected via a competitive proposal process. Prior to EWA, the NOLAWise program developed the Energy Smart for kids program first through a pilot project in the spring of program year 3, and rolled it out to 1,000 students in the program year 4 school year, starting April of 2014 through March of 2015. NOLAWise also implemented the program for April and May of 2015, and distributed 245 of the total 3,523 kits.

The School Kits and Education program had a gross savings goal of 1,011,096 kWh, with an expected net realization rate of 38%, or 384,216 kWh. The program performed very close to this forecast, with a total net realization rate of 41% or 413,086 kWh. The difference between gross and net savings values is that the gross value is based on full installation of each kit item.

Outreach:

Professionals from EWA starting June 1, 2015 and NOLAWise April 1 – May 31, presented and tabled on the Energy Smart program at 68 various events in New Orleans. This outreach exposed Energy Smart to over 11,000 participants at various events across the City and each in each Council District.

In addition, EWA held energy workshops at the facilities of 12 non-profit organizations. After a professional assessment of the building’s energy use, the non-profit holds work parties with their volunteers to do minor energy improvements guided by energy efficiency professionals. EWA teaches these volunteers how to do air sealing, install energy efficient lighting, behavioral strategies on how to reduce energy use, and most importantly, how to participate in Energy Smart. The non-profit organization sends a report to their members with information on how to participate in Energy Smart, helping us reach households who would otherwise not know about the program. The organizations that participated last year are listed below.

6.2. Program Highlights

Schools:

- 3,683 students received Energy Smart for Kids kits
- Percentage of public schools contacted to participate in program: 100%
- Schools participating in program:

Akili Academy of New Orleans

Alice Harte Charter School

Arise Academy
Audubon Charter
Crocker College Prep
Dolores T. Aaron Charter School
Einstein Charter Schools
Eisenhower Academy of Global Studies
Encore Academy
Esperanza Charter School
Gentilly Terrace
International School of Louisiana
James M Singleton Charter School
Joseph A. Craig Charter School
KIPP Believe College Prep (Phillips)
KIPP Central City Academy

Lake Forest Elementary Charter School
Lusher Charter School
Martin Behrman Elementary School
Martin Luther King Charter School
McDonough #42 Elementary School
Medard H. Nelson Elementary School
Morris Jeff Community School
Osborne Middle School
Pierre Capdau Learning Academy
Renew Schaumburg
St Rita
Sylvanie Williams College Prep
William J. Fischer Elementary School

Outreach:

- Presentation to 35 groups across the city, across all Council districts.
- Tabling at 42 events across the city. Major events that had an Energy Smart table included:
 - New Orleans Public Library Family Fun Fest
 - Wednesday at the Square
 - Gentilly Fest
 - Urban League Schools Expo
- Monthly Energy Smart Information Center staffing at the Entergy Customer Care centers on the East and West Banks; additional ESIC days at libraries.
- 12 Non-profit workshops at:

Parkway Partners
Young Leadership Council
Luke's House Clinic
Macarthur Justice Center
Green Light New Orleans
Junior League - Bloomin' Deals
Hands On New Orleans - Bunkhouse
Hagar's House
New Orleans Workers Center
Hollygrove Market and Farm
RUBARB Community Bike Shop
McKenna Museum of African American Art

6.3. Program Budget, Savings and Participants

Table 6.1

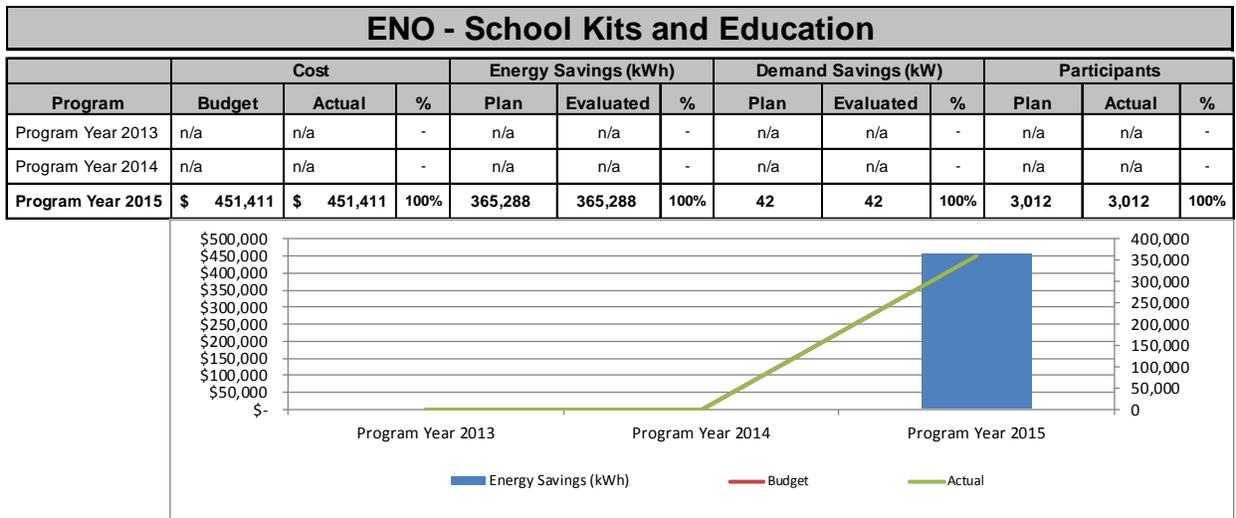
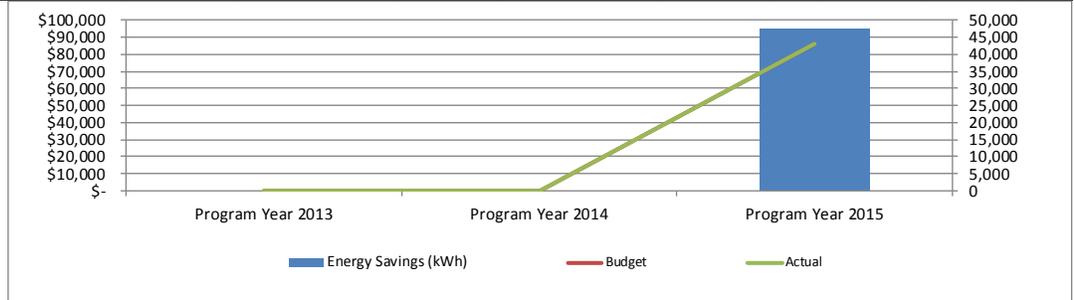


Table 6.2

Algiers - School Kits and Education

Program	Cost			Energy Savings (kWh)			Demand Savings (kW)			Participants		
	Budget	Actual	%	Plan	Evaluated	%	Plan	Evaluated	%	Plan	Actual	%
Program Year 2013	n/a	n/a	-	n/a	n/a	-	n/a	n/a	-	n/a	n/a	-
Program Year 2014	n/a	n/a	-	n/a	n/a	-	n/a	n/a	-	n/a	n/a	-
Program Year 2015	\$ 85,963	\$ 85,963	100%	47,498	47,498	100%	5	5	100%	671	671	100%



6.4. Program Events and Training

Covered in sections 6.1 Program Description and 6.2 Program Highlights.

6.5. Planned or Proposed Changes to Program and Budget

The goal from the last program year to this year increased substantially from 1,000 students per year to 3,600. An estimate of number of schools with 6th graders showed that the 3,600 student goal requires almost 95% of all students in public school 6th grade classes to participate. EWA reached out to 100% of the schools and scheduled with all schools that responded. Although 95% participation would be desirable, it is not realistic, due to teachers' schedules and curriculum requirements. Reaching 95% of students in one grade would be very difficult, so EWA also included some 5th and 7th grade classes. In the upcoming year, they will focus on 6th and 7th grade classes, but will also include a higher grade if needed to reach the 3,600 students. They also included one private school, St. Rita's, which has 100% Orleans Parish student enrollment, and will work to find similar private schools for the program.

7. Small Business Solutions

7.1. Program Description

The Small Business Solutions Program is designed to overcome the first-cost market barriers unique to the small business market that frequently interfere with small business adoption of energy efficiency measures. The Program provides small business owners with energy efficiency information and develops awareness of energy and non-energy benefits, helping small business customers invest in energy efficient technologies and particularly help them overcome high “first costs.” In addition, the program provides preliminary walk through assessments of facilities to help small businesses owners understand what their options are for making energy efficiency improvements.

The most common customers in the Small Business Solutions program are offices, service shops, restaurants, lodging, retail and convenience stores. For the purposes of this program small businesses are defined as commercial businesses with a peak demand less than 100 kW.

7.2. Program Highlights

- 191 businesses participated in PY5. Case Studies of projects were created after project completion to aid in broader market acceptance and understanding of program offerings.
- 64% of program activity completed between the months of August and December.
- 86% of savings came from lighting projects, with the remaining 14% of savings coming from refrigeration, low flow devices and HVAC projects.
- 10 distinct business types utilized the program in PY5, with the majority (40%) coming from the Retail Sector. There was also a much higher proportion of participation from grocery stores and gas stations in PY5 as compared to previous years.

New Orleans:

- 185 commercial customers participated in New Orleans
- Reaching 86% of goal, a total of 3,189,966 kWh was achieved.
- Reaching 49% of goal, a total of 461 kW was achieved.

Algiers:

- 16 commercial customers participated in Algiers.
- Reaching 43% of goal, a total of 144,696 kWh was achieved.
- Reaching 33% of goal, a total of 29 kW was achieved.
- The majority of savings in Algiers were driven through Energy Smart program staff doing on the ground door to door outreach to potential customers and providing direct install measures to customers free of charge. Working with program sub-contractor Bright Moments, Energy Smart program staff also reached out to the faith community of Algiers, doing direct outreach to faith leaders in over 60 churches. This was the most successful

outreach campaign that Energy Smart has performed in Algiers to date and has helped to drive program participation going into PY6.

7.3. Program Budget, Savings and Participants

Table 7.1

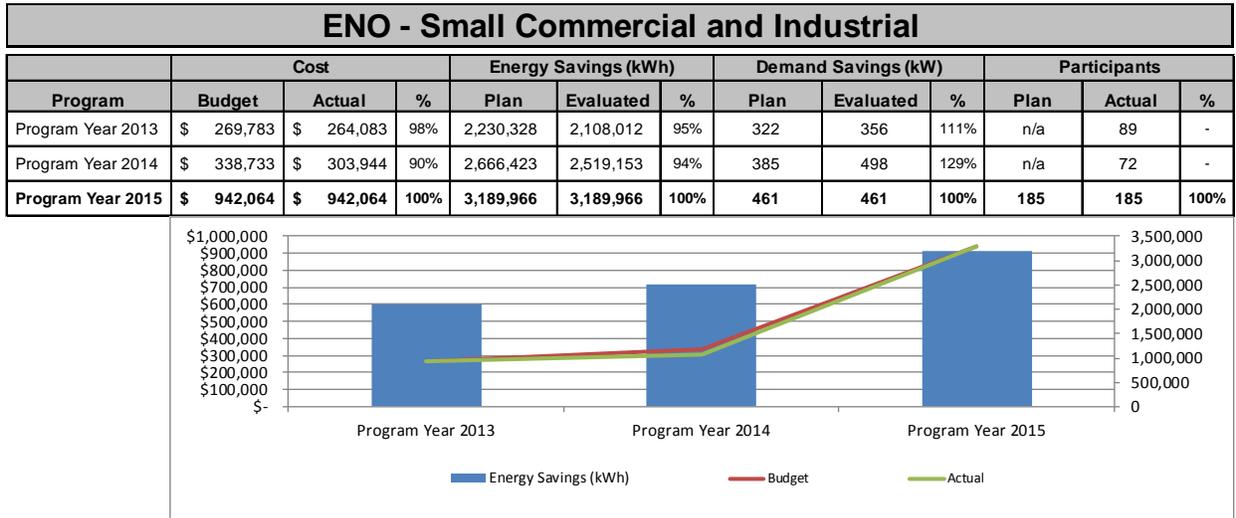
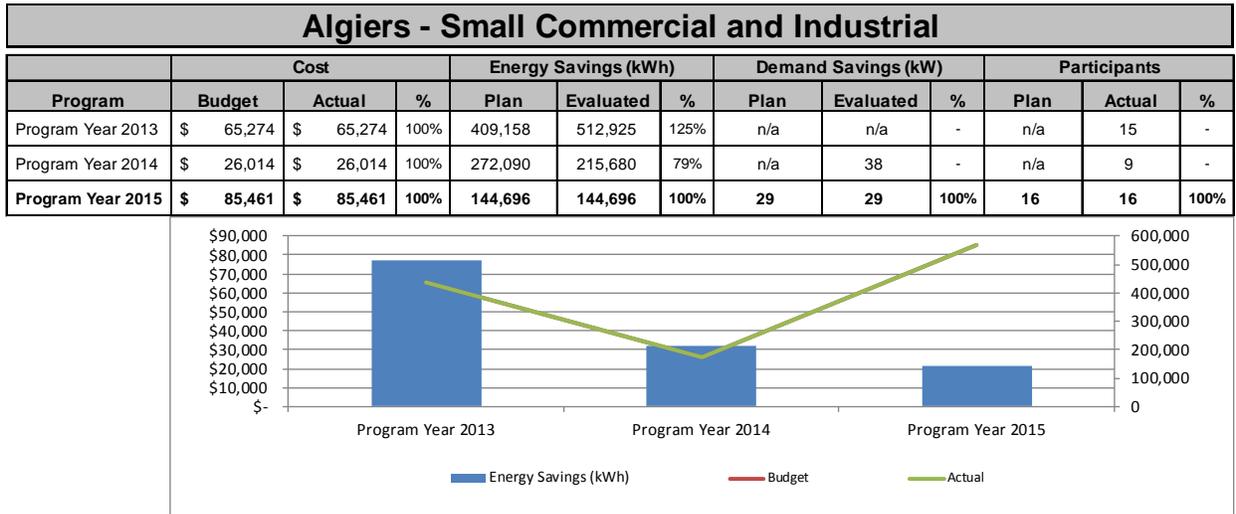


Table 7.2



7.4. Training and Events

These items are detailed in the SARP workbook.

7.5. Planned or Proposed Changes to Program and Budget

PY6 marks the launch of the CoolSaver for Small Commercial customers, as an air conditioning tune-up was not previously available through the CoolSaver contractor network. Initial outreach on this is being done in partnership with Life City, who is distributing program material to their business clients who continue to look for ways to save money and meet Life City's terms for being a sustainable business.

Energy Smart recently added a rule that all jobs submitted to the program must be complete within 90 days of application submittal. It also requires that the participating contractor provide documentation proving that material was ordered in order to complete a job within 30 days of application submittal. This rule was developed for several reasons, but ultimately ensures that customers receive a timely completion of their projects once initiated by a participating contractor.

As noted in the evaluation report, the lighting calculator used in PY5 to estimate savings contained a flaw in that it had not been updated to account for Energy Independence and Security Act (EISA) baseline shifts. This flaw was the biggest contributor to the small business program not achieving its PY5 net savings goals due to the impact that it had on the program realization rate. The calculator has already been adjusted for PY6 and an annual review and testing protocol put in place to ensure that this does not happen again.

8. Large Commercial and Industrial Solutions

8.1. Program Description

The Program provides incentives for deemed savings measures as defined by the Arkansas TRM 3.0 installed by qualified contractors. There is also a custom component of the program which helps customers in identifying efficiency opportunities and analyzing associated costs and savings, and offer incentives to install custom measures. Custom project support offers incentives for efficiency improvements affecting systems that are outside the scope of the prescriptive measure offerings. These projects may include retro-commissioning, process improvements, and other system level custom projects or projects involving unique equipment not part of the prescriptive offerings. Program staff pre-approves projects for customer and measure eligibility, and provide M&V services or review as needed to verify measures savings. The program provides technical engineering support to identify custom project opportunities in customer facilities.

All commercial, industrial, and institutional customers with peak demand of 100 kW and above are eligible for this program.

8.2. Program Highlights

- 46 projects were completed in PY5, 45 in New Orleans and 1 in Algiers
- This was one of the most successful years for the Large Commercial Program, as the New Orleans Portion of the program achieved 114% of its savings goal
- All incentive funds were reserved for projects within two weeks of program launch. Participating Contractors were notified via writing as soon as incentive dollars reserved were at 90% of the total budget.
- The majority of project savings came in during the final month of program operations. This is due to the fact that there were a large number of custom M&V projects in the Large Commercial Program in PY5, requiring a longer completion cycle for installing measures and analyzing results to ensure correct savings calculations.
- 64% of program savings came from lighting retrofits, 36% came through HVAC and custom measure savings
- 75% of program activity was driven through 3 distinct end use types, K-12 schools, hotels and parking garages

8.3. Program Budget, Savings and Participants

Table 8.1

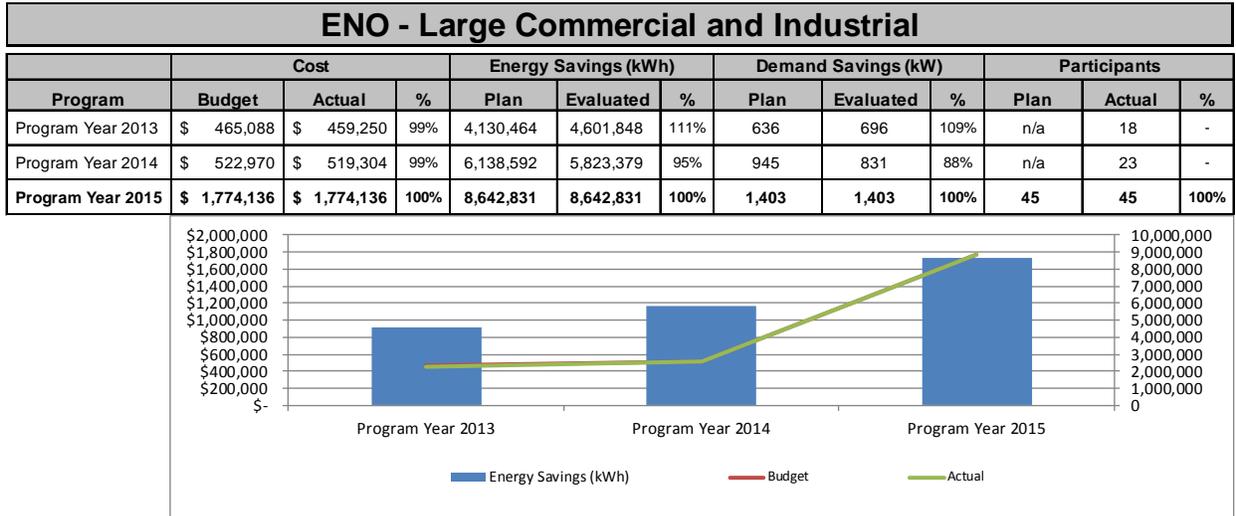
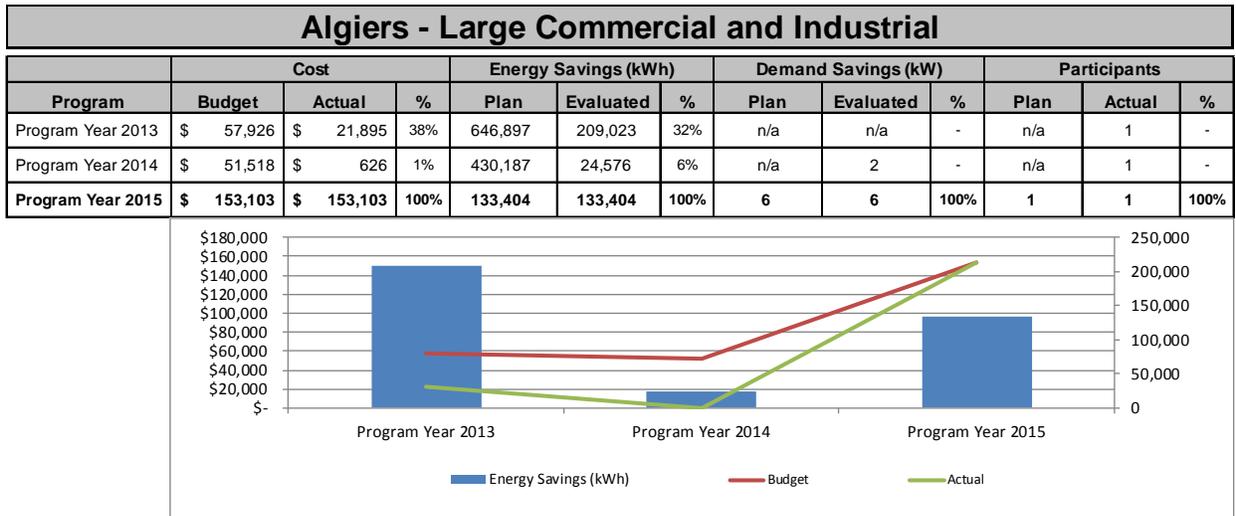


Table 8.2



8.4. Training and Events

These items are detailed in the SARP workbook.

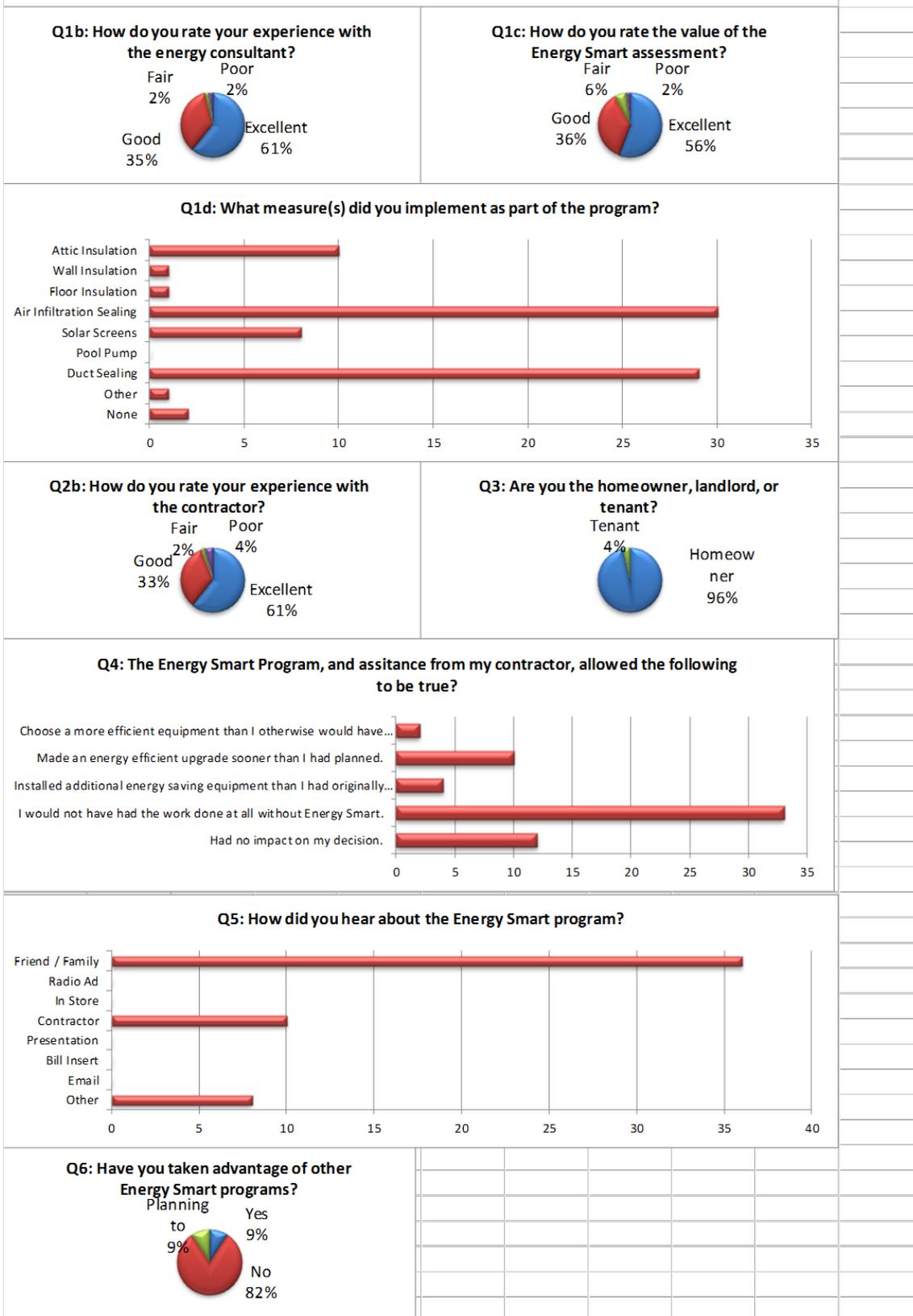
8.5. Planned or Proposed Changes to Program and Budget

Energy Smart recently added a rule that all jobs submitted to the program must be complete within 90 days of application submittal. It also requires that the participating contractor provide documentation proving that material was ordered in order to complete a job within 30 days of application submittal. The exception to this rule is for custom/M&V projects which need a longer time to qualify, have measures installed and post installation verification analysis be performed.

As noted in the evaluation report, the majority of businesses taking part in the Large Commercial program own several locations. This fact coupled with the number of contacts that the Energy Smart program has built since program inception allows for better planning for custom/M&V projects. PY6 was launched with more than 10 custom/M&V projects prioritized for completion by the end of Q3.

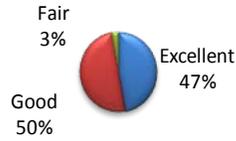
Appendix A: Customer Satisfaction Survey Results

New Orleans Home Performance with Energy Star

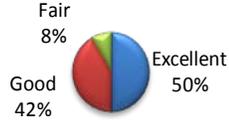


Algiers Home Performance with Energy Star

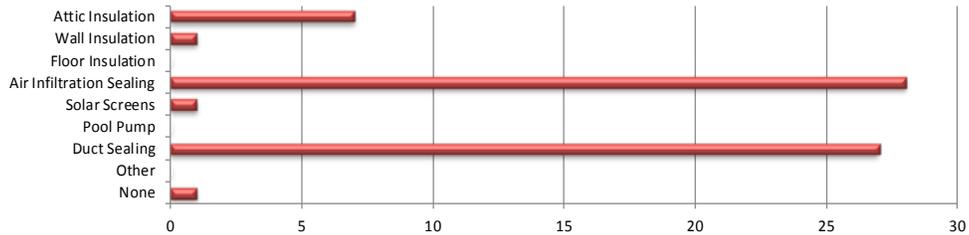
Q1b: How do you rate your experience with the energy consultant?



Q1c: How do you rate the value of the Energy Smart assessment?



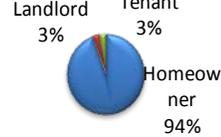
Q1d: What measure(s) did you implement as part of the program?



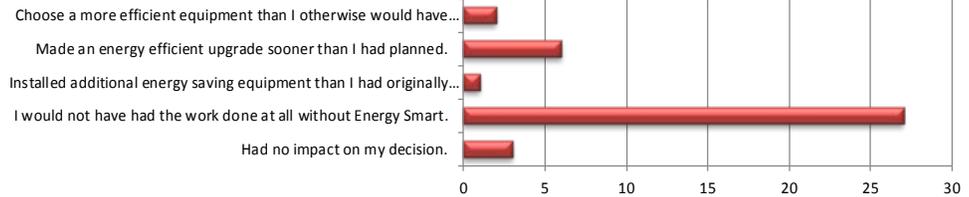
Q2b: How do you rate your experience with the contractor?



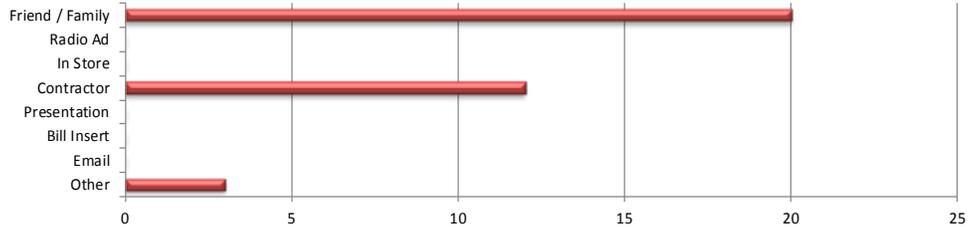
Q3: Are you the homeowner, landlord, or tenant?



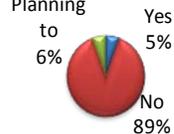
Q4: The Energy Smart Program, and assistance from my contractor, allowed the following to be true?



Q5: How did you hear about the Energy Smart program?

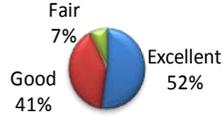


Q6: Have you taken advantage of other Energy Smart programs?

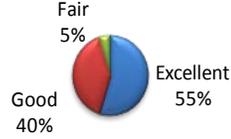


New Orleans Income Qualified (AHPwES)

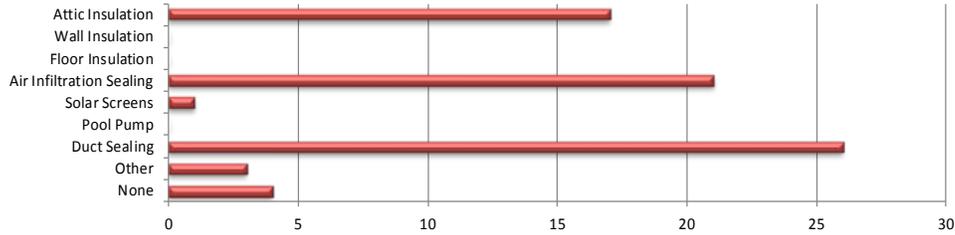
Q1b: How do you rate your experience with the energy consultant?



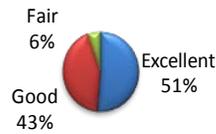
Q1c: How do you rate the value of the Energy Smart assessment?



Q1d: What measure(s) did you implement as part of the program?



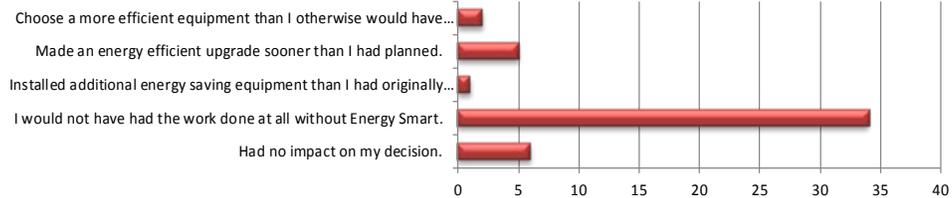
Q2b: What was the contractor's overall level of professionalism?



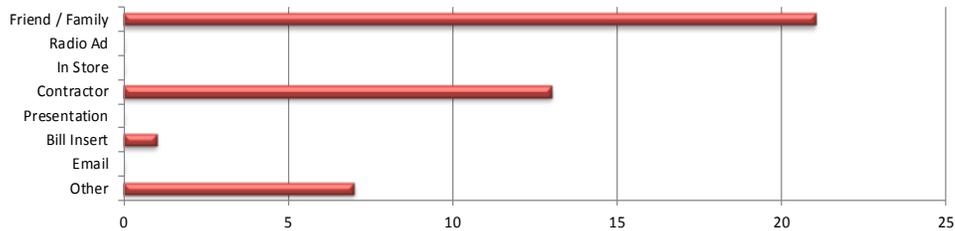
Q3: Are you the homeowner, landlord, or tenant?



Q4: The Energy Smart Program, and assistance from my contractor, allowed the following to be true?



Q5: How did you hear about the Energy Smart program?



Q6: Have you taken advantage of other Energy Smart programs?

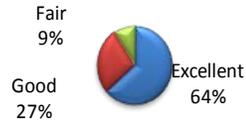


Algiers Income Qualified (AHPwES)

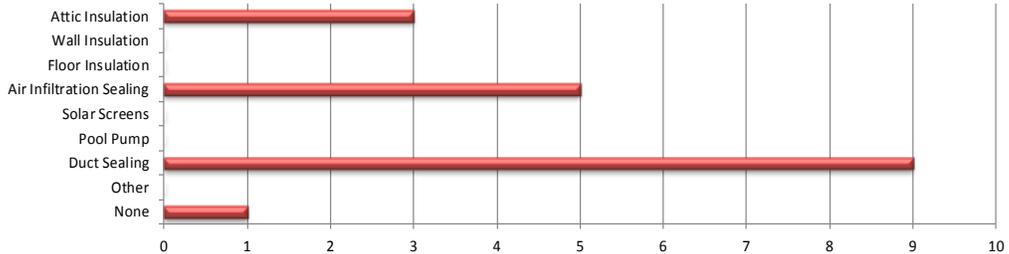
Q1b: How do you rate your experience with the energy consultant?



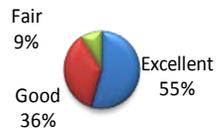
Q1c: How do you rate the value of the Energy Smart assessment?



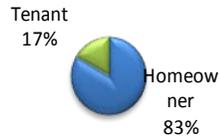
Q1d: What measure(s) did you implement as part of the program?



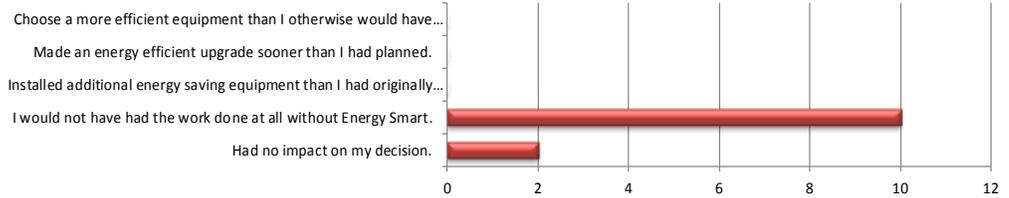
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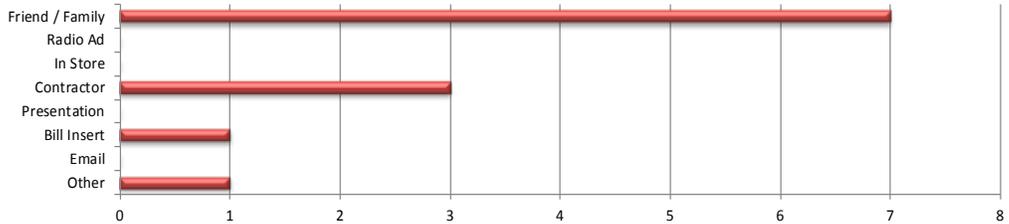
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Q5: How did you hear about the Energy Smart program?



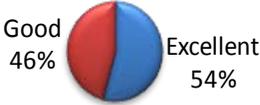
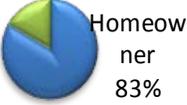
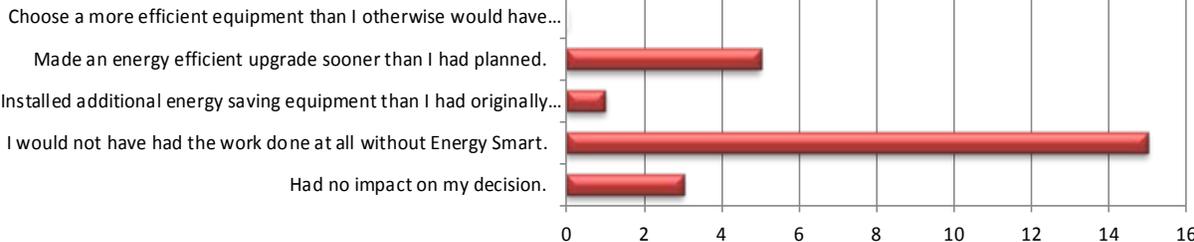
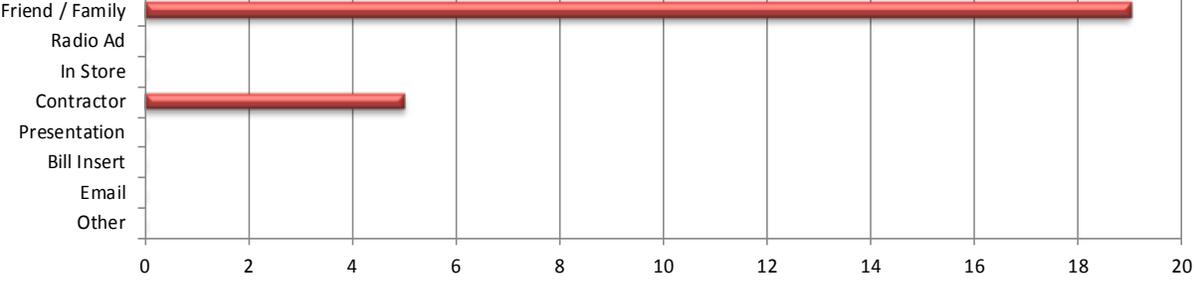
Q6: Have you taken advantage of other Energy Smart programs?



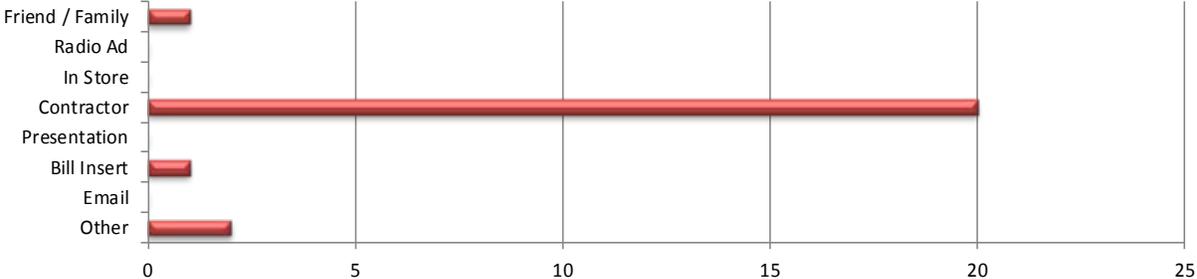
New Orleans CoolSaver A/C Tune-Up

<p>Q1b: How do you rate your experience with the contractor?</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><th>Rating</th><th>Percentage</th></tr> <tr><td>Excellent</td><td>66%</td></tr> <tr><td>Good</td><td>26%</td></tr> <tr><td>Fair</td><td>4%</td></tr> <tr><td>Poor</td><td>4%</td></tr> </table>	Rating	Percentage	Excellent	66%	Good	26%	Fair	4%	Poor	4%	<p>Q2: How do you rate the value of the Energy Star Program?</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><th>Rating</th><th>Percentage</th></tr> <tr><td>Excellent</td><td>68%</td></tr> <tr><td>Good</td><td>24%</td></tr> <tr><td>Fair</td><td>6%</td></tr> <tr><td>Poor</td><td>2%</td></tr> </table>	Rating	Percentage	Excellent	68%	Good	24%	Fair	6%	Poor	2%
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<p>Q3: Are you the homeowner, landlord, or tenant?</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><th>Status</th><th>Percentage</th></tr> <tr><td>Homeowner</td><td>92%</td></tr> <tr><td>Landlord</td><td>4%</td></tr> <tr><td>Tenant</td><td>4%</td></tr> </table>	Status	Percentage	Homeowner	92%	Landlord	4%	Tenant	4%	<p>Q6: Have you taken advantage of other Energy Smart programs?</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>No</td><td>52%</td></tr> <tr><td>Yes</td><td>28%</td></tr> <tr><td>Planning to</td><td>20%</td></tr> </table>	Response	Percentage	No	52%	Yes	28%	Planning to	20%				
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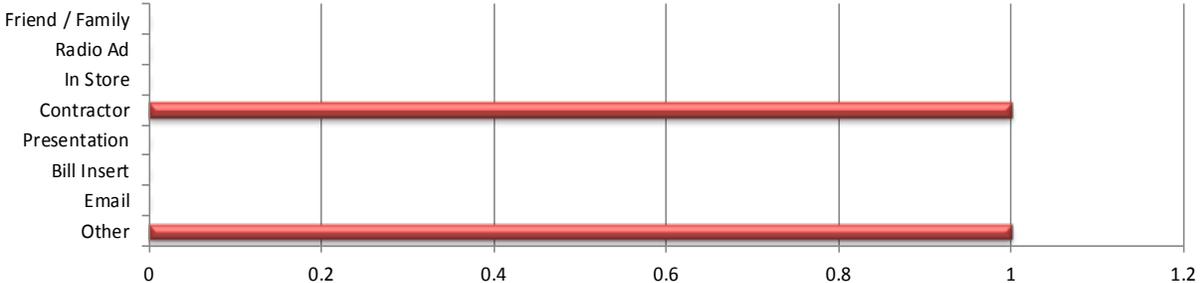
Algiers CoolSaver A/C Tune-Up

<p>Q1b: How do you rate your experience with the contractor?</p>  <p>Good 46% Excellent 54%</p>	<p>Q2: How do you rate the value of the Energy Star Central A/C Program?</p>  <p>Good 33% Excellent 67%</p>																		
<p>Q3: Are you the homeowner, landlord, or tenant?</p>  <p>Tenant 17% Homeowner 83%</p>	<p>Q6: Have you taken advantage of other Energy Smart programs?</p>  <p>Planning to 17% No 83%</p>																		
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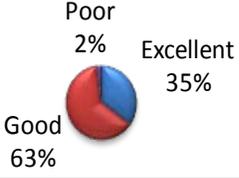
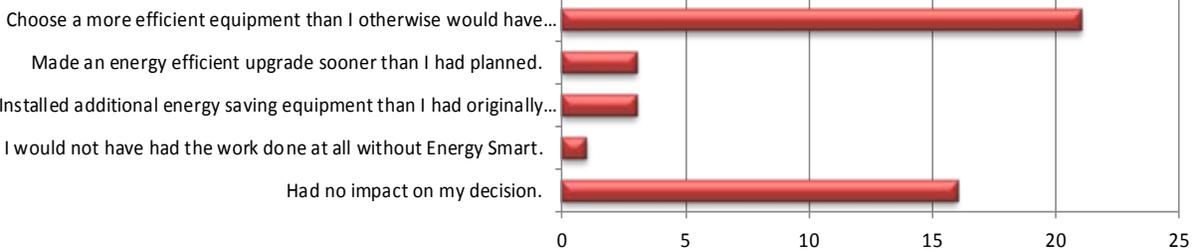
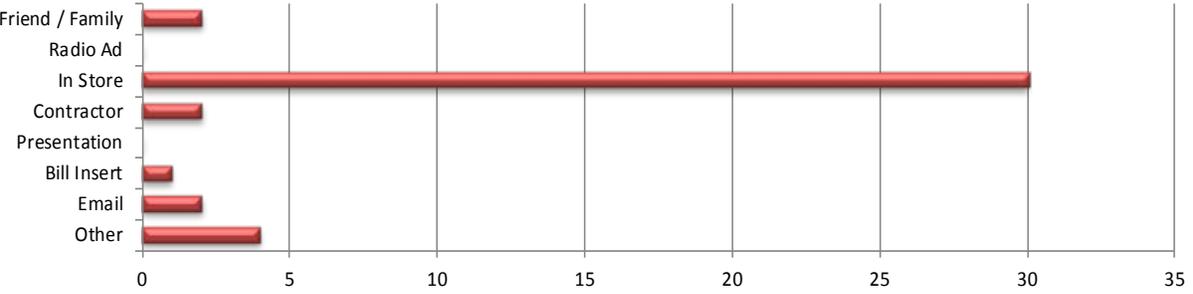
New Orleans Central A/C Replacement

<p>Q1b: How do you rate your experience with the staff member?</p> <p>Good 23%</p>  <p>Excellent 77%</p>	<p>Q2b: How do you rate your experience with the installer?</p> <p>Good 22%</p>  <p>Excellent 78%</p>																		
<p>Q3: How do you rate the value of the Energy Smart Room A/C Replacement?</p> <p>Good 19%</p>  <p>Excellent 81%</p>	<p>Q4: Are you the homeowner, landlord, or tenant?</p> <p>Landlord 17%</p>  <p>Homeowner 83%</p>																		
<p>Q6: How did you hear about the Energy Smart program?</p>  <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>Data for Q6: How did you hear about the Energy Smart program?</caption> <thead> <tr> <th>Source</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>Contractor</td><td>20%</td></tr> <tr><td>Other</td><td>2%</td></tr> <tr><td>Friend / Family</td><td>1%</td></tr> <tr><td>Bill Insert</td><td>1%</td></tr> <tr><td>Email</td><td>1%</td></tr> <tr><td>In Store</td><td>1%</td></tr> <tr><td>Radio Ad</td><td>1%</td></tr> <tr><td>Presentation</td><td>1%</td></tr> </tbody> </table>		Source	Percentage	Contractor	20%	Other	2%	Friend / Family	1%	Bill Insert	1%	Email	1%	In Store	1%	Radio Ad	1%	Presentation	1%
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In Store	1%																		
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Presentation	1%																		
<p>Q5: Would you recommend the Energy Smart program to others?</p> <p>Maybe 4%</p>  <p>Probably 26%</p> <p>Definitely 70%</p>	<p>Q7: Have you taken advantage of other Energy Smart programs?</p> <p>Planning to 17%</p>  <p>Yes 13%</p> <p>No 70%</p>																		

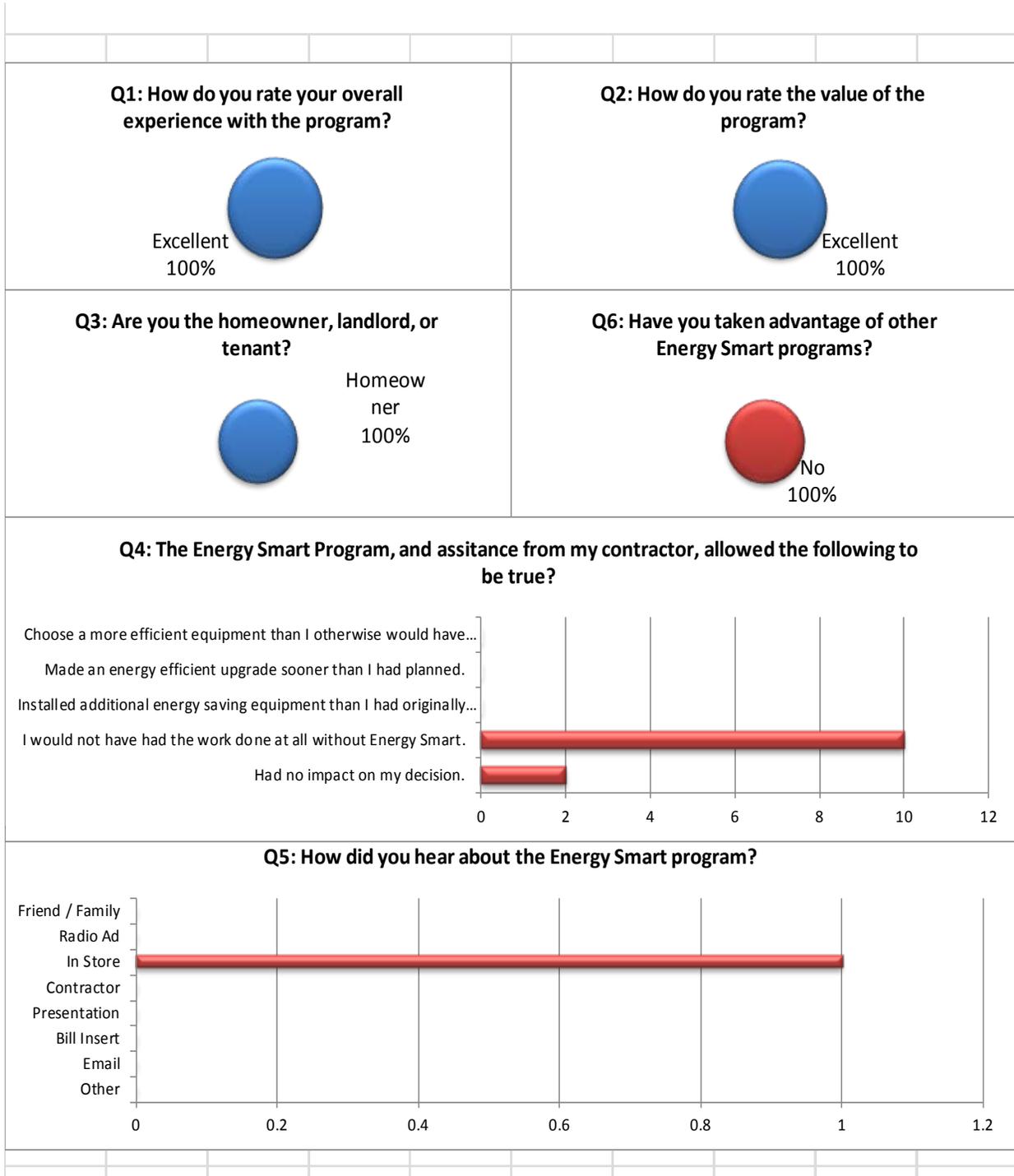
Algiers Central A/C Replacement

<p>Q1b: How do you rate your experience with the energy consultant?</p> <div style="text-align: center;">  <p>Good 50% Excellent 50%</p> </div>	<p>Q2b: How do you rate your experience with the installer?</p> <div style="text-align: center;">  <p>Excellent 100%</p> </div>																		
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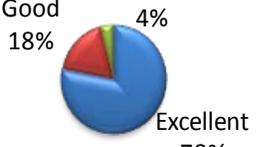
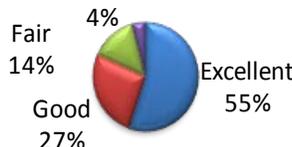
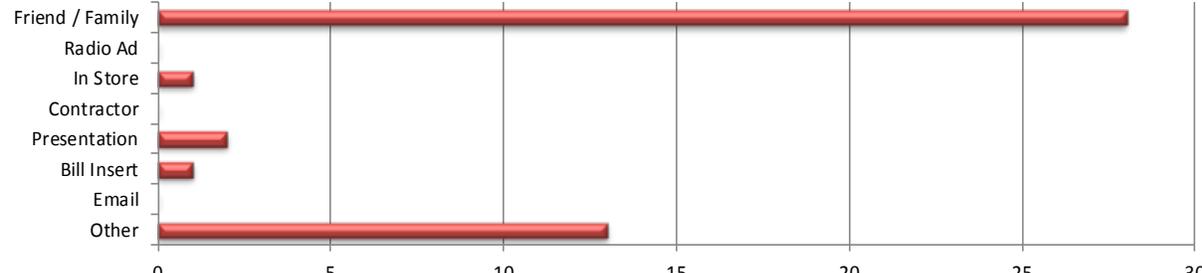
New Orleans Consumer Products

<p>Q1: How do you rate your overall experience with the program?</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Good</td><td>63%</td></tr> <tr><td>Excellent</td><td>35%</td></tr> <tr><td>Poor</td><td>2%</td></tr> </table>	Good	63%	Excellent	35%	Poor	2%	<p>Q2: How do you rate the value of the program?</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Good</td><td>53%</td></tr> <tr><td>Excellent</td><td>47%</td></tr> </table>	Good	53%	Excellent	47%								
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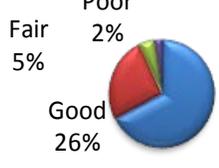
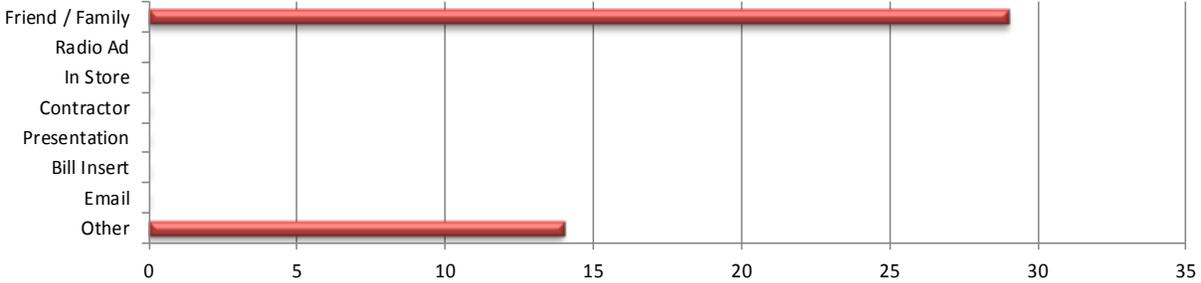
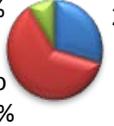
Algiers Consumer Products



New Orleans - Green Light New Orleans

<p>Q1a: How do you rate your experience with the Green Light N.O. volunteers?</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Excellent</td><td>84%</td></tr> <tr><td>Good</td><td>14%</td></tr> <tr><td>Fair</td><td>2%</td></tr> </table>	Excellent	84%	Good	14%	Fair	2%	<p>Q1b: How would you rate the ease of contacting Green Light N.O. and scheduling an appointment?</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>Excellent</td><td>78%</td></tr> <tr><td>Good</td><td>18%</td></tr> <tr><td>Fair</td><td>4%</td></tr> </table>	Excellent	78%	Good	18%	Fair	4%																																																																																														
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Algiers - Green Light New Orleans

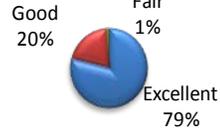
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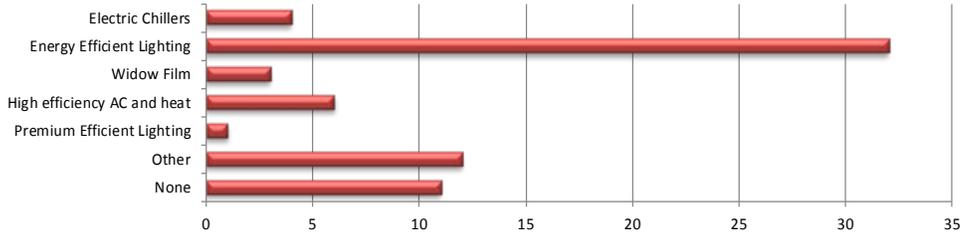
Q1a: How do you rate your experience with the Energy Smart representative?



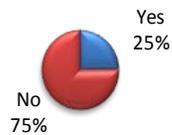
Q1c: How would you rate the overall value of the Energy Smart program?



Q1d: Which upgrade(s) do you or do you plan to implement within 60 days for the assessment?



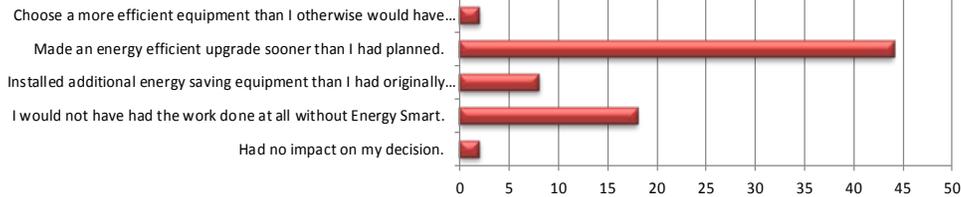
Q1e: Are you planning to implement any other energy efficiency measures?



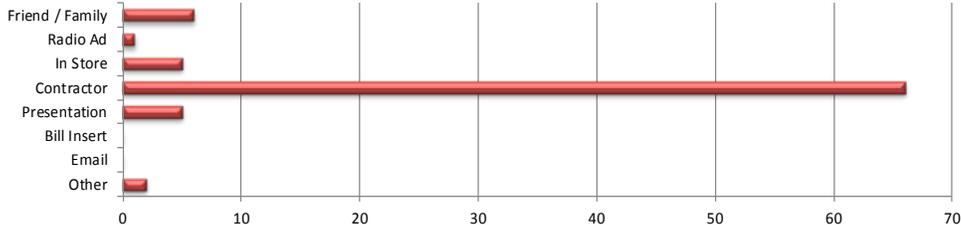
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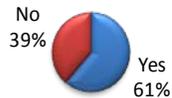
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Q2: How did you hear about the Energy Smart program?



Q6: May we contact you in regard to your comments or concerns?



Algiers Small Commercial

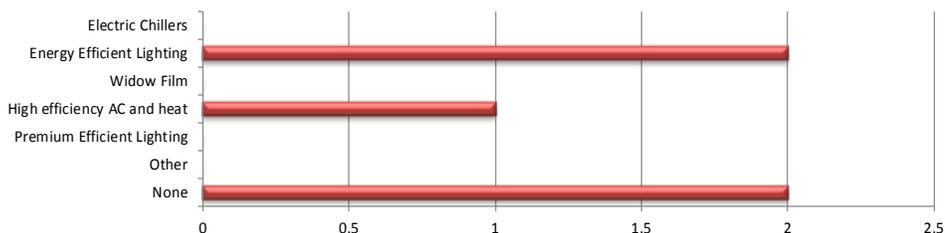
Q1a: How do you rate your experience with the Energy Smart representative?



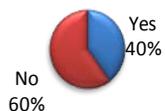
Q1c: How would you rate the overall value of the Energy Smart program?



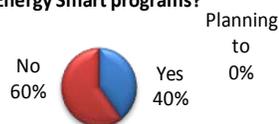
Q1d: Which upgrade(s) do you or do you plan to implement within 60 days for the assessment?



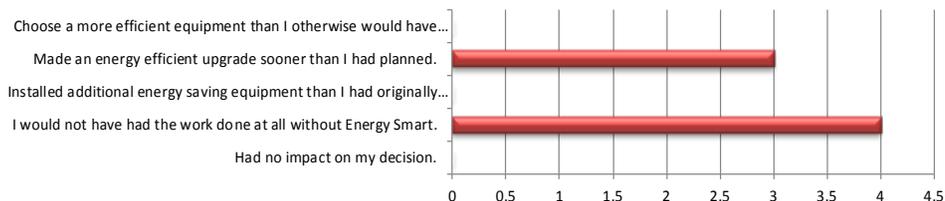
Q1e: Are you planning to implement any other energy efficiency measures?



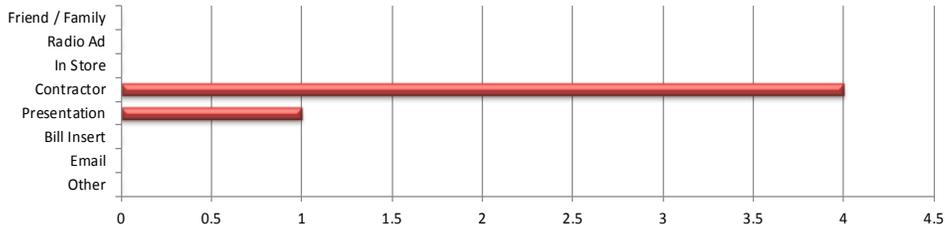
Q3: Have you taken advantage of other Energy Smart programs?



Q2: The Energy Smart Program, and assistance from my contractor, allowed the following to be true:



Q2: How did you hear about the Energy Smart program?

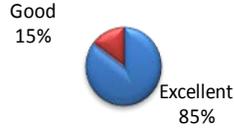


Q6: May we contact you in regard to your comments or concerns?



New Orleans Large Commercial

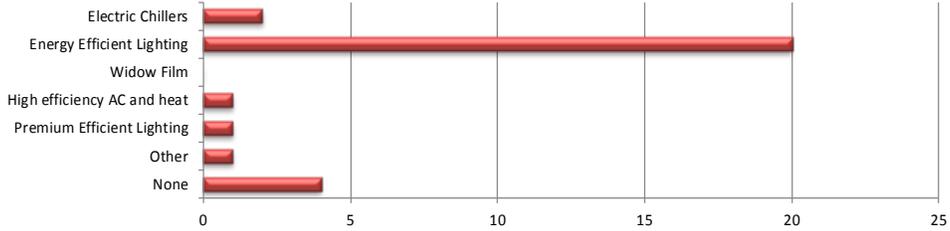
Q1a: How do you rate your experience with the Energy Smart representative?



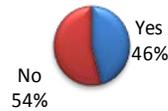
Q1c: How would you rate the overall value of the Energy Smart program?



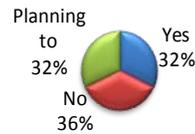
Q1d: Which upgrade(s) do you or do you plan to implement within 60 days for the assessment?



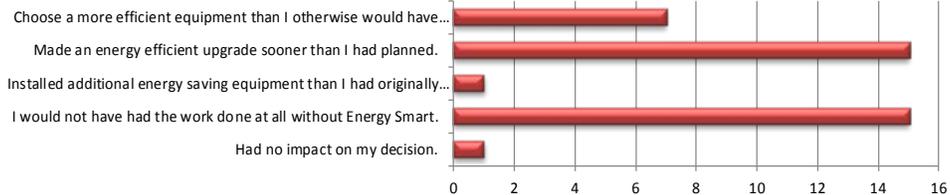
Q1e: Are you planning to implement any other energy efficiency measures?



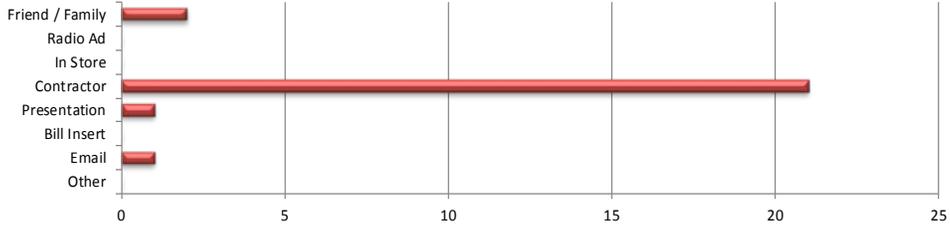
Q3: Have you taken advantage of other Energy Smart programs?



Q2: The Energy Smart Program, and assistance from my contractor, allowed the following to be true:



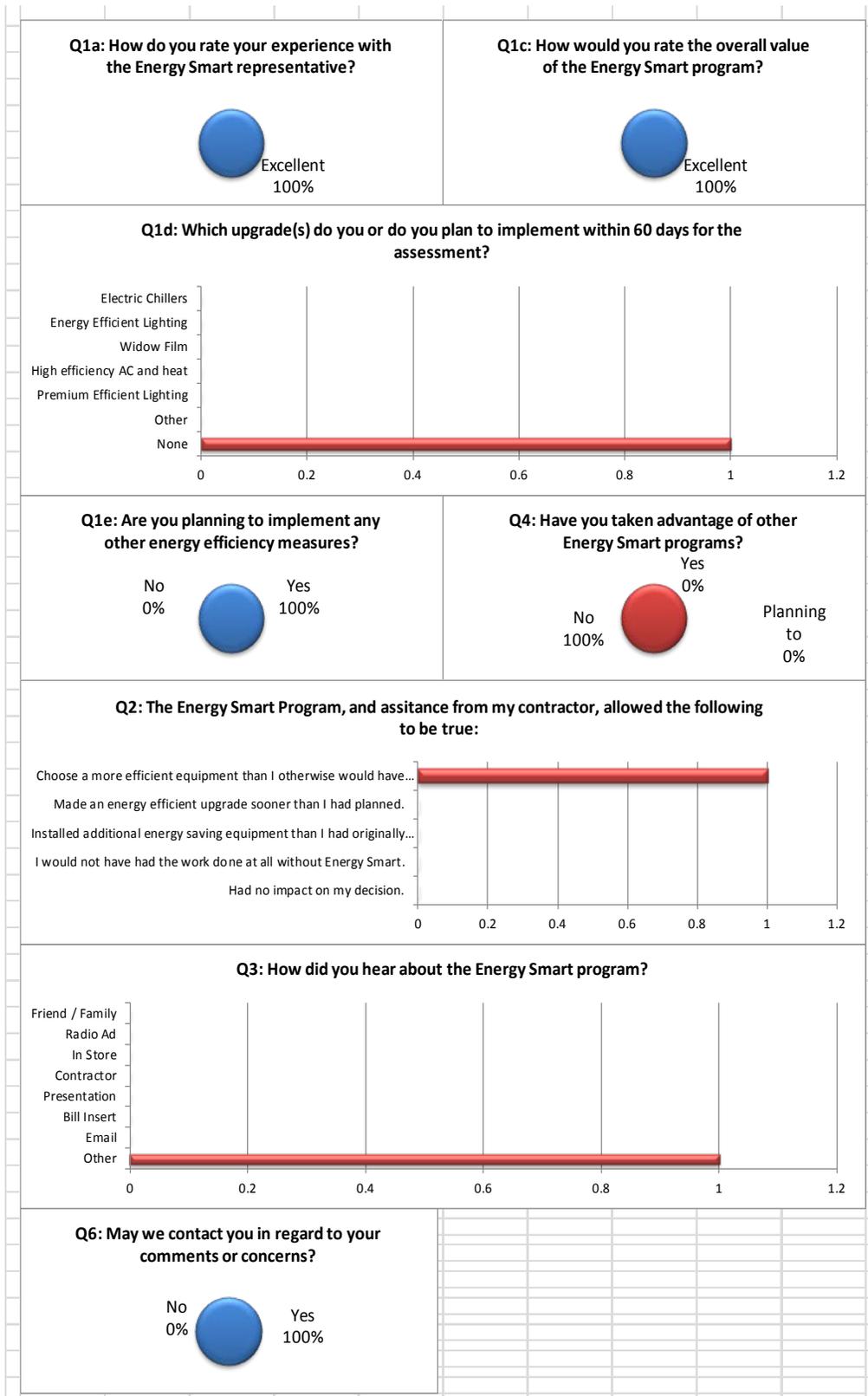
Q2: How did you hear about the Energy Smart program?



Q6: May we contact you in regard to your comments or concerns?



Algiers Large Commercial



Appendix B: Standardized Annual Reporting Workbook (SARP)

New Orleans City Council

Utility, Cable, Telecommunications and Technology Committee

Standardized Annual Reporting Workbook v3.0 September 2013

General	Energy Efficiency Portfolio Data and Information		
<p data-bbox="155 521 407 578">Instructions</p> <p data-bbox="149 613 401 670">Glossary</p>	2015 EE Portfolio Information	2015 Program Year Evaluation	2013 & 2014 Data

Annual Report Tables					Reports			Data	
EE Portfolio Summary	EE Portfolio Cost by Program	EE Portfolio Summary by Cost Type	Company Statistics	Program Budget, Energy Savings & Participants	Portfolio Results Detail by Program	Portfolio Results Detail by Sector	Not used	Program Year Data	Next Annual Report Load Data
View	View	View	View	View	View	View		View	View

Term	Definition
Original Budget (Approved Budget)	This is the budget most recently approved by the Commission.
Annual Energy Savings	Energy savings realized for a full year. (8,760 hours)
Benefit Cost Ratio	The ratio of the total benefits of the program to the total costs over the life of the measure discounted as appropriate.
Customer Savings	Savings that are derived from custom measures where deemed savings are not addressed in the currently approved TRM.
Deemed Savings	A "book" estimate of the gross energy savings (kWh or therms) or gross demand savings (kW or therms) for a single unit of an installed EE measure that (a) has been developed from data sources and analytical methods that are widely considered acceptable for the measure and purpose and (b) is applicable to the set of measures undergoing evaluation. This information is found in the TRM on the APSC website and is subject to updates effective for estimation of EE savings associated with measures installed since the beginning of the year in which the updated version is approved. See Volume 2, Section 1.6.
Demand	The time rate of energy flow. Demand usually refers to electric power measured in kW but can also refer to natural gas, usually as Btu/hr or therms/day, etc.. The level at which electricity or natural gas is delivered to users at a given point in time.
Demand Savings	Demand that did not occur due to the installation of an EE measure. (non-coincident peak)
Energy Sales	Energy sold by the utility in the calendar year.
Energy Savings	Energy use that did not occur due to the installation of an EE measure.
Gross Savings	The change in energy consumption and/or demand that results directly from program-related actions taken by participants in an efficiency program, regardless of why they participated.
kW	A Kilowatt is a measure of electric demand - 1000 watts.
kWh	The basic unit of electric energy usage over time. One kWh is equal to one kW of power supplied to a circuit for a period of one hour.
LCFC Energy Savings	For the current Program Year, the sum of eligible net energy savings from (1) measures installed in prior Program Years (8,760 hours) and (2) measures installed in current Program Year as adjusted for time of installation, weather, etc. (less than 8,760 hours). Clarification of item (1) above: The savings reported in the current year should only reflect the current year impact of measures installed in prior years but should not include the savings claimed and reported in prior years.
Lifetime	The expected useful life, in years, that an installed measure will be in service and producing savings.
Lifetime Energy Savings	The sum of the energy savings through the measure's useful life.
Measures	Specific technology or practice that produces energy and/or demand savings as a result of a ratepayer's participation in a Utility/TPA EE Program.
Net Benefits	The program benefits minus the program costs discounted at the appropriate rate.
Net Savings	The total change in load (energy or demand) that is attributable to an EE Program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, EE standards, changes in the level of energy service, and other causes of changes in energy consumption or demand.
Net-to-Gross Ratio (NTGR)	A factor representing net program savings divided by gross program savings that is applied to gross program impacts, converting them into net program load impacts.
Other Savings	Savings for which no deemed savings exist and no custom M&V was performed.
Participant Cost Test (PCT)	A cost-effectiveness test that measures the economic impact to the participating customer of adopting an EE measure.

Term	Definition
Participant	A consumer that received a service offered through the subject efficiency program, in a given Program Year. The term "service" is used in this definition to suggest that the service can be a wide variety of services, including financial rebates, technical assistance, product installations, training, EE information or other services, items, or conditions. Each evaluation plan should define "participant" as it applies to the specific evaluation and in accordance with the C&EE Rules and/or State law.
Plan Savings	Annual energy savings budgeted by the utility for the Program Year.
Portfolio	Either (a) a collection of similar programs addressing the same market (e.g., a portfolio of residential programs), technology (e.g., motor-efficiency programs), or mechanisms (e.g., loan programs) or (b) the set of all programs conducted by one organization, such as a utility (and which could include programs that cover multiple markets, technologies, etc..).
Program Administrator Cost (PAC) Test	The Program Administrator Cost Test measures the net costs of a demand-side management program as a resource option based on the costs incurred by the program administrator (including incentives costs) and excluding any net costs incurred by the participant.
Program Year	The Year in which programs are administered and delivered, for the purposes of planning and reporting, a Program Year shall be considered a calendar year, January 1 - December 31.
Program	A group of projects, with similar characteristics and installed in similar applications. Examples could include a utility program to install energy-efficiency lighting in commercial buildings, a developer's program to build a subdivision of homes that have photovoltaic systems, or a state residential EE code program.
Ratepayer Impact Measure (RIM) Test	The Ratepayer Impact Measure test measures what happens to customer bills or rates due to changes in utility revenues and operating costs caused by the program.
Expended (Revised Budget)	This is the Budget the utility used for the Program Year. This budget may be different from the Approved Budget (ABudget), if the Commission has granted the utility the flexibility to modify its program budgets.
Sales as Adjusted for SD Exemptions	The utility's 2010 Annual Energy Sales minus the 2010 Annual Energy Sales of the customers granted self-direct exemptions by Commission Order.
Total Resource Cost (TRC) Test	The Total Resource Cost Test measures the net costs of a demand-side management program as a resource option based on the total costs of the program, including both the participants' and the utility's costs.
TRC Levelized Cost	The total costs of the program to the utility and its ratepayers on a per kWh or per them basis levelized over the life of the program.

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ENO - 2015 EE Portfolio Information

Utility Information

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Instructions: Fill in all cells. Select Company's Utility Type from the dropdown menu.

Utility Information

1. Utility Full Name
2. Utility Abbreviated Name
3. Program Year
4. Docket
5. Date Filed
6. Name of Contact
7. Email Address
8. Telephone Number

Entergy New Orleans, Inc.
ENO
2015
UD-08-02
February 4th, 2015
Derek Mills
dmills3@entergy.com
504-670-3527

Utility Type

Electric

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ENO - 2015 EE Portfolio Information

Program Descriptions

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Instructions: List Program names and the other required detail. Provide additional detail for each program by clicking on the "View Program Detail" button.

	Program Name	Target Sector	Definitions	Delivery Channel	View Program Detail
			Program Type		
1.	ENO - Home Performance with Energy Star	Residential	Whole Home	Trade Ally	
2.	ENO - Consumer Products POS	Residential	Consumer Product Rebate	Retail Outlets	
3.	ENO - Income Qualified (AHPwES)	Residential	Whole Home	Trade Ally	
4.	ENO - School Kits and Education	Residential	Behavior/Education	Trade Ally	
5.	ENO - Residential Heating and Cooling	Residential	Prescriptive/Standard Offer	Trade Ally	
6.	ENO - Small Commercial and Industrial	Commercial & Industrial	Prescriptive/Standard Offer	Trade Ally	
7.	ENO - Large Commercial and Industrial	Commercial & Industrial	Prescriptive/Standard Offer	Trade Ally	
8.	--				
9.	Algiers - Home Performance with Energy Star	Residential	Whole Home	Trade Ally	
10.	Algiers - Consumer Products POS	Residential	Consumer Product Rebate	Retail Outlets	
11.	Algiers - Income Qualified (AHPwES)	Residential	Whole Home	Trade Ally	
12.	Algiers - School Kits and Education	Residential	Behavior/Education	Trade Ally	
13.	Algiers - Residential Heating and Cooling	Residential	Prescriptive/Standard Offer	Trade Ally	
14.	Algiers - Small Commercial and Industrial	Commercial & Industrial	Prescriptive/Standard Offer	Trade Ally	
15.	Algiers - Large Commercial and Industrial	Commercial & Industrial	Prescriptive/Standard Offer	Trade Ally	
16.	--				

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Program-Type Definitions

Term	Definition
Audit - C&I	Programs in which an energy assessment is performed on one or more participant commercial or industrial facilities to identify sources of potential energy waste and measures to reduce that waste.
Behavior/Education	Residential programs designed around directly influencing household habits and decision-making on energy consumption through numerical or graphical feedback on consumption, sometimes accompanied by tips on saving energy. These programs include behavioral feedback programs (in which energy usage reports compare a consumer's household energy usage with those of similar consumers); online audits that are completed by the consumer; and in-home displays that help consumers assess their usage in real time. These programs do not include on-site energy assessments or audits.
Consumer Product Rebate	Programs that incentivize the sale, purchase and installation of energy efficient measures/equipment and or devices (e.g., refrigerators, dishwashers, clothes washers, dryers, electronics, lighting, lighting fixtures, lighting controls, etc.) that are more efficient than those meeting minimum energy performance standards. All rebate/incentive delivery channels are included (Coupon, upstream retail, upstream manufacturing, web based, point of sale, etc.). Further, these programs typically do not include the local participating contractor (HVAC, Insulation, Auditing, etc.) for installation or incentives/rebates.
Custom	Programs designed around the delivery of site-specific projects typically characterized by an extensive onsite energy assessment and identification and installation of multiple measures unique to that facility. These measures are likely to vary significantly from site to site
Demand Response	Demand response programs
Financing	<p>Residential - Financing programs for residential projects. As with other programs, costs here are utility costs, including the costs of any inducements for lenders, e.g., loan loss reserves, interest rate buy downs, etc.</p> <p>C&I - Projects designed to increase loan financing for C&I energy efficiency projects. As with other programs, program costs here are any costs paid by the PA out of utility-customer funds, including, e.g., loan loss reserves or other credit enhancements, interest rate buy downs, etc., - but not including rebates. Where participant costs are available for collection, these ideally will include the total customer share, i.e., both principal (the participant payment to purchase and install measures) and interest on that debt. Most of these programs will be directed toward enhancing credit or financing for commercial structures.</p>
Market Specific/Hard to Reach	Multi-family and mobile homes programs are designed to encourage the installation of energy efficient measures in common areas, units or both for residential structures of more than four units. These programs may be aimed at building owners/managers, tenants or both. This program may include rebate, direct install and auditing incentives/services.
New Construction	<p>Residential - Programs that provide incentives and possibly technical services to ensure new homes are built or manufactured to energy performance standards higher than applicable code, e.g., ENERGY STAR Homes. These programs include new multi-family and new/replacement mobile homes.</p> <p>C&I - Programs that incentivize owners or builders of new commercial or industrial facilities to design and build beyond current code or to a certain certification level, e.g., ENERGY STAR or LEED.</p>

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Program-Type Definitions

Term	Definition
Other	Programs not captured by any of the specific Residential, Industrial or Commercial categories but are sufficiently detailed or distinct to not be treated as a "general" program. Example: An EE program aimed specifically at the commercial subsector but is not clearly prescriptive or custom in nature might be classified as C&I: Other.
Prescriptive/Standard Offer	Prescriptive programs that encourage the purchase and installation of some or all of a specified set of pre-approved measures.
Measure/Technology Focus	Residential Programs that focus on specific a technology or a limited technology that require additional verification, quality control and/or includes specific design engineering prior to installation. Such programs can include water heating programs, pool pumps, HVAC "right sizing" replace on burn out or retrofit. Like the Consumer Product rebate program the Measure/Technology focus program must exceed standards in New Orleans. Unlike the Consumer Product programs these programs will usually require the recruitment and training of installation contractors and reporting from installation contractors followed by quality control practices.
Whole Home	Whole-home energy upgrade or retrofit programs combine a comprehensive energy assessment or audit that identifies energy savings opportunities with house-wide improvements in air sealing, insulation and, often, HVAC systems and other end uses. The HVAC improvements may range from duct sealing to a tune up to full replacement of the HVAC systems. Whole-home programs are designed to address a wide variety of individual measures and building systems, including but not limited to: HVAC equipment, thermostats, furnaces, boilers, heat pumps, water heaters, fans, air sealing, insulation (attic, wall, and basement), windows, doors, skylights, lighting, and appliances. As a result, whole- home programs generally involve one or more rebates for multiple measures. Whole-home programs generally come in two types: comprehensive programs that are broad in scope and less comprehensive, prescriptive programs sometimes referred to as "bundled efficiency" programs. This category addresses all of the former and most of the latter, but it excludes direct-install programs that are accounted for separately and completed outside this program.

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Program Definitions - Residential

Term	Definition
Behavior/Education	Residential programs designed around directly influencing household habits and decision-making on energy consumption through numerical or graphical feedback on consumption, sometimes accompanied by tips on saving energy. These programs include behavioral feedback programs (in which energy usage reports compare a consumer's household energy usage with those of similar consumers); online audits that are completed by the consumer; and in-home displays that help consumers assess their usage in real time. These programs do not include on-site energy assessments or audits.
Consumer Product Rebate/Appliances	Programs that incentivize the sale, purchase and installation of appliances (e.g., refrigerators, dishwashers, clothes washers and dryers) that are more efficient than those meeting minimum energy performance standards. Appliance recycling and the sale/purchase/installation of HVAC equipment, water heaters and consumer electronics are accounted for separately.
Consumer Product Rebate/Electronics	Programs that encourage the availability and purchase/lease of more efficient personal and household electronic devices, including but not limited to televisions, set-top boxes, game consoles, advanced power strips, cordless telephones, PCs and peripherals <u>specifically for home use, chargers for phones/smart phones/tablets.</u>
Consumer Product Rebate/Lighting	Programs aimed specifically at encouraging the sale/purchase and installation of more efficient lighting in the home. These programs range widely from point-of-sale rebates to CFL mailings or giveaways. Measures tend to be CFLs, fluorescent fixtures, LED lamps, LED fixtures, LED holiday lights and lighting controls, including occupancy monitors/switches.
Consumer Product Rebate/Appliance Recycling	Programs designed to remove less efficient appliances (typically refrigerators and freezers) from households.
Demand Response - Load Control	A demand response activity by which the program sponsor or program administrator remotely shuts down or cycles a customer's electrical equipment (e.g., air conditioner, water heater) on short notice. Direct load control programs are primarily offered to residential or small commercial customers. Also known as direct control load management.
Demand Response - Price/Time Base	A) Interruptible Load: A demand response program where electric consumption is subject to curtailment or interruption under tariffs contracts that provide a rate discount or bill credit for agreeing to reduce load during system contingencies. In some instances, the demand reduction may be effected by action of the System Operator (remote tripping) after notice to the customer in accordance with contractual provisions. b) Time of Use Pricing: Demand-side management that uses a retail rate or Tariff in which customers are charged different prices for using electricity at different times during the day. Examples are time-of-use rates, real time pricing, hourly pricing, and critical peak pricing. Time-based rates do not include seasonal rates, inverted block, or declining block rates.
Financing	Financing programs for residential projects. Costs here are utility costs, including the costs of any inducements for lenders, e.g., loan loss reserves, interest rate buy downs, etc.
Manufactured Homes	Manufactured programs are designed to encourage the installation of energy efficient measures in manufactured homes.

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Program Definitions - Residential

Term	Definition
Measure/Technology Focus - HVAC/Furnace	Programs designed to encourage the distribution, sale/purchase, proper sizing and installation of HVAC systems that are more efficient than current standards. Programs tend to support activities that focus on central air conditioners, air source heat pumps, ground source heat pumps, and ductless systems that are more efficient than current energy performance standards, as well as climate controls and the promotion of quality installation and quality maintenance.
Measure/Technology Focus - Insulation	Programs designed to encourage the sale/purchase and installation of insulation in residential structures, often through per-square foot incentives for insulation of specific R- values versus existing baseline. Programs may be point-of-sale rebates or rebates to insulation installation contractors.
Measure/Technology Focus - Pool Pumps	Programs that incentivize the installation of higher efficiency or variable speed pumps and controls, such as timers, for swimming pools.
Measure/Technology Focus - Water Heater	Programs designed to encourage the distribution, sale/purchase and installation of electric and gas water-heating systems that are more efficient than current standards, including high efficiency water storage tank and tankless systems.
Measure/Technology Focus - Windows	Programs designed to encourage the sale/purchase and installation of efficient windows in residential structures.
Multi-Family	Multi-family programs are designed to encourage the installation of energy efficient measures in common areas, units or both for residential structures of more than four units. These programs may be aimed at building owners/managers, tenants or both.
Other	All residential programs not specifically captured in the other residential program categorizations.
Whole Home/Audits	Residential audit programs provide a comprehensive, standalone assessment of a home's energy consumption and identification of opportunities to save energy. The scope of the audit includes the whole home although the thoroughness and completeness of the audit may vary widely from a modest examination and simple engineering-based modeling of the physical structure to a highly detailed inspection of all spaces, testing for air leakage/exchange rates, testing for HVAC duct leakage and highly resolved modeling of the physical structure with benchmarking to customer utility bills.
Whole Home/Direct Install	Direct-install programs provide a set of pre-approved measures that may be installed at the time of a visit to the customer premises or provided as a kit to the consumer, usually at modest or no cost to the consumer and sometimes accompanied by a rebate. Typical measures include CFLs, low-flow showerheads, faucet aerators, water-heater wrap and weather stripping. Such programs also may include a basic, walk-through energy assessment or audit, but the savings are principally derived from the installation of the provided measures.
Whole Home/Retrofit	Whole-home energy upgrade or retrofit programs combine a comprehensive energy assessment or audit that identifies energy savings opportunities with house-wide improvements in air sealing, insulation and, often, HVAC systems and other end uses. The HVAC improvements may range from duct sealing to a tune up to full replacement of the HVAC systems. Whole-home programs are designed to address a wide variety of individual measures and building systems, including but not limited to: HVAC equipment, thermostats, furnaces, boilers, heat pumps, water heaters, fans, air sealing, insulation (attic, wall, and basement), windows, doors, skylights, lighting, and appliances. As a result, whole-home programs generally involve one or more rebates for multiple measures. Whole-home programs generally come in two types: comprehensive programs that are broad in scope and less comprehensive, prescriptive programs sometimes referred to as "bundled efficiency" programs. This category addresses all of the former and most of the latter, but it excludes direct-install programs that are accounted for separately.

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Program Definitions - Commercial & Industrial

Term	Definition
Audit	Programs in which an energy assessment is performed on one or more participant commercial or industrial facilities to identify sources of potential energy waste and measures to reduce that waste.
Custom	Programs designed around delivery of site-specific projects typically characterized by an extensive onsite energy assessment and identification and installation of multiple measures unique to that facility. These measures may vary significantly from site to site. This category is intended to capture "whole-building" approaches to commercial sector efficiency opportunities for a wide range of building types and markets (e.g., office, retail) and wide range of measures.
Custom/Agriculture	Farm- and orchard-based agricultural programs that primarily involve irrigation pumping and do not include agricultural refrigeration or processing at scale.
Custom/Data Centers	Data center programs are custom-designed around large-scale server floors or farms that often serve high-tech, banking or academia. Projects tend to be site-specific and involve some combination of lighting, servers, networking devices, cooling chillers, and energy management systems/software. Several of these may be of experimental or proprietary design.
Custom/Industrial Processes	Industrial programs deliver custom-designed projects that are characterized by an onsite energy and process efficiency assessment and a site-specific measure set that may include, for example, substantial changes in a manufacturing line. This category includes all EE program work at industrial sites that is not otherwise covered by the single-measure prescriptive programs below, e.g., lighting, HVAC, water heaters. This category therefore includes, but is not limited to, all industrial and agricultural process efficiency, all non-single measure efficiency activities inside and on industrial buildings.
Custom/Refrigerator Warehouses	Warehouse programs are aimed at large-scale refrigerated storage. Typical end uses are lighting, climate controls and refrigeration systems.
Demand Response - Load Control	<p>a) Direct Load Control: A demand response activity by which the program sponsor or program administrator remotely shuts down or cycles a customer's electrical equipment (e.g., air conditioner, water heater) on short notice. Direct load control programs are primarily offered to residential or small commercial customers. Also known as direct control load management.</p> <p>b) Demand Response Program: A demand response program that provides incentive payments to customers for load reductions achieved during an Emergency Demand Response Event.</p> <p>c) Interruptible Load: A demand response program where electric consumption is subject to curtailment or interruption under tariffs contracts that provide a rate discount or bill credit for agreeing to reduce load during system contingencies. In some instances, the demand reduction may be effected by action of the System Operator (remote tripping) after notice to the customer in accordance with contractual provisions.</p>

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Program Definitions - Commercial & Industrial

Term	Definition
Demand Response - Price/Time Base Response	<p>a) Critical Peak Pricing: Demand-side management that combines direct load control with a pre-specified high price for use during designated critical peak periods, triggered by system contingencies or high wholesale market prices.</p> <p>b) Critical Peak Pricing with Load Control: Demand-side management that combines direct load control with a pre-specified high price for use during designated critical peak periods, triggered by system contingencies or high wholesale market prices.</p> <p>c) Peak Time Rebate: Peak time rebates allow customers to earn a rebate by reducing energy use from a baseline during a specified number of hours on critical peak days. Like Critical Peak Pricing, the number of critical peak days is usually capped for a calendar year and is linked to conditions such as system reliability concerns or very high supply prices.</p> <p>d) Real time pricing: Demand-side management that uses rate and price structure in which the retail price for electricity typically fluctuates hourly or more often, to reflect changes in the wholesale price of electricity on either a day-ahead or hour-ahead basis.</p> <p>e) Time of Use Pricing: Demand-side management that uses a retail rate or Tariff in which customers are charged different prices for using electricity at different times during the day. Examples are time-of-use rates, real time pricing, hourly pricing, and critical peak pricing. Time-based rates do not include seasonal rates, inverted block, or declining block rates.</p>
Financing	Programs designed to increase loan financing for C&I energy efficiency projects. As with other programs, program costs here are any costs paid by the PA out of utility-customer funds, including, e.g., loan loss reserves or other credit enhancements, interest rate buy downs, etc.,- but not including rebates. Where participant costs are available for collection, these ideally will include the total customer share, i.e., both principal (the participant payment to purchase and install measures) and interest on that debt. Most of these programs will be directed toward enhancing credit or financing for commercial structures.
Govt/Nonprofit/MUSH	MUSH (Municipal, University, School & Hospital) and government and non-profit programs cover a broad swath of program types generally aimed at public and institutional facilities. Examples include incentives and/or technical assistance to promote energy efficiency upgrades for elementary schools, recreation halls and homeless shelters. Street lighting is accounted for separately.
Other	Programs not captured by any of the specific C&I categories but are sufficiently detailed or distinct to not be treated as a "general" program. Ex ample: An EE program aimed specifically at the C&I subsector but is not clearly prescriptive or custom in nature might be classified as C&I: Other.
Prescriptive/Grocery	Grocery programs are prescriptive programs aimed at supermarkets and are designed around indoor and outdoor lighting and refrigerated display cases.
Prescriptive/HVAC	C&I HVAC programs encourage the sale/purchase and installation of heating, cooling and chiller systems at higher efficiency than current energy performance standards, across a broad range of unit sizes and configurations. Most of these programs will be directed toward commercial structures.

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Program Definitions - Commercial & Industrial

Term	Definition
Prescriptive/IT or Office	Programs aimed at improving the efficiency of office equipment, chiefly commercially available PCs, printers, monitors, networking devices and mainframes not rising to the scale of a server farm or floor.
Prescriptive/Industrial	Prescriptive programs that encourage the purchase and installation of some or all of a specified set of pre-approved industrial measures besides those covered in other measure-specific prescriptive programs.
Prescriptive/Lighting	C&I lighting programs incentivize the installation of higher efficiency lighting and controls, compared to the existing baseline. Most of these programs will be directed toward commercial structures. Typical measures might include T-8/T-5 fluorescent lamps and fixtures; CFLs and fixtures; LEDs for lighting, displays, signs and refrigerated lighting; metal halide and ceramic lamps and fixtures; occupancy controls; daylight dimming; and timers.
Prescriptive/Motors	Motors programs usually offer a prescribed set of approved higher efficiency motors, with industrial motors programs typically getting the largest savings from larger, high powered motors (>200 hp).
Prescriptive/Small Commercial	Prescriptive programs applied to small commercial facilities. (See definition of prescriptive programs for additional detail.) Such programs may range from a walk-through audit and direct installation of a few pre-approved measures to a fuller audit and a fuller package of measures.
Street Lighting	Street lighting programs include incentives and/or technical support for the installation of higher efficiency street lighting and traffic lights than current baseline.

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Program Definitions - Cross Sector

Term	Definition
Codes & Standards	In C&S programs, the PA may engage in a variety of activities designed to advance the adoption, application or compliance level of building codes and end-use energy performance standards. Examples might include advocacy at the state or federal level for higher standards for HVAC equipment; training of architects, engineers and builder/developers on compliance; and training of building inspectors in ensuring the codes are met.
Market Transformation	Market transformation programs include programs aimed primarily at reducing market barriers to the adoption of more efficient goods and services rather than acquiring energy savings, per se. MT programs are gauged by their market effects, e.g., increased awareness of energy efficient technologies among customers and suppliers; reduced prices for more efficient models; increased availability of more efficient models; and ultimately, increased market share for energy efficient goods, services and design practices. Example programs might include upstream incentives to manufacturers to make more efficient goods more commercially available; and point-of-sale or installation incentives for emerging technologies that are not yet cost effective. Workforce training and development programs are covered by a separate category. Upstream incentives for commercially available goods are sorted into the program categories for those goods, e.g., consumer electronics or HVAC.
Marketing, Education, Outreach	ME&O programs include most standalone marketing, education and outreach programs, e.g., development and delivery of in-school energy and water efficiency curricula; and statewide marketing, outreach and brand development.
Multi-Sector Rebates	Multi-sector rebate programs include providing incentives for commercially available end-use goods for multiple sectors, e.g., PCs, HVAC.
Other	This category is intended to capture all programs that cannot be allocated to a specific sector (or are multi-sectoral) and cannot be allocated to a specific program type.
Research	These programs are aimed generally at helping the PA identify new opportunities for energy savings, e.g., research on emerging technologies or conservation strategies. Research conducted on new program types or the inclusion of new, commercially available measures in an existing program are accounted for separately under cross-cutting program support.
Shading/Cool Roofs	Shading/reflective programs include programs designed to lessen heating and cooling loads through generally changes to the exterior of a structure, e.g., tree plantings to shade walls and windows ,window screens and cool/reflective roofs. These programs are not necessarily specific to a sector.
Voltage Reduction	Programs that support investments in pre-meter system savings, typically by the program administrator. The most common form of these programs are voltage regulation programs that reduce voltage (within reliability parameters) during select time periods. Other measures may include purchase of higher efficiency transformers.
Workforce Development	Workforce training and development programs are a distinct category of market transformation program designed to provide the underlying skills and labor base for deployment of energy-efficiency measures.

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Budgets

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Instructions: Provide RBudget amount for each cost category, including Regulatory at bottom. Provide budget reconciliation by clicking on the "Budget Reconciliation" button.

Program Name	Budget Reconciliation					Total
	Planning / Design	Marketing & Delivery	Incentives / Direct Install	EM&V	Administration	
1. ENO - Home Performance with Energy Star	\$ -	\$ -	\$ 291,512	\$ 1,573	\$ 218,095	\$ 511,180
2. ENO - Consumer Products POS	\$ -	\$ -	\$ 241,491	\$ 1,573	\$ 178,442	\$ 421,506
3. ENO - Income Qualified (AHPwES)	\$ -	\$ -	\$ 320,349	\$ 47,184	\$ 317,230	\$ 684,763
4. ENO - School Kits and Education	\$ -	\$ -	\$ 70,894	\$ 47,184	\$ 333,333	\$ 451,411
5. ENO - Residential Heating and Cooling	\$ -	\$ -	\$ 248,409	\$ 1,573	\$ 118,961	\$ 368,943
6. ENO - Small Commercial and Industrial	\$ -	\$ -	\$ 455,876	\$ 89,650	\$ 396,537	\$ 942,064
7. ENO - Large Commercial and Industrial	\$ -	\$ -	\$ 894,890	\$ 125,825	\$ 753,421	\$ 1,774,136
8. n/a						\$ -
9. Algiers - Home Performance with Energy Star	\$ -	\$ -	\$ 23,806	\$ 1,208	\$ 18,856	\$ 43,870
10. Algiers - Consumer Products POS	\$ -	\$ -	\$ 19,333	\$ 151	\$ 15,428	\$ 34,912
11. Algiers - Income Qualified (AHPwES)	\$ -	\$ -	\$ 28,321	\$ 4,530	\$ 25,713	\$ 58,564
12. Algiers - School Kits and Education	\$ -	\$ -	\$ 6,433	\$ 4,530	\$ 75,000	\$ 85,963
13. Algiers - Residential Heating and Cooling	\$ -	\$ -	\$ 22,315	\$ 151	\$ 10,285	\$ 32,751
14. Algiers - Small Commercial and Industrial	\$ -	\$ -	\$ 41,913	\$ 7,550	\$ 35,999	\$ 85,461
15. Algiers - Large Commercial and Industrial	\$ -	\$ -	\$ 75,883	\$ 12,079	\$ 65,140	\$ 153,103
16. n/a						
Total:	\$ -	\$ -	\$ 2,741,425	\$ 344,762	\$ 2,562,441	\$ 5,648,627
					Regulatory	
					Total Portfolio Budget:	\$ 5,648,627

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Incentive Budget Reconciliation Table

Program Name	Expended	Original Budget	Difference	Change	Explanation for the Change
1. ENO - Home Performance with Energy Star	\$ 658,178	\$ 291,512	\$ 366,666	126%	Includes funds for Green Light New Orleans, PY4, and a reallocation Consumer Products
2. ENO - Consumer Products POS	\$ 165,666	\$ 241,491	\$ (75,825)	-31%	Not all of the funds were expended and a portion were reallocated to HPwES
3. ENO - Income Qualified (AHPwES)	\$ 271,359	\$ 320,349	\$ (48,990)	-15%	Exceeded goal without expending all the funds, additional funds have been rolled to PY6
4. ENO - School Kits and Education	\$ 69,778	\$ 70,894	\$ (1,116)	-2%	
5. ENO - Residential Heating and Cooling	\$ 122,355	\$ 248,409	\$ (126,055)	-51%	Additional funds have been rolled to PY6
6. ENO - Small Commercial and Industrial	\$ 457,416	\$ 455,876	\$ 1,540	0%	Includes funds from PY4
7. ENO - Large Commercial and Industrial	\$ 800,074	\$ 894,890	\$ (94,816)	-11%	Exceeded goal without expending all the funds, additional funds have been rolled to PY6
8. n/a					
9. Algiers - Home Performance with Energy Star	\$ 72,316	\$ 23,806	\$ 48,510	204%	Includes funds for Green Light New Orleans and PY4
10. Algiers - Consumer Products POS	\$ 25,333	\$ 19,333	\$ 6,000	31%	Includes funds from PY4
11. Algiers - Income Qualified (AHPwES)	\$ 31,278	\$ 28,321	\$ 2,957	10%	Includes funds from PY4
12. Algiers - School Kits and Education	\$ 6,433	\$ 6,433	\$ (0)	0%	
13. Algiers - Residential Heating and Cooling	\$ 24,634	\$ 22,315	\$ 2,319	10%	Includes funds from PY4
14. Algiers - Small Commercial and Industrial	\$ 25,003	\$ 41,913	\$ (16,910)	-40%	Additional funds have been rolled to PY6
15. Algiers - Large Commercial and Industrial	\$ 21,732	\$ 75,883	\$ (54,151)	-71%	Additional funds have been rolled to PY6
16. n/a					
Regulatory	\$ -		\$ -	-	
Total Portfolio:	\$ 2,751,555	\$ 2,741,425	\$ 10,130	0%	

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ENO - 2015 EE Portfolio Information

Savings & Participants

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Instructions: Provide net demand savings, net energy savings, number of participants and the participant definition for each program.

Program Name	Savings		Participants	
	Demand Savings (kW)	Energy Savings (kWh)	Participants	Participant Definition
1. ENO - Home Performance with Energy Star	883	4,286,868	2,550	Customer
2. ENO - Consumer Products POS	200	1,149,201	6,164	Customer
3. ENO - Income Qualified (AHPwES)	322	1,043,383	198	Customer
4. ENO - School Kits and Education	42	365,288	3,012	Customer
5. ENO - Residential Heating and Cooling	117	358,291	667	Customer
6. ENO - Small Commercial and Industrial	461	3,189,966	185	Customer
7. ENO - Large Commercial and Industrial	1,403	8,642,831	45	Customer
8.				
9. Algiers - Home Performance with Energy Star	124	577,130	1,277	Customer
10. Algiers - Consumer Products POS	15	92,433	412	Customer
11. Algiers - Income Qualified (AHPwES)	112	291,163	22	Customer
12. Algiers - School Kits and Education	5	47,498	671	Customer
13. Algiers - Residential Heating and Cooling	8	27,280	44	Customer
14. Algiers - Small Commercial and Industrial	29	144,696	16	Customer
15. Algiers - Large Commercial and Industrial	6	133,404	1	Customer
16.				
Total:	3,727	20,349,432	15,264	

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Training

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Instructions: Provide details for both External and Internal Training by clicking the "Details" button. Provide the Cost associated with the training.

	<u>Sessions</u>	<u>Attendees</u>	<u>Man Hours</u>	<u>Certificates</u>	<u>Cost</u>
External Training	26	244	1,723	58	\$ 123,392

[Details](#)

	<u>Sessions</u>	<u>Attendees</u>	<u>Man Hours</u>	<u>Certificates</u>	<u>Cost</u>
Internal Training	0	0	0	0	\$ -

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External Training (contractors, trade allies, consumer groups, ect.)

Event No.	Start Date	Class	Class Description	Training Location	Sponsor	No. of Attendees (A)	Length of Session (B)	Training Session Man-Hours (A x B)	Any Certificates Awarded? (Y or N)	# of Certificates Awarded
1.	4/24/15	BPI - BA	Building Performance Institute Building Analyst Training	Louisiana Housing Corp - Weatherization Training Center in Baton Rouge	CLEARResult	6	40.00	240	Y	6
2.	4/28/15	Commercial	Commercial Webinar on 90 day time line, purchase order requirement, dlc de-listing, and contractor enrollment	New Orleans Office/WebEx	CLEARResult	18	1.00	18	N	N/A
3.	5/6/15	CoolSaver Tune-Ups	This was classroom training on the introduction of the iManifold, its implementation and on QuickBase reporting.	New Orleans, LA	CLEARResult	4	1.00	4	N	N/A
4.	5/8/15	CoolSaver Tune-Ups	This was intensive field training for testing airflow, the use of multi-meters and the field use of the iManifold.	Louisiana Housing Corp - Weatherization Training Center in Baton Rouge	CLEARResult	3	1.00	3	N	N/A
5.	5/9/15	Commercial	Program Overview with Customer	site-vist	CLEARResult	1	2.00	2	N	N/A
6.	5/21/15	Trade Orientation	Introduce CoolSaver and A/C Replacement Program to local HVAC Supply Houses such as Johnstone Supply; Coburn's and Carrier Enterprise.	Harahan, LA	CLEARResult	6	1.00	6	N	N/A

7.	5/27/15	CoolSaver Tune-Ups	This was intensive field training for testing airflow, the use of multi-meters and the field use of the iManifold.	New Orleans, LA	CLEARResult	5	1.00	5	N	N/A
8.	6/8/15	Contractor Orientation	This orientation presentation was to introduce the CoolSaver Tune-Ups and HVAC Replacements Program to interested contractors.	Harahan, LA	CLEARResult	8	1.00	8	N	N/A
9.	6/9/15	Trade Orientation	Orientation to introduce CoolSaver Tune-Ups and HVAC Replacements Program to local HVAC Supply Houses such as Johnstone Supply; Coburn's and Carrier Enterprise.	Harahan, LA	CLEARResult	4	1.00	4	N	N/A
10.	6/17/15	CoolSaver Tune-Ups	This was intensive field training for participating contractors for testing system airflow, the use of multi-meters and the field use of the iManifold.	Gretna, LA	CLEARResult	6	1.00	6	N	N/A
11.	7/24/15	CoolSaver Tune-Ups	This was intensive field training for participating contractors for testing system airflow, the use of multi-meters and the field use of the iManifold.	Kenner, LA	CLEARResult	3	1.00	3	N	N/A
12.	8/11/15	CoolSaver Tune-Ups	This was intensive field training for participating contractors for testing system airflow, the use of multi-meters and the field use of the iManifold.	Gretna, LA	CLEARResult	2	1.00	2	N	N/A
13.	8/25/15	Commercial	Commercial Webinar program update	New Orleans Office/WebEx	CLEARResult	14	1.00	14	N	N/A

14.	9/30/15	Air Sealing, Duct Sealing and Insulation Webinar	Training that covered Air Sealing, Duct Sealing and Insulation techniques. This webinar was fully illustrated to reveal Best Practices techniques and also "what not to do".	Webinar	CLEARResult	32	1.00	32	N	N/A
15.	10/13/15	BPI - IDL	Building Performance Institute Infiltration & Duct Leakage Training	Louisiana Housing Corp - Weatherization Training Center in Baton Rouge	CLEARResult	7	40.00	280	Y	6
16.	10/20/15	Commercial	Program Overview with Customer and Entergy Representative	site-vist	CLEARResult	3	4.00	12	N	N/A
17.	10/23/15	BPI - BA	Building Performance Institute Building Analyst Training	Louisiana Housing Corp - Weatherization Training Center in Baton Rouge	CLEARResult	10	16.00	160	Y	8
18.	12/4/15	BPI - IDL	Building Performance Institute Infiltration & Duct Leakage Training	Louisiana Housing Corp - Weatherization Training Center in Baton Rouge	CLEARResult	11	16.00	176	Y	10
19.	2/5/16	BPI - BA	Building Performance Institute Building Analyst Training	Louisiana Housing Corp - Weatherization Training Center in Baton Rouge	CLEARResult	11	40.00	440	Y	11
20.	2/12/16	Commercial	Commercial Webinar on Program and Logging Projects	New Orleans Office/WebEx	CLEARResult	5	1.00	5	N	N/A
21.	2/17/16	Commercial	Program Overview with Customer	site-vist	CLEARResult	2	1.00	2	N	N/A

22.	2/19/16	BPI - IDL	Building Performance Institute Infiltration & Duct Leakage Training	Louisiana Housing Corp - Weatherization Training Center in Baton Rouge	CLEAResult	7	16.00	112	Y	7
23.	3/10/16	BPI - IDL	Building Performance Institute Infiltration & Duct Leakage Training	Louisiana Housing Corp - Weatherization Training Center in Baton Rouge	CLEAResult	10	16.00	160	y	10
24.	Various	Commercial	Lighting Calculator Training	Office/Phone/In-Person	CLEAResult	17	1.00	17	N	N/A
25.	Various	Lighting & Appliance	April 1,2015-March 31, 2016 - RAC/Lighting - Provide program and product training to store associates and management at participating retailers (avg training time - 15 mins per person)	New Orleans	Clearesult	39	0.25	10	N	N/A
26.	Various	Lighting & Appliance	April, 2015-March 31, 2016 - Pool Pump - Provide program and product training to store associates and management at participating retailers (avg training time per person - 15 mins)	New Orleans	Clearesult	10	0.25	3	N	N/A
Totals:	Events:	26				244		1,723		58

ENO - 2015 Program Year Evaluation

Company Statistics

Instructions: Provide all required data. **Note** - Report program year data, when available. This should not report forecasted data.

Revenue and Expenses

Program Year	Total Revenue (a) (\$000's)	Portfolio Budget (b) (\$000's)	Budget as % of Revenue (%=b/a)	Actual Expenses (c) (\$000's)	Expenses as % of Revenue (%=c/a)
2011	\$530,954	\$3,100	0.58%	\$419,705	79.05%
2012	\$487,796	\$3,100	0.64%	\$392,953	80.56%
2013	\$525,225	\$3,600	0.69%	\$436,178	83.05%
2014	\$580,164	\$4,800	0.83%	\$470,411	81.08%
2015	\$548,872	\$6,500	1.18%	\$415,542	75.71%

Energy

Program Year	Total Energy Sales (d) (MWh)	Planned Energy Savings (e) (MWh)	Planned Savings as % of Sales (%=e/d)	Evaluated Energy Savings (f) (MWh)	Evaluated Savings as % of Sales (%=f/d)
2011	6,308,792	14,239	0.23%	15,812	0.25%
2012	5,997,132	16,581	0.28%	20,572	0.34%
2013	5,615,573	16,581	0.30%	16,008	0.29%
2014	6,570,789	17,138	0.26%	16,449	0.25%
2015	7,138,626		0.00%		0.00%

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ENO - 2015 Program Year Evaluation

Actual Expenses

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Instructions: Provide actual PY expenses, including Regulatory at bottom. Provide an EECR Cost Reconciliation by clicking the "EECR Reconciliation" button.

EECR Reconciliation

Program Name	Planning /	Marketing &	Incentives /	EM&V	Administration	Total		
	Design	Delivery	Direct Install				Regulatory	Total
1. ENO - Home Performance with Energy Star	\$ -	\$ -	\$291,512.00	\$1,572.82	\$218,095.43	\$ 511,180		
2. ENO - Consumer Products POS	\$ -	\$ -	\$241,491	\$1,573	\$178,442	\$ 421,506		
3. ENO - Income Qualified (AHPwES)	\$ -	\$ -	\$320,349	\$47,184	\$317,230	\$ 684,763		
4. ENO - School Kits and Education	\$ -	\$ -	\$70,894	\$47,184	\$333,333	\$ 451,411		
5. ENO - Residential Heating and Cooling	\$ -	\$ -	\$248,409	\$1,573	\$118,961	\$ 368,943		
6. ENO - Small Commercial and Industrial	\$ -	\$ -	\$455,876	\$89,650	\$396,537	\$ 942,064		
7. ENO - Large Commercial and Industrial	\$ -	\$ -	\$894,890.00	\$125,825.20	\$753,420.59	\$ 1,774,136		
8.								
9. Algiers - Home Performance with Energy Star	\$ -	\$ -	\$23,806.00	\$1,207.95	\$18,856.40	\$ 43,870		
10. Algiers - Consumer Products POS	\$ -	\$ -	\$19,333.00	\$150.99	\$15,427.96	\$ 34,912		
11. Algiers - Income Qualified (AHPwES)	\$ -	\$ -	\$28,321.00	\$4,529.80	\$25,713.27	\$ 58,564		
12. Algiers - School Kits and Education	\$ -	\$ -	\$6,433.11	\$4,529.80	\$75,000.00	\$ 85,963		
13. Algiers - Residential Heating and Cooling	\$ -	\$ -	\$22,315.00	\$150.99	\$10,285.31	\$ 32,751		
14. Algiers - Small Commercial and Industrial	\$ -	\$ -	\$41,913.00	\$7,549.67	\$35,998.58	\$ 85,461		
15. Algiers - Large Commercial and Industrial	\$ -	\$ -	\$75,883.00	\$12,079.47	\$65,140.28	\$ 153,103		
Portfolio Total								
Total:	\$ -	\$ -	\$2,741,425	\$344,762	\$2,562,441	\$ -	\$ -	\$ 5,648,627

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ENO - 2015 Program Year Evaluation

Evaluated Savings

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Instructions: Provide evaluated net savings and participant results. Provide the methodology for energy savings by clicking the "Methodology for Energy Savings" button.

Program Name	Demand Savings	Energy Savings	Participants
	(kW)	(kWh)	
1. ENO - Home Performance with Energy Star	883	4,286,868	2,550
2. ENO - Consumer Products POS	200	1,149,201	6,164
3. ENO - Income Qualified (AHPwES)	322	1,043,383	198
4. ENO - School Kits and Education	42	365,288	3,012
5. ENO - Residential Heating and Cooling	117	358,291	667
6. ENO - Small Commercial and Industrial	461	3,189,966	185
7. ENO - Large Commercial and Industrial	1,403	8,642,831	45
8.			
9. Algiers - Home Performance with Energy Star	124	577,130	1,277
10. Algiers - Consumer Products POS	15	92,433	412
11. Algiers - Income Qualified (AHPwES)	112	291,163	22
12. Algiers - School Kits and Education	5	47,498	671
13. Algiers - Residential Heating and Cooling	8	27,280	44
14. Algiers - Small Commercial and Industrial	29	144,696	16
15. Algiers - Large Commercial and Industrial	6	133,404	1
16.			
Total:	3,727	20,349,432	15,264

[Methodology for Energy Savings](#)

Programs savings reported are net savings and do not include adjustments for leakage.

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Methodology for Calculating Net Energy Savings

Program Name	Deemed Savings (kWh)	Custom Savings (kWh)	Other Savings (kWh)	Total Savings (kWh)
1. ENO - Home Performance with Energy Star	4,286,868			4,286,868
2. ENO - Consumer Products POS	1,149,201			1,149,201
3. ENO - Income Qualified (AHPwES)	1,043,383			1,043,383
4. ENO - School Kits and Education	365,288			365,288
5. ENO - Residential Heating and Cooling	358,291			358,291
6. ENO - Small Commercial and Industrial	3,189,966			3,189,966
7. ENO - Large Commercial and Industrial	6,374,866	2,267,965		8,642,831
8. --				0
9. Algiers - Home Performance with Energy Star	577,130			577,130
10. Algiers - Consumer Products POS	92,433			92,433
11. Algiers - Income Qualified (AHPwES)	291,163			291,163
12. Algiers - School Kits and Education	47,498			47,498
13. Algiers - Residential Heating and Cooling	27,280			27,280
14. Algiers - Small Commercial and Industrial	144,696			144,696
15. Algiers - Large Commercial and Industrial	133,404			133,404
16. --				0
Total Portfolio:	18,081,467	2,267,965	0	20,349,432

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ENO - 2015 Program Year Evaluation

Cost-Benefits

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Instructions: Provide the required TRC components. Provide "Key Assumptions" and "Other Cost-Benefit Test" by clicking on the action buttons.

Other Cost-Benefit Test

Program Name

1. ENO - Home Performance with Energy Star
2. ENO - Consumer Products POS
3. ENO - Income Qualified (AHPwES)
4. ENO - School Kits and Education
5. ENO - Residential Heating and Cooling
6. ENO - Small Commercial and Industrial
7. ENO - Large Commercial and Industrial
- 8.
9. Algiers - Home Performance with Energy Star
10. Algiers - Consumer Products POS
11. Algiers - Income Qualified (AHPwES)
12. Algiers - School Kits and Education
13. Algiers - Residential Heating and Cooling
14. Algiers - Small Commercial and Industrial
15. Algiers - Large Commercial and Industrial
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	Net Energy Savings	Total Resource Cost Test (TRC)			Key Assumptions
	Annualized Energy Saved	Total Cost	Total Benefits	Total Net Benefits	TRC Ratio
	4,286,868	\$ 1,085,520	\$ 3,449,701	\$ 2,364,181	3.18
	1,149,201	\$ 413,132	\$ 632,310	\$ 219,178	1.53
	1,043,383	\$ 617,651	\$ 1,001,122	\$ 383,471	1.62
	365,288	\$ 406,884	\$ 249,212	\$ (157,672)	0.61
	358,291	\$ 173,880	\$ 272,800	\$ 98,920	1.57
	3,189,966	\$ 1,121,593	\$ 1,619,372	\$ 497,779	1.44
	8,642,831	\$ 2,178,987	\$ 4,464,705	\$ 2,285,718	2.05
	577,130	\$ 133,081	\$ 474,126	\$ 341,045	3.56
	92,433	\$ 24,389	\$ 46,513	\$ 22,124	1.91
	291,163	\$ 61,521	\$ 101,338	\$ 39,817	1.65
	47,498	\$ 84,710	\$ 32,606	\$ (52,104)	0.38
	27,280	\$ 21,541	\$ 22,599	\$ 1,058	1.05
	144,696	\$ 76,044	\$ 77,316	\$ 1,272	1.02
	133,404	\$ 112,524	\$ 60,853	\$ (51,671)	0.54
Total:	20,349,432	\$ 6,511,457	\$ 12,504,573	\$ 5,993,116	1.92
Regulatory Cost:		\$ -			

Programs savings reported are net savings and do not include adjustments for leakage.

TRC Levelized Cost = Total TRC Cost x Capital Recovery Factor (CRF) / Incremental Annual Net Energy Savings.

The CRF is based on weighted average measure life (Lifetime Energy Savings / Annualized Energy Saved) and the discount rate.

Discount Rate 8.62%

Methodology for calculating the TRC Benefit Cost Results

The California Manual was followed in computing the benefit cost results.

Avoided Cost

1. Natural Gas price starting R \$4.61 per MMBtu in 2010
2. Price on Carbon Dioxide (CO2) - \$0
3. Avoided Capacity Costs of \$155.32 per kW-yr, based on the following inputs
 - (a) Baseline Capital Cost (2013\$) of \$904 per kW
 - (b) Levelized Fixed Charge Rate of \$104.38
 - (c) Line Losses
 - Customer Class Input Line Loss (2013)
 - Residential Service 9.7%
 - Small General Service 9.4%
 - Large General Service 7.6%
 - Large Industrial Pow 7.6%
 - Agricultural Pumping 9.4%
 - (d) 16.85 in 2013 and 12.0% in 2014 and in forward years
 - (e) Avoided Transmission & Distribution cost of \$22.47 per kW-yr

The avoided costs for natural gas is based on Energy Information Administration of the Department of Energy.

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Cost-Effectiveness Test

Program Name	UCT	
	Net Benefits	Ratio
1. ENO - Home Performance with Energy Star	\$ 3,132,256	3.86
2. ENO - Consumer Products POS	\$ 497,535	1.55
3. ENO - Income Qualified (AHPwES)	\$ 933,456	1.51
4. ENO - School Kits and Education	\$ 153,646	0.37
5. ENO - Residential Heating and Cooling	\$ 272,800	1.22
6. ENO - Small Commercial and Industrial	\$ 1,619,372	1.72
7. ENO - Large Commercial and Industrial	\$ 4,464,705	2.66
8.		
9. Algiers - Home Performance with Energy Star	\$ 418,281	4.53
10. Algiers - Consumer Products POS	\$ 34,695	1.57
11. Algiers - Income Qualified (AHPwES)	\$ 91,743	1.49
12. Algiers - School Kits and Education	\$ 20,103	0.23
13. Algiers - Residential Heating and Cooling	\$ 22,599	1.17
14. Algiers - Small Commercial and Industrial	\$ 77,316	1.13
15. Algiers - Large Commercial and Industrial	\$ 60,853	0.61
16.		
Total:	\$ 11,799,360	

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ENO - 2015 Program Year Evaluation

Lost Contributions to Fixed Cost

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Instructions: Provide the LCFC Energy Savings and Cost Recovery for the PY's . The LCFC Cost Recovery should be directly related to the LCFC Energy Savings.

Program Name	LCFC Energy Savings (MWh)		LCFC Cost Recovery (\$)	
	2015	2014	2015	2014
1. ENO - Home Performance with Energy Star	4,287	5,764	\$209,120	\$280,087
2. ENO - Consumer Products POS	1,149	0	\$56,060	\$0
3. ENO - Income Qualified (AHPwES)	1,043	1,826	\$50,898	\$88,731
4. ENO - School Kits and Education	365	0	\$17,819	\$0
5. ENO - Residential Heating and Cooling	358	517	\$17,478	\$25,134
6. ENO - Small Commercial and Industrial	3,190	2,519	\$155,612	\$122,424
7. ENO - Large Commercial and Industrial	8,643	5,823	\$421,612	\$283,000
8.				
9. Algiers - Home Performance with Energy Star	465	1,635	\$25,361	\$80,439
10. Algiers - Consumer Products POS	92	0	\$5,036	\$0
11. Algiers - Income Qualified (AHPwES)	291	116	\$15,863	\$5,685
12. Algiers - School Kits and Education	47	0	\$2,588	\$0
13. Algiers - Residential Heating and Cooling	27	30	\$1,486	\$1,460
14. Algiers - Small Commercial and Industrial	145	216	\$7,883	\$10,610
15. Algiers - Large Commercial and Industrial	133	25	\$7,268	\$1,209
16.				
Total:	20,235	18,471	\$ 994,084	\$ 898,779

Total LCFC Recovery for Program Year 2015: \$ 1,892,863

Programs savings reported are net savings and include adjustments for leakage.

Historical Data (Prior 2 Years)

Annual Budget & Actual Cost

1. ENO - Home Performance with Energy Star
 2. ENO - Consumer Products POS
 3. ENO - Income Qualified (AHPwES)
 4. ENO - School Kits and Education
 5. ENO - Residential Heating and Cooling
 6. ENO - Small Commercial and Industrial
 7. ENO - Large Commercial and Industrial
 - 8.
 9. Algiers - Home Performance with Energy Star
 10. Algiers - Consumer Products POS
 11. Algiers - Income Qualified (AHPwES)
 12. Algiers - School Kits and Education
 13. Algiers - Residential Heating and Cooling
 14. Algiers - Small Commercial and Industrial
 15. Algiers - Large Commercial and Industrial
 - 16.
- Regulatory

	2013		2014	
	Budget	Actual	Budget	Actual
1. ENO - Home Performance with Energy Star	\$ 805,016	\$ 787,297	\$ 818,293	\$ 790,383
2. ENO - Consumer Products POS	n/a	n/a	n/a	n/a
3. ENO - Income Qualified (AHPwES)	\$ 281,883	\$ 281,883	\$ 550,000	\$ 541,451
4. ENO - School Kits and Education	n/a	n/a	n/a	n/a
5. ENO - Residential Heating and Cooling	\$ 125,152	\$ 125,152	\$ 117,426	\$ 104,545
6. ENO - Small Commercial and Industrial	\$ 269,783	\$ 264,083	\$ 338,733	\$ 303,944
7. ENO - Large Commercial and Industrial	\$ 465,088	\$ 459,250	\$ 522,970	\$ 519,304
8.				
9. Algiers - Home Performance with Energy Star	\$ 151,277	\$ 148,752	\$ 116,050	\$ 113,480
10. Algiers - Consumer Products POS	n/a	n/a	n/a	n/a
11. Algiers - Income Qualified (AHPwES)	\$ 38,800	\$ 38,800	\$ 16,000	\$ 6,824
12. Algiers - School Kits and Education	n/a	n/a	n/a	n/a
13. Algiers - Residential Heating and Cooling	\$ 31,748	\$ 27,838	\$ 4,385	\$ 8,625
14. Algiers - Small Commercial and Industrial	\$ 65,274	\$ 65,274	\$ 26,014	\$ 26,014
15. Algiers - Large Commercial and Industrial	\$ 57,926	\$ 21,895	\$ 51,518	\$ 626
16.				
Regulatory				
Total	\$ 2,291,947	\$ 2,220,223	\$ 2,561,389	\$ 2,415,195

Annual Net Energy Savings (kWh)

1. ENO - Home Performance with Energy Star
2. ENO - Consumer Products POS
3. ENO - Income Qualified (AHPwES)
4. ENO - School Kits and Education
5. ENO - Residential Heating and Cooling
6. ENO - Small Commercial and Industrial
7. ENO - Large Commercial and Industrial
- 8.
9. Algiers - Home Performance with Energy Star
10. Algiers - Consumer Products POS
11. Algiers - Income Qualified (AHPwES)
12. Algiers - School Kits and Education
13. Algiers - Residential Heating and Cooling
14. Algiers - Small Commercial and Industrial
15. Algiers - Large Commercial and Industrial
- 16.

	2013		2014	
	Plan	Evaluated	Plan	Evaluated
1. ENO - Home Performance with Energy Star	7,742,894	5,708,892	6,061,685	5,763,448
2. ENO - Consumer Products POS	n/a	n/a	n/a	n/a
3. ENO - Income Qualified (AHPwES)	122,250	2,743,541	912,750	1,825,848
4. ENO - School Kits and Education	n/a	n/a	n/a	n/a
5. ENO - Residential Heating and Cooling	2,355,154	845,700	1,359,309	517,188
6. ENO - Small Commercial and Industrial	2,230,328	2,108,012	2,666,423	2,519,153
7. ENO - Large Commercial and Industrial	4,130,464	4,601,848	6,138,592	5,823,379
8.				
9. Algiers - Home Performance with Energy Star	1,737,207	1,391,735	1,155,244	1,635,141
10. Algiers - Consumer Products POS	n/a	n/a	n/a	n/a
11. Algiers - Income Qualified (AHPwES)	94,273	928,933	62,692	115,564
12. Algiers - School Kits and Education	n/a	n/a	n/a	n/a
13. Algiers - Residential Heating and Cooling	225,743	164,872	150,120	29,683
14. Algiers - Small Commercial and Industrial	409,158	512,925	272,090	215,680
15. Algiers - Large Commercial and Industrial	646,897	209,023	430,187	24,576
16.				

Total 19,694,368 19,215,481 19,209,092 18,469,660

Annual Net Demand Savings (kW)

1. ENO - Home Performance with Energy Star
2. ENO - Consumer Products POS
3. ENO - Income Qualified (AHPwES)
4. ENO - School Kits and Education
5. ENO - Residential Heating and Cooling
6. ENO - Small Commercial and Industrial
7. ENO - Large Commercial and Industrial
- 8.
9. Algiers - Home Performance with Energy Star
10. Algiers - Consumer Products POS
11. Algiers - Income Qualified (AHPwES)
12. Algiers - School Kits and Education
13. Algiers - Residential Heating and Cooling
14. Algiers - Small Commercial and Industrial
15. Algiers - Large Commercial and Industrial
16. 0

2013		2014	
Plan	Evaluated	Plan	Evaluated
1,445	1,027	1,666	1,319
n/a	n/a	n/a	n/a
30	353	225	525
n/a	n/a	n/a	n/a
995	692	649	222
322	356	385	498
636	696	945	831
n/a	n/a	n/a	266
n/a	n/a	n/a	n/a
n/a	n/a	n/a	18
n/a	n/a	n/a	n/a
n/a	n/a	n/a	11
n/a	n/a	n/a	38
n/a	n/a	n/a	2

Total 3,428 3,123 3,870 3,730

Number of Participants

1. ENO - Home Performance with Energy Star
2. ENO - Consumer Products POS
3. ENO - Income Qualified (AHPwES)
4. ENO - School Kits and Education
5. ENO - Residential Heating and Cooling
6. ENO - Small Commercial and Industrial
7. ENO - Large Commercial and Industrial
- 8.
9. Algiers - Home Performance with Energy Star
10. Algiers - Consumer Products POS
11. Algiers - Income Qualified (AHPwES)
12. Algiers - School Kits and Education
13. Algiers - Residential Heating and Cooling
14. Algiers - Small Commercial and Industrial
15. Algiers - Large Commercial and Industrial
- 16.

2013		2014	
Plan	Evaluated	Plan	Evaluated
n/a	3,400	n/a	6,580
n/a	n/a	n/a	n/a
n/a	2,842	n/a	1,012
n/a	n/a	n/a	n/a
n/a	1,387	n/a	356
n/a	89	n/a	72
n/a	18	n/a	23
n/a	484	n/a	1,679
n/a	n/a	n/a	n/a
n/a	775	n/a	132
n/a	n/a	n/a	n/a
n/a	132	n/a	18
n/a	15	n/a	9
n/a	1	n/a	1

Total 0 9,143 0 9,882

Back

Target Sectors and Program-Type Names

Target Sector

N/A
*****Single-Class*****
Residential
Small Business
Commercial & Industrial
Municipalities/Schools
Agriculture
Other
*****Multi-Class*****
Res/Small Business
Res/C&I
Small Business/C&I
All Classes

Program Type

Audit - C&I
Behavior/Education
Consumer Product Rebate
Custom
Demand Response
Financing
Market Specific/Hard to Reach
New Construction
Other
Prescriptive/Standard Offer
Measure/Technology Focus
Whole Home

Delivery Channel

Coupon Redemption
Direct Install
Implementing Contractor
Retail Outlets
Self-Install
Statewide Administrator
Trade Ally
Utility Outreach (email/direct mail)
Website

Back

Program Cost Type

Planning / Design

Program planning cost
Program design cost
Research and development cost
Request for proposal preparation and evaluation
Consultants used for program design and planning
Company employee costs relating to program design, planning and research and development

Incentives / Direct Install Costs

Rebates
Water conservation kits
Interruptible credits or payments
Payments to CADC (AWP) for weatherization of homes
Payments to contractors for weatherization services
Direct install costs for all programs with direct install provisions
Coupons and upstream program incentives
Residential energy audits

Administration

Utility company personnel training costs
Utility company EE personnel salary and benefits not charged elsewhere
Overhead costs (office space, vehicles, etc.)

Marketing & Delivery

Advertising costs including, but not limited to, educational/promotional materials, website development and updates
TV/Radio ads
Payment to AEO for EEA program
Commercial and Industrial energy audits
Personnel costs for performing marketing and delivery functions
Costs of processing rebates
Database development/update costs
Trade ally training events
Costs to support other EE related events and organizations
Measurement and Verification costs as related to direct program/project/measure costs to validate savings within the utility program (i.e. customer projects) and outside of independent EM&V

EM&V

Payments to consultants for preparation/update of Deemed Savings and Technical Reference Manual
Consultants costs for IEM and independent third party evaluations

Regulatory

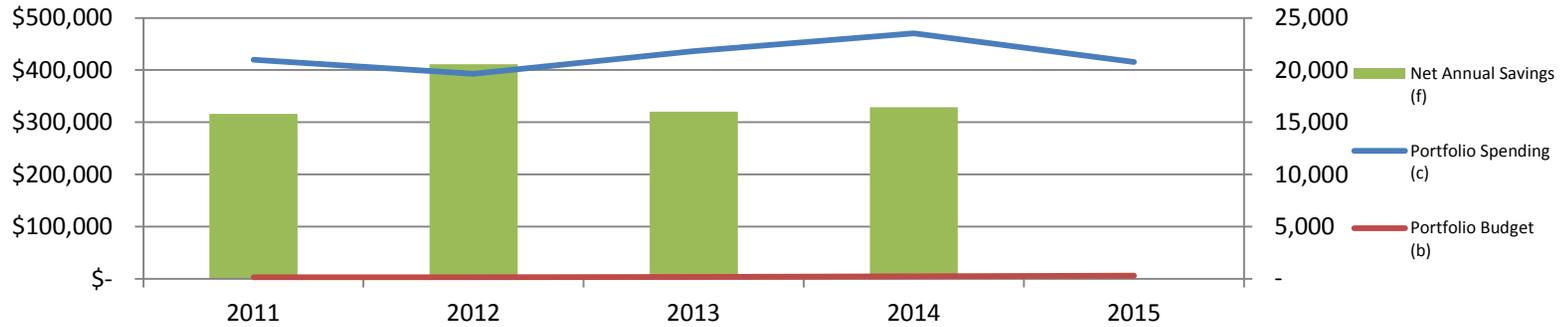
Outside counsel legal fees for EE dockets
Travel costs related to EE dockets
Costs for preparing annual reports and EECR filings, including costs related to performing the required cost effectiveness tests
Costs related to regulatory specific collaborative meetings and events

[Main Menu](#)**Table 1**[Next >>](#)**2015 Portfolio Summary**

Net Energy Savings		Cost		Cost-Benefits	
Demand MW	Energy MWh	Actual Expenses	LCFC	TRC Net Benefits	TRC Ratio
4	20,349	\$ 5,648,627	\$ 1,892,863	\$ 5,993,116	1.92

Company Statistics

Program Year	Revenue and Expenses					Energy				
	Total Revenue (a) (\$000's)	Budget		Actual		Total Annual Energy Sales (d) (MWh)	Plan		Evaluated	
		Portfolio Budget (b) (\$000's)	% of Revenue (%=b/a)	Portfolio Spending (c) (\$000's)	% of Revenue (%=b/a)		Net Annual Savings (e) (MWh)	% of Energy Sales (%=b/a)	Net Annual Savings (f) (MWh)	% of Energy Sales (%=b/a)
2011	\$ 530,954	\$ 3,100	0.6%	\$ 419,705	79.0%	6,308,792	14,239	0.2%	15,812	0.3%
2012	\$ 487,796	\$ 3,100	0.6%	\$ 392,953	80.6%	5,997,132	16,581	0.3%	20,572	0.3%
2013	\$ 525,225	\$ 3,600	0.7%	\$ 436,178	83.0%	5,615,573	16,581	0.3%	16,008	0.3%
2014	\$ 580,164	\$ 4,800	0.8%	\$ 470,411	81.1%	6,570,789	17,138	0.3%	16,449	0.3%
2015	\$ 548,872	\$ 6,500	1.2%	\$ 415,542	75.7%	7,138,626	-	0.0%	-	0.0%



Program Name	Target Sector	Program Type	Delivery Channel
ENO - Home Performance with Energy Star	Residential	Whole Home	Trade Ally
ENO - Consumer Products POS	Residential	Consumer Product Rebate	Retail Outlets
ENO - Income Qualified (AHPwES)	Residential	Whole Home	Trade Ally
ENO - School Kits and Education	Residential	Behavior/Education	Trade Ally
ENO - Residential Heating and Cooling	Residential	Prescriptive/Standard Offer	Trade Ally
ENO - Small Commercial and Industrial	Commercial & Industrial	Prescriptive/Standard Offer	Trade Ally
ENO - Large Commercial and Industrial	Commercial & Industrial	Prescriptive/Standard Offer	Trade Ally
Algiers - Home Performance with Energy Star	Residential	Whole Home	Trade Ally
Algiers - Consumer Products POS	Residential	Consumer Product Rebate	Retail Outlets
Algiers - Income Qualified (AHPwES)	Residential	Whole Home	Trade Ally
Algiers - School Kits and Education	Residential	Behavior/Education	Trade Ally
Algiers - Residential Heating and Cooling	Residential	Prescriptive/Standard Offer	Trade Ally
Algiers - Small Commercial and Industrial	Commercial & Industrial	Prescriptive/Standard Offer	Trade Ally
Algiers - Large Commercial and Industrial	Commercial & Industrial	Prescriptive/Standard Offer	Trade Ally

Program Name	TRC				
	Lifetime Savings (MWh)	Total Cost	Total Benefits	Net Benefits	Ratio
ENO - Home Performance with Energy Star	0	\$ 1,085,520	\$ 3,449,701	\$ 2,364,181	3.2
ENO - Consumer Products POS	0	\$ 413,132	\$ 632,310	\$ 219,178	1.5
ENO - Income Qualified (AHPwES)	0	\$ 617,651	\$ 1,001,122	\$ 383,471	1.6
ENO - School Kits and Education	0	\$ 406,884	\$ 249,212	\$ (157,672)	0.6
ENO - Residential Heating and Cooling	0	\$ 173,880	\$ 272,800	\$ 98,920	1.6
ENO - Small Commercial and Industrial	0	\$ 1,121,593	\$ 1,619,372	\$ 497,779	1.4
ENO - Large Commercial and Industrial	0	\$ 2,178,987	\$ 4,464,705	\$ 2,285,718	2.0
Algiers - Home Performance with Energy Star	0	\$ 133,081	\$ 474,126	\$ 341,045	3.6
Algiers - Consumer Products POS	0	\$ 24,389	\$ 46,513	\$ 22,124	1.9
Algiers - Income Qualified (AHPwES)	0	\$ 61,521	\$ 101,338	\$ 39,817	1.6
Algiers - School Kits and Education	0	\$ 84,710	\$ 32,606	\$ (52,104)	0.4
Algiers - Residential Heating and Cooling	0	\$ 21,541	\$ 22,599	\$ 1,058	1.0
Algiers - Small Commercial and Industrial	0	\$ 76,044	\$ 77,316	\$ 1,272	1.0
Algiers - Large Commercial and Industrial	0	\$ 112,524	\$ 60,853	\$ (51,671)	0.5

Historical Data (Next Annual Report)

Annual Budget & Actual Cost

1. ENO - Home Performance with Energy Star
2. ENO - Consumer Products POS
3. ENO - Income Qualified (AHPwES)
4. ENO - School Kits and Education
5. ENO - Residential Heating and Cooling
6. ENO - Small Commercial and Industrial
7. ENO - Large Commercial and Industrial
- 8.
9. Algiers - Home Performance with Energy Star
10. Algiers - Consumer Products POS
11. Algiers - Income Qualified (AHPwES)
12. Algiers - School Kits and Education
13. Algiers - Residential Heating and Cooling
14. Algiers - Small Commercial and Industrial
15. Algiers - Large Commercial and Industrial
16. Regulatory

	2014		2015	
	Budget	Actual	Budget	Actual
1.	\$ 818,293	\$ 790,383	\$ 511,180	\$ 511,180
2.	n/a	n/a	\$ 421,506	\$ 421,506
3.	\$ 550,000	\$ 541,451	\$ 684,763	\$ 684,763
4.	n/a	n/a	\$ 451,411	\$ 451,411
5.	\$ 117,426	\$ 104,545	\$ 368,943	\$ 368,943
6.	\$ 338,733	\$ 303,944	\$ 942,064	\$ 942,064
7.	\$ 522,970	\$ 519,304	\$ 1,774,136	\$ 1,774,136
8.				
9.	\$ 116,050	\$ 113,480	\$ 43,870	\$ 43,870
10.	n/a	n/a	\$ 34,912	\$ 34,912
11.	\$ 16,000	\$ 6,824	\$ 58,564	\$ 58,564
12.	n/a	n/a	\$ 85,963	\$ 85,963
13.	\$ 4,385	\$ 8,625	\$ 32,751	\$ 32,751
14.	\$ 26,014	\$ 26,014	\$ 85,461	\$ 85,461
15.	\$ 51,518	\$ 626	\$ 153,103	\$ 153,103
16.				
Regulatory	\$ -	\$ -	\$ -	\$ -
Total	\$ 2,561,389	\$ 2,415,195	\$ 5,648,627	\$ 5,648,627

Annual Net Energy Savings (kWh)

1. ENO - Home Performance with Energy Star
2. ENO - Consumer Products POS
3. ENO - Income Qualified (AHPwES)
4. ENO - School Kits and Education
5. ENO - Residential Heating and Cooling
6. ENO - Small Commercial and Industrial
7. ENO - Large Commercial and Industrial
- 8.
9. Algiers - Home Performance with Energy Star
10. Algiers - Consumer Products POS
11. Algiers - Income Qualified (AHPwES)
12. Algiers - School Kits and Education
13. Algiers - Residential Heating and Cooling
14. Algiers - Small Commercial and Industrial
15. Algiers - Large Commercial and Industrial
- 16.

	2014		2015	
	Plan	Evaluated	Plan	Evaluated
1.	6,061,685	5,763,448	4,286,868	4,286,868
2.	n/a	n/a	1,149,201	1,149,201
3.	912,750	1,825,848	1,043,383	1,043,383
4.	n/a	n/a	365,288	365,288
5.	1,359,309	517,188	358,291	358,291
6.	2,666,423	2,519,153	3,189,966	3,189,966
7.	6,138,592	5,823,379	8,642,831	8,642,831
8.				
9.	1,155,244	1,635,141	577,130	577,130
10.	n/a	n/a	92,433	92,433
11.	62,692	115,564	291,163	291,163
12.	n/a	n/a	47,498	47,498
13.	150,120	29,683	27,280	27,280
14.	272,090	215,680	144,696	144,696
15.	430,187	24,576	133,404	133,404
16.				

Total **19,209,092** **18,469,660** **20,349,432** **20,349,432**

Annual Net Demand Savings (kW)

1. ENO - Home Performance with Energy Star
2. ENO - Consumer Products POS
3. ENO - Income Qualified (AHPwES)
4. ENO - School Kits and Education
5. ENO - Residential Heating and Cooling
6. ENO - Small Commercial and Industrial
7. ENO - Large Commercial and Industrial
- 8.
9. Algiers - Home Performance with Energy Star
10. Algiers - Consumer Products POS
11. Algiers - Income Qualified (AHPwES)
12. Algiers - School Kits and Education
13. Algiers - Residential Heating and Cooling
14. Algiers - Small Commercial and Industrial
15. Algiers - Large Commercial and Industrial
- 16.

2014		2015	
Plan	Evaluated	Plan	Evaluated
1,666	1,319	883	883
n/a	n/a	200	200
225	525	322	322
n/a	n/a	42	42
649	222	117	117
385	498	461	461
945	831	1,403	1,403
n/a	266	124	124
n/a	n/a	15	15
n/a	18	112	112
n/a	n/a	5	5
n/a	11	8	8
n/a	38	29	29
n/a	2	6	6

Total **3,870** **3,730** **3,727** **3,727**

Number of Participants

1. ENO - Home Performance with Energy Star
2. ENO - Consumer Products POS
3. ENO - Income Qualified (AHPwES)
4. ENO - School Kits and Education
5. ENO - Residential Heating and Cooling
6. ENO - Small Commercial and Industrial
7. ENO - Large Commercial and Industrial
- 8.
9. Algiers - Home Performance with Energy Star
10. Algiers - Consumer Products POS
11. Algiers - Income Qualified (AHPwES)
12. Algiers - School Kits and Education
13. Algiers - Residential Heating and Cooling
14. Algiers - Small Commercial and Industrial
15. Algiers - Large Commercial and Industrial
- 16.

2014		2015	
Plan	Evaluated	Plan	Evaluated
n/a	6,580	2,550	2,550
n/a	n/a	6,164	6,164
n/a	1,012	198	198
n/a	n/a	3,012	3,012
n/a	356	667	667
n/a	72	185	185
n/a	23	45	45
n/a	1,679	1,277	1,277
n/a	n/a	412	412
n/a	132	22	22
n/a	n/a	671	671
n/a	18	44	44
n/a	9	16	16
n/a	1	1	1

Total **0** **9,882** **15,264** **15,264**

Appendix C: Marketing Collateral

ENTERGY

Entergy New Orleans, Inc. Energy Smart Annual Report

Program Year 5
April 1st, 2015 to March 31st, 2016

Appendix C: Marketing Collateral

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1. Print Collateral - Residential

1.1. Bi-Fold General

Ready to get Energy Smart?
 Visit EnergySmartNOLA.com
 Call toll-free (866) 721-0249
 Email info@energysmartnola.com

Entergy.

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

It's time to put your energy into **saving money.**

Get Energy Smart and save.

EnergySmart
 A New Orleans Program

WHAT IS ENERGY SMART?

Energy Smart helps Entergy customers in Orleans Parish lower their utility bills. The program uses a comprehensive, whole-house approach to improving energy efficiency and comfort through rebates for home improvements, such as:

- CoolSaver™ A/C tune-ups
- ENERGY STAR® qualified central A/C
- Window A/C
- Insulation
- Air and duct sealing
- Pool pumps
- CFL bulbs and more

WHY CHOOSE ENERGY SMART?

Savings - Earn valuable cash rebates for saving energy.

Choices - Incentives are available for a wide range of energy efficiency improvements in your house, apartment or business.

Ease - Work directly with a Participating Contractor, who provides instant rebates on qualifying measures.

Quality - Energy Smart approves contractors and works with them closely to ensure the highest-quality work.

The Energy Smart program reduces the up-front cost of improving your home. Depending on the projects you choose, Energy Smart can offer you over \$5,000 toward your home energy improvements, which could save you 20% or more on your annual utility bill.

WHERE DO I START?

1. Call toll-free (866) 721-0249 or visit EnergySmartNOLA.com to review the program offerings and decide what's right for you.
2. Contact an Energy Smart participating contractor or energy consultant who can recommend the most effective measures for your home.
3. Implement energy efficiency improvements.
4. Receive Energy Smart rebates, which will be shown as a discount on your invoice.
5. Start saving energy and money.

EnergySmart
 A New Orleans Program

Entergy.

1.2. Bi-Fold CoolSaver

Ready to stay cool with CoolSaver?
Find a participating contractor at EnergySmartNOLA.com/CoolSaver or call (866) 721-0249 for more information.



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

Stay cool and save
with CoolSaver.™



Residential A/C Tune-up Program




SAVE MONEY AND ENERGY

When you sign up for a CoolSaver A/C Tune-up, you can improve the cooling output and efficiency of your air conditioning system by up to 30%.

WHO'S ELIGIBLE?

All Entergy New Orleans residential customers are eligible for a CoolSaver A/C Tune-up through the Energy Smart program.

COOLSAVER TUNE-UP BENEFITS

Our state-of-the-art diagnostic tools and procedures result in cooler air inside your home or building, increased air conditioner performance, and lower energy bills.



HOW DOES IT WORK?

A program-qualified technician will inspect your A/C unit to determine which improvements your system needs for better performance, including:

- Measure indoor air flow at filter grill and correct if needed.
- Clean or replace filter.
- Clean outdoor condenser coils.
- Inspect and clean indoor coil and blower.
- Adjust refrigerant charge to manufacturer's specifications using digital refrigerant analyzer.
- Test air conditioner to verify how much cooling you're actually getting.

Apply a \$150 discount from Energy Smart to your contractor's invoice.

COMPARISON OF TRADITIONAL AND COOLSAVER TUNE-UPS

Measuring Air Temperature		Measuring Return Air flow		Measuring Refrigerant Charge	
					
Traditional Tune-up	CoolSaver Tune-up	Traditional Tune-up	CoolSaver Tune-up	Traditional Tune-up	CoolSaver Tune-up

1.3. Bi-Fold HPwES

Ready to get Energy Smart?
 Visit EnergySmartNOLA.com
 Call toll-free (866) 721-0249
 Email info@energysmartnola.com


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

Home improvements seal up savings and comfort.



Home Performance with ENERGY STAR® is here.




HOME IMPROVEMENTS MADE EASY.

Upgrade your home comfort and lower your utility bills with Entergy Smart's Home Performance with ENERGY STAR, a comprehensive, whole-house approach to improving energy efficiency.

The Home Performance with ENERGY STAR program reduces the up-front cost of installing energy-efficiency upgrades in your home. Depending on the improvements you choose, you could save up to 20% or more on your annual utility bill. A free energy assessment can show you how to improve your home in the following ways:

Fewer drafts and air leaks



Better ventilation and humidity control



Consistent temperatures across rooms



Lower utility bills



Homeowners who participate in the Home Performance with ENERGY STAR program live in cooler homes in the summer and warmer homes in the winter, and pay less on utility bills.

Rather than focusing on a single problem—like an old heating or cooling system, not enough insulation in the attic or leaky windows—the Home Performance with ENERGY STAR program helps you improve your home's whole system. Our trained local contractors work with you to achieve your savings and comfort goals.

WHERE DO I START?

Residential Entergy customers in Orleans Parish who live in existing single-family homes (up to a four-plex structure) are eligible to receive Energy Smart rebates for installing energy efficiency improvements.

- Step 1.** Request an energy assessment. Call toll-free (866) 721-0249 or visit EnergySmartNOLA.com to review the program offerings.
- Step 2.** Select an Energy Smart contractor to offer proposals on energy efficiency improvements for your home.
- Step 3.** Receive Energy Smart rebates for selected improvements, which will be shown as an instant discount on your contractor's invoice.

MEASURE	REBATE AMOUNT
Attic Insulation	Up to \$0.35 per sq. ft.
Pool Pump	Up to \$200
Air Infiltration Sealing	\$0.15 per CFM Reduced
Duct Sealing	\$1.50 per CFM Reduced

- Step 4.** Enjoy energy efficiency savings and better comfort in your home.

1.4. Tri-Fold General

What is Energy Smart?

Energy Smart helps Entergy customers in Orleans Parish save energy and money through energy assessments and valuable cash rebates on these energy efficiency improvements:

- ✦ Insulation
- ✦ Air and duct sealing
- ✦ CoolSaver™ A/C tune-ups
- ✦ ENERGY STAR® qualified central A/C
- ✦ Window A/C
- ✦ Pool pumps
- ✦ And more

Depending on the projects you choose, Energy Smart can offer you over \$5,000 toward your home energy improvements, which could save you 20% or more on your annual utility bill.

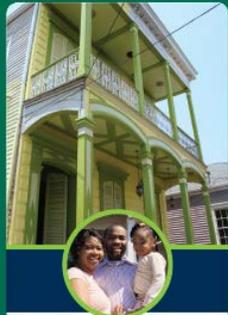


Contact us today:

- ✦ Visit EnergySmartNOLA.com
- ✦ Call toll-free (866) 721-0249
- ✦ Email info@energysmartnola.com




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



Save Energy and Money in Your Home



Why choose Energy Smart?



- ✦ **Savings**
Earn valuable cash rebates for saving energy.
- ✦ **Choices**
Incentives are available for a wide range of energy efficiency improvements in your house, apartment or business.
- ✦ **Ease**
You work directly with a qualified Energy Smart contractor who can provide instant rebates on qualifying measures.
- ✦ **Quality**
Energy Smart approves contractors and works with them closely to ensure the highest-quality work.

How do I participate in Energy Smart?



- 1 Call toll-free (866) 721-0249 or visit EnergySmartNOLA.com to review the program offerings and decide what's right for you. All Entergy customers in Orleans Parish qualify for the program.
- 2 Contact an Energy Smart participating contractor or energy consultant who can recommend the most effective measures for your home.
- 3 Implement energy efficiency improvements.
- 4 Receive Energy Smart rebates, which will be shown as a discount on your invoice or processed by Energy Smart.
- 5 Start saving energy and money.




1.5. Tri-Fold CoolSaver

Let's take a closer look.
Here's how a program-qualified technician measures and improves your system's performance compared to a traditional tune-up.

CoolSaver Tune-up	Traditional Tune-up
 Measuring Air Temperature	 Measuring Air Temperature
 Measuring Return Airflow	 Measuring Return Airflow
 Measuring Refrigerant Charge	 Measuring Refrigerant Charge

CoolSaver

Start Saving Today!
For more information about the program, call 866-721-0249 to speak with a program representative, or visit energysmart.nola.com/cool saver.

EnergySmart
A New Orleans Program

Ready to get started? Contact your CoolSaver Representative today at 866-721-0249.

Entergy
THE POWER OF PEOPLE™

Energy Smart is a program developed by the New Orleans City Council and administered by Entergy New Orleans for residents of Orleans Parish.

CoolSaver
Residential and Commercial A/C Tune-up Program

You have the power to lower your Entergy bill.

Optimize your cooling and your savings with a CoolSaver™ A/C Tune-up!

EnergySmart
A New Orleans Program

Air conditioning system not working as efficiently as it should be?

Tune it up!
A CoolSaver A/C Tune-up can improve the cooling output and efficiency of your air conditioning unit by up to 30 percent.

Save \$150 when you use an Energy Smart contractor.

EnergySmart
A New Orleans Program

CoolSaver

With a CoolSaver A/C Tune-up, you'll enjoy:

- ✦ A more dependable, longer-lasting unit.
- ✦ A lower energy bill each month.
- ✦ Cooler indoor environment.
- ✦ Better humidity control.
- ✦ Instant savings discounts toward the cost of a CoolSaver A/C Tune-up.

Who is eligible?
All Entergy New Orleans customers are eligible for the CoolSaver A/C Tune-up program.

How does it work?
A program-qualified technician will identify ways to improve the efficiency of your air conditioner, implement any recommended improvements, and apply the discount to the services.

Our state-of-the-art diagnostic tools and procedures will result in cooler air inside your home or building, increased air conditioner performance and lower energy bills.

Entergy
THE POWER OF PEOPLE™

Notice the difference between dirty coils and coils after a CoolSaver A/C Tune-up.

Before Tune-up

After Tune-up

During a CoolSaver Tune-up, your technician will:

- ✦ Measure indoor airflow at filter grill and correct if needed.
- ✦ Inspect filter and change or clean if dirty.
- ✦ Clean outdoor condenser coils.
- ✦ Inspect indoor coil with video scope and clean if dirty.
- ✦ Inspect indoor blower and clean if dirty.
- ✦ Adjust refrigerant charge to manufacturer's specifications using digital refrigerant analyzer.
- ✦ Test air conditioner to verify how much cooling you're actually getting.
- ✦ Apply a \$150 discount from Energy Smart to your contractor's invoice.

1.6. Fact Sheet – HPwES

Save Energy and Money with Home Performance with ENERGY STAR®

If you're considering making home improvements to rescue your energy bills, you should check out Home Performance with ENERGY STAR – a comprehensive, whole house approach to improving energy efficiency and comfort at home.

A participating contractor will assess your home to determine what improvements need to be made in order to achieve:



Fewer drafts

Consistent temperatures across rooms

Better ventilation and humidity control

Lower utility bills

Depending on the improvements you make, you could save 20% or more on your annual utility bill. And, because you're using less energy, you'll also be helping to protect the environment.

To start saving energy and money or to learn more about the Home Performance with ENERGY STAR Program, contact us today! Call toll-free (866) 721-0249 or visit EnergySmartNOLA.com.



Measure	Rebate Amount
Air Infiltration	Up to \$525 per sq. ft.
Ventilation	\$5.25 per sq. ft.
Pool Pump	Up to \$600
Air Leak or Sealing	\$1.25 per CFM (leak) at
Door Sealing	\$5.25 per sq. ft.

Energy Smart's Home Performance with ENERGY STAR Program reduces the up-front cost of your home energy improvements!

Start saving and visit EnergySmartNOLA.com or call the Energy Smart Information Center toll-free at 866-721-0249.



1.7. Single Measure Sheets – Duct Sealing

DUCT SEALING

Seal your ducts. Save your cash.



THE BENEFITS

- Save an average of \$285*
- Airtight seal stops leaks.
- Improve air quality.
- Lasts the lifetime of your ducts.

WHY IT MATTERS

Leaky ductwork can increase your cooling and heating costs by up to 30%. With a few simple repairs, an Energy Smart contractor can make your ducts airtight, for savings that feel just right.

HOW IT WORKS

A participating contractor will carefully inspect your heating, ventilation, and air conditioning (HVAC) system and use a special foil tape and airtight mastic to seal the following problem areas:

- Disconnections or breaks.
- Discolored or pulled away insulation (indicating air leakage).
- Gaps and odd angles.
- Gaps around vents and intakes.

LEARN MORE
Visit EnergySmartNOLA.com
Call toll-free (866) 721-0249
Email info@energysmartnola.com



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

1.8. Single Measure Sheets - Insulation

Insulate your home. **Save up to 20%.**



THE BENEFITS

- Save an average of \$330*
- Reduce energy bills by up to 20%.
- Better ventilation and humidity control.
- Cooler summers and warmer winters.



*Savings calculated based on up to \$20 per square foot reduction.



WHY IT MATTERS

With nearly half of energy costs going toward heating and cooling your home, proper insulation is essential to becoming energy efficient. Used in combination with air sealing, insulating your home is one of the most effective—and easiest—ways to save big on energy costs.

HOW IT WORKS

Each type of insulation is given an R-value, which measures how well it blocks heat from entering or escaping your home. The higher the R-value*, the better the insulation. A participating contractor will help you choose the one that's right for you.

INSULATION TYPE	DESCRIPTION	R-VALUE
Blankets batt and roll (Fiberglass, wool or cotton)	Fitted between studs, joists and beams.	2.9-7.0
Loose-fill and blown-in (Cellulose, fiberglass or mineral wool)	Blown using special equipment.	3.0-3.7
Spray foam (Petrochemical)	Sprayed with spray cans or pressure spray devices.	3.4-6.0
Rigid foam boards (Polystyrene)	Stiff board that is installed over frames and joists.	4.0-7.0

LEARN MORE

Visit EnergySmartNOLA.com

Call toll-free (866) 721-0249

Email info@energysmartnola.com



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

*Minimum R-value of 30 required for eligibility.

1.9. Single Measure Sheets – Air Sealing



AIR SEALING

Stop leaking cash. Weatherproof your home.

THE BENEFITS

- Save an average of \$109*
- Better ventilation and humidity control.
- Cooler summers and warmer winters.
- Use up to 40% less energy.



WHY IT MATTERS

Up to 30% of the energy used to heat and cool your home is lost to air leakage. With a few simple steps, your Energy Smart contractor can help stop the leaks—so you can stay cooler in summer and warmer in winter, and save money all year long.

HOW IT WORKS

There are many ways to air seal your home. A participating contractor will walk you through each method and help choose the ones that are right for you.

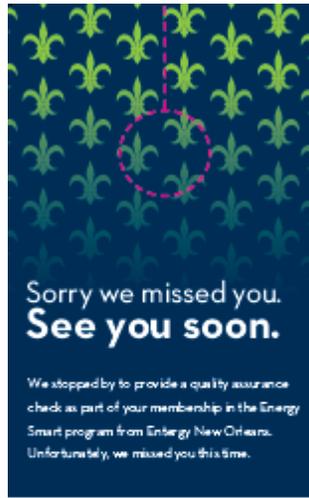
AIR SEALING PRODUCTS	DESCRIPTION
Weatherstripping (Vinyl, foam, felt, vulcanized metal, rubber and silicone)	Strips installed along sides and tops of windows, doors and A/C units.
Caulk (Acrylic, silicone and latex)	Seals cracks and gaps less than 1/4" wide around windows, doors, attic corners, chimney flashing and masonry joints.
Foam Sealant (Expanding polyurethane or water-based foam)	Seals gaps more than 1/4" wide around penetrations in the roof and around the foundation, chimney and siding.
Door Sweeps (Flexible vinyl strips or powder brushes)	Attaches to the exterior bottom of doors.
Thresholds (Wood or aluminum and vinyl)	Fastened to the floor beneath a door to prevent air entry.
Attic Hatch Insulated covering)	Fits around attic opening.
Air-Conditioner Cover (Digital or self-insulating cover)	Fits on the window (interior or through-the-wall A/C unit).
Electrical Switch and Outlet Gasket (Foam sheet)	Installed behind electric switch and outlet plate covers to create a tighter seal.

LEARN MORE
Visit EnergySmartNOLA.com
Call toll-free (866) 731-0249
Email info@energysmartnola.com



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

1.10. Missed You Door Hangar

A vertical graphic with a dark blue background featuring a repeating pattern of green fleur-de-lis. At the top, a pink dashed line forms a circle, with a vertical line extending upwards from its center, suggesting a door handle or a missed visit.

Sorry we missed you.
See you soon.

We stopped by to provide a quality assurance check as part of your membership in the Energy Smart program from Entergy New Orleans. Unfortunately, we missed you this time.

Please contact us with any questions or to reschedule another visit.

Energy Smart Representative _____

Phone Number _____

Energy Smart is a membership energy efficiency plan developed by the EnergySmart Co and administered by Entergy Smart, Inc.

2. Print Collateral – Commercial

2.1. Bi-Fold

Let's Get Started.
Call (866) 721-0249 or visit
energysmartnola.com to schedule
your no-cost energy assessment.



Energy Smart is a cooperative energy efficiency program developed by the New Orleans City Council and authorized by Entergy New Orleans, Inc.

SMALL BUSINESS SOLUTIONS

You have the power to lower
your energy bill.



Put more savings back into your business
with the Small Business Program
from Entergy New Orleans.





Option 1 minor edits made

START SAVING TODAY.
Energy Smart's Small Business Program helps small business customers like you reduce your energy costs. Participating contractors will analyze your facility's energy use, identify and install cost-effective, energy-saving measures to help you achieve significant, long-term energy savings.

WHO IS ELIGIBLE?
Small commercial and industrial customers with less than 100 kW peak demand.

AVAILABLE INCENTIVES
Offset the cost of your energy efficiency improvement projects with these money-saving incentives from Entergy New Orleans' Energy Smart program.

SMALL BUSINESS PROGRAM INCENTIVES
Save up to \$0.16 per kWh, or up to 100% of project cost (with a maximum of \$50,000 per project).

LIGHTING RETROFIT
Choose from a variety of high-efficiency fixtures, ballasts and lamps that produce the same amount of light you're used to while using less energy.

LIGHTING CONTROLS
Save energy with automatic light controls that turn off or dim your lights when they're not needed. Sensors can be coupled with a variety of intuitive control options like day-lighting controls, time clocks and occupancy timer controls.

Sens or options include:

- Passive infrared
- Integral occupancy sensors
- Dual-technology
- Photocells

EXTERIOR LIGHTING
It's not just the inside that matters. Energy-saving opportunities exist for all major exterior lighting applications—including parking lots, streets and roadways, and other building-mounted lighting. Improved lighting performance and enhanced control strategies will help you save inside and out.

REFRIGERATION
Out with the old, in with the cold. Energy Smart can help you save on refrigeration costs with two simple upgrade or replacement options for night covers on refrigeration cases and evaporator fans.



A CASE STUDY IN ENERGY EFFICIENCY.
Thanks to the Small Business Program, the Bourbon St. Crystal tower saves its famous burgers with an extra helping of energy efficiency. After the owner reached out to Energy Smart, an initial assessment determined the location was eligible for a 50% rebate on lighting upgrades. Over 100 energy-efficient fixtures were installed—resulting in thousands of dollars worth of energy savings.

All told, the project is expected to pay for itself in just over two years, with a projected savings of around \$10,000 over five years.

Project by the Numbers:

Estimated Project Cost:	\$18,448
Estimated Utility Incentive:	\$9,853
Estimated Annual Energy Savings:	\$4,169
Simple Payback:	2.06 years

3. Print Collateral – Non Profit

3.1. Flyer

Help your nonprofit become more energy smart.

Reduce your energy bills by hosting a free office party to weatherize your headquarters.

When you invite Energy Smart to your office, we will show you simple steps to reduce utility overhead expenses so that more resources can go towards your nonprofit's mission.

During your party not only will you receive energy saving tips, we'll also perform a free weatherization – valued at \$1,500 – which can result in savings on your office's monthly energy bill.

Our experts will provide a hands-on learning experience to volunteers who will learn the step-by-step process of energy-saving solutions through demonstration and education.

UPGRADES INCLUDE

- Air sealing
- Insulation
- Thermostat programming
- Behavior change
- Water efficiency measures

We've found that 178% of participants of our pilot program also applied this new knowledge to their own homes for big savings.

READY TO GET STARTED?
For more information or to discuss the program requirements and benefits, contact Jamie White at (504) 353-3930 or at info@energysmart.org.

EnergySmart
A Next-Gen Energy Program

Entergy

Energy Smart is a program developed by the New Orleans City Council in partnership with Entergy New Orleans and is subject to Entergy New Orleans' standard terms and conditions.

4. Print Collateral – Energy Smart for Kids

4.1. Insert

Ready to get Energy Smart?
Visit EnergySmartNOLA.com

EnergySmart
THE POWER OF PEOPLE™

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

Energy Smart Starter Kit

To start your family's journey towards energy efficiency at home, we're giving you the first steps in this Energy Smart Starter kit including:

- 4** 15 watt CFL light bulbs
- 2** 18 watt CFL light bulbs
- 1** LED night light
- 1** water efficient showerhead
- 1** water efficient kitchen sink aerator
- 1** water efficient bathroom sink aerator

Energy Smart for KIDS
EnergySmart
A New Orleans Program

WHAT IS ENERGY SMART?

Being Energy Smart helps conserve the amount of energy (from electricity, water and natural gas) we use at home, school and places in our communities. The small amounts saved add up quickly, as well as help the environment. You can start saving power immediately with these items in your Energy Smart Starter kit.

CFL LIGHT BULBS

Compact fluorescent bulbs, or CFLs, were created to be environmentally friendly. They are long-lasting, provide a bright light and use less energy. They fit most fixtures that use traditional bulbs.

LED NIGHT LIGHT

Light-emitting diodes, or LEDs, are another great energy saving light source. This night light uses 90% less energy than a regular night light and can last for up to 100,000 hours. It can stay plugged in all the time and turns on when the sensor detects darkness.

WATER EFFICIENT SHOWERHEAD

A water efficient showerhead can save energy by using up to 75% less water than most standard showerheads. It provides a powerful, flow rate regardless of water pressure and helps reduce water use in a big way.

WATER EFFICIENT AERATORS

These aerators can be installed on most kitchen and bathroom sink faucets in order to save water and energy. They produce powerful streams of water at a reduced flow rate, regardless of available water pressure. Plus, there's an additional bonus: less energy is required to heat hot water.

As part of the learning process, a WATER FLOW RATE BAG is also included as an easy-to-use guide to compare the flow rate between your existing fixtures and the new water efficient ones provided. Instructions are included in the homework handout.

4.2. Label



The poster features a green circle in the top left with the text "Energy Smart Starter Kit". To the right is the "Energy Smart for KIDS" logo, which includes a stylized green plant with a blue electrical plug at its base. Below the logo, a hand icon points to the word "Students,". The main text describes the kit's contents and provides a website for more information. At the bottom, there are logos for "Energy Smart" and "Entergy".

Energy Smart Starter Kit

Energy Smart for KIDS

Students,

To start your family's journey towards energy efficiency at home, we're giving you the first steps in this Energy Smart Starter kit including:

4 - 13 watt CFL light bulbs	1 - Water efficient shower head
2 - 16 watt CFL light bulbs	1 - Water efficient kitchen sink aerator
1 - LED night light	1 - Water efficient bathroom sink aerator

Have your parents visit EnergySmartNOLA.com for more details on how to become energy smart in your home.

Energy Smart
An Xcel Energy Program

Entergy
THE POWER OF PEOPLE

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5. Print Collateral – Contractors

5.1. Business Cards



I'll help you save energy and money,
at home or work, with Energy Smart.

Benefits

- Increase energy efficiency.
- Lower utility bills.
- Improve comfort.
- Earn rebates and discounts.

Contact me, your Energy
Smart contractor, at:



.....

.....

.....

5.2. Badges



5.3. Templates

Are you saving money by being Energy Smart?



Energy Smart offers incentives to New Orleans residents for energy efficiency measures, including A/C tune-ups, attic & floor insulation, and air & duct sealing.

Start saving money today by contacting this Participating Contractor:

Company Name
email@address.com | 123-456-7980
contractor.com



Energy Smart
A New Orleans Program

Energy Smart was developed by the New Orleans City Council and is administered by Entergy New Orleans for residents of Orleans Parish.

Save Energy & Money at Home.



Energy Smart helps Entergy customers in Orleans Parish save energy and money through energy assessments and valuable cash rebates on energy efficiency improvements.

Start saving money today by contacting this Participating Contractor:

Company Name
email@address.com | 123-456-7980
contractor.com



Energy Smart
A New Orleans Program

Energy Smart was developed by the New Orleans City Council and is administered by Entergy New Orleans for residents of Orleans Parish.

6. Ads

6.1. Print - CoolSaver

Stay cool and save with CoolSaver.SM

Save \$150 on a CoolSaver A/C tune-up

Visit EnergySmartNOLA.com
or call **866-721-0249**.

EnergySmart
A New Orleans Program

Entergy

Stay cool and save with CoolSaver.SM

Learn how you could earn up to **\$150 off**
a CoolSaver air conditioner tune-up.

Entergy New Orleans' CoolSaver Program gives you the power to reduce energy use and cooling costs.

WHAT ARE THE BENEFITS?

- Up to **\$150 off** the cost of a CoolSaver A/C tune-up.
- Reduced cooling costs.
- Extended life of your equipment.
- Increase your air conditioner's ability to cool by an average of **30%** for a more comfortable summer.
- Better humidity control.

READY TO GET STARTED?
Visit EnergySmartNOLA.com or call **866-721-0249**
to schedule your CoolSaver tune-up today.

CoolSaver

EnergySmart
A New Orleans Program

Entergy

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

6.2. Digital - General

Save smarter with
Energy Smart.
Start saving here.



The Entergy logo consists of a red circle with a white grid pattern, followed by the word "Entergy" in a white serif font with a registered trademark symbol.

Instant savings.
That's Energy Smart.
Let the saving begin.



The Entergy logo consists of a red circle with a white grid pattern, followed by the word "Entergy" in a white serif font with a registered trademark symbol.

Save smarter with **Energy Smart.**
Start saving here.



The Entergy logo consists of a red circle with a white grid pattern, followed by the word "Entergy" in a white serif font with a registered trademark symbol.

Bright ideas from **Energy Smart.**

Let the saving begin.



6.3. Billboards – CoolSaver

Be cool with CoolSaver.SM

30% better A/C. Lower bills.

EnergySmartNOLA.com



7. Case Study

7.1. Commercial

CASE STUDY

Bourbon St. Krystal



THE OPPORTUNITY

Famous for its fast burgers and friendly service, the long-standing Bourbon St. Krystal in New Orleans, LA was looking for fresh ways to save energy. After the owner reached out to Energy Smart, an initial assessment determined the location was eligible for a 50% rebate on lighting upgrades.

THE PROJECT

With a significant amount of energy going toward maintaining the 24/7 restaurant's bright, inviting atmosphere, upgrading its lighting was an easy decision. The participating contractor replaced over a hundred of the location's aging T12 lights with newer, high-efficiency LEDs.

For its energy efficiency efforts, Krystal received over \$4,700 in incentives from Energy Smart's Small Business Program.

THE RESULTS

Since completing the upgrades, the restaurant has reduced its annual energy use by nearly 40,000 kWh. The project is expected to pay for itself in just over three years, with a projected annual savings of nearly \$4,000.

PROJECT BY THE NUMBERS

Annual kWh reduction:
39,683

Estimated annual savings:
\$3,968

Total incentives paid:
\$4,761

Payback period:
3.45 years

READY TO GET STARTED?

Call us today at 866-721-9249 or visit energysmartnola.com to find out how we can help you can build a more energy-efficient business.

Energy Smart is a program developed by the New Orleans City Council and administered by Entergy New Orleans for Orleans Parish residents.

8.3. Pool Pump

Save up to \$250 on a New ENERGY STAR® Pool Pump.

Submit Your Rebate Application Today.

Entergy New Orleans is offering Orleans Parish customers up to a **\$250** rebate on certified pool pumps. These devices consume just one-eighth of the energy of conventional models. They also run quieter and prolong the life of your pool's filtering system.



- 1 Purchase and install a new ENERGY STAR pool pump and save your receipt.
- 2 Within 45 days, complete the back of this form and send it to us along with a dated receipt.
- 3 After receiving and processing your application, we'll issue your rebate.
- 4 Enjoy a lower energy bill for years to come.

This offer is available through March 31, 2018 or while funds last and it only applies to ENERGY STAR certified pool pumps. Only inground pools qualify. We can issue up to four rebates per household. All rebate forms must be received within 45 days of purchase and purchases must have been made on or after April 1, 2015. Please allow 4 - 6 weeks for processing. For more information about this and other energy efficiency programs, visit EnergySmartNOLA.com or call 866-721-0349.



This Offer is Exclusive to Entergy New Orleans Customers.

Energy Smart is a program developed by the New Orleans City Council and administered by Entergy New Orleans for residents of Orleans Parish.

Pool Pump Rebate Application

Please fill out completely. All information is required unless noted otherwise.

Installation Address:	City:	State:	ZIP:
<hr/>			
Account # <small>(installation address)</small>			
<hr/>			
Purchaser's Name:	Email:	Daytime Phone:	
<hr/>			
Purchaser's Address: <small>(if different from installation address)</small>	City:	State:	ZIP:
<hr/>			
Pool Pump Brand:	Model Number:	Horse Power: <small>(min. requirement: 1)</small>	<input type="checkbox"/> Variable \$250 <input type="checkbox"/> Multi-Speed \$200
<hr/>			

By signing below, the purchaser certifies that the pool pump for which he or she is claiming a rebate is installed at the address listed above and agrees to a telephone survey or physical inspection to confirm installation. Rebate checks will be paid to purchaser listed on this form.

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:

Entergy Smart
Pool Pump Rebate
1615 Poydras - Suite 860
New Orleans, LA 70112
Email: info@energysmartnola.com
Fax: (866) 908-1504



8.4. Window A/C

Get a \$40 Rebate

Energy Smart Window Air Conditioner Rebate

Fill out the reverse side of this form and mail to the address listed on the back with a copy of your dated sales receipt or fax to (866) 908-1504. Limit 4 rebates per customer. See reverse side for complete terms and conditions. Note: Your window air conditioner must be ENERGY STAR® Qualified to receive your rebate.



\$40 Rebate on ENERGY STAR Qualified Air Conditioner Units

For more information about this and other Energy Smart programs, visit EnergySmartNOLA.com or call (866) 721-0249.



Energy Smart
A New Orleans Program



Entergy
THE POWER OF PEOPLE.™

Available for Entergy Customers in Orleans Parish

New Orleans Residential Electric Customer Information

Please fill out completely. All information is required:

Installation Address: _____ City: _____ State: _____ ZIP: _____

Purchaser's Name: _____ Email: _____

Purchaser's Address: _____ City: _____ State: _____ ZIP: _____

Daytime phone: _____

Structure Type (circle all that apply): Residential / Multifamily Own / Rent

Size of area to be cooled: _____ sq. ft.

Air Conditioner Information: Brand: _____ Model #: _____ BTU's: _____ EER: _____

By signing below, purchaser authorizes Energy Smart to perform on site inspections as needed to confirm installation. A separate rebate must be filled out for each window air conditioner unit purchased. Rebate checks will be paid to purchaser listed on this form. Email address will only be used to notify you of your rebate status.

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:

All rebate forms must be received within 45 days of the purchase date.
Please allow 2-3 weeks for processing.

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

Energy Smart Window AC Program
1615 Poydras - Suite 860
New Orleans, LA 70112
Fax: (866) 908-1504

8.6. APS

Save \$10 on a New Advanced Power Strip.

Submit Your Rebate Application Today.

Entergy New Orleans is offering Orleans Parish customers \$10 rebates on advanced power strips. These devices can save an average of 112 kilowatt-hours per year.



- 1 Purchase a new Advanced Power strip from the list of eligible models.
- 2 Within 45 days, complete the back of this form and send it to us along with a dated receipt.
- 3 After receiving and processing your application, we'll issue your \$10 rebate.
- 4 Enjoy a lower energy bill for years to come.

Manufacturer	Eligible Product Name	Model #
Belkin	8 Outlet ConserveSmart 6ft	5K200r
BITS Limited	10 Outlet Energy Saving Smart Strip	LCG-5
BITS Limited	10 Outlet Energy Saving Smart Strip w/ USB	LUG-5
BITS Limited	7 Outlet Energy Saving Smart Strip	SCG-5
Coleman Cable	7 Outlet Energy Saving Smart Strip	csppp-08-0
TrolicStar	7 Outlet Advanced Smart Strip	1805S-US-0XX
TrolicStar	10 Outlet Advanced Smart Strip	1805S-US-0CT
TrolicStar	4 Outlet Advanced Power Strip	175S-US-0CD

This offer is available through March 31, 2018 or while funds last and it only applies to Advanced Power Strips. We can issue up to four rebates per household. All rebate forms must be received within 45 days of purchase and purchases must have been made on or after April 1, 2015. Please allow 4-6 weeks for processing. For more information about this and other energy efficiency programs, visit EnergySmartNOLA.com or call 866-731-0349.



This Offer is Exclusive to Entergy New Orleans Customers.

Energy Smart is a program developed by the New Orleans City Council and administered by Entergy New Orleans for residents of Orleans Parish.

Advanced Power Strip Rebate Application

Please fill out completely. All information is required unless noted otherwise.

Installation Address: _____ City: _____ State: _____ ZIP: _____

Account # (installation address): _____

Purchaser's name: _____ Email: _____ Daytime phone: _____

Purchaser's address: _____ City: _____ State: _____ ZIP: _____
(if different than installation address)

APS Power Strip Brand: BITS Limited Coleman Cable Model # F7C007 LCG-5 LUG-5 SCG-5 0415988-12
(Circle one) TrolicStar Belkin (Circle one) 1805S-US-0XX 1805S-US-02 CT 175S-US-0CD

By signing below, the purchaser certifies that the advanced power strips for which he or she is claiming a rebate is installed at the address listed above. Rebate checks will be paid to purchaser listed on this form.

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:

Entergy Smart
Advanced Power Strip Rebate
1615 Poydras - Suite 860
New Orleans, LA 70112
Email: info@energysmartnola.com
Fax: (866) 908-1504

