



Entergy New Orleans, Inc.
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July 29, 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

Re: *Filing of Entergy New Orleans, Inc.'s Energy Smart Quarterly Report for the period of April 2016 – June 2016 (Resolutions R-11-52, R-14-509, R-15-140, R-15-543; 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 CLEARResult as the Third Party Administrator for the Council-approved Energy Smart Programs. Council Resolutions R-14-509, R-15-140 and R-15-543 approved the current Energy Smart programs and budgets.

On behalf of CLEARResult, ENO submits the enclosed original and three copies of the Energy Smart quarterly report for the period of April 1, 2016 to June 30, 2016. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

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

Gary E. Huntley

Enclosures

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

RECEIVED
JUL 29 2016

BY: _____



***Entergy New Orleans, Inc.
Quarterly Report
April – June 2016***

EXECUTIVE SUMMARY

Energy Smart was developed by the New Orleans City Council (“Council”) is administered by Entergy New Orleans, Inc. (“ENO”) and is implemented by CLEAResult.

This report contains data on the Energy Smart program, with detailed information about both the New Orleans and Algiers portions of the Energy Smart Program. In spring of 2015, the Council approved the design of phase two of the Energy Smart program. This second phase of Energy Smart will build off of the success of the first four years of the program with some program design changes based on lessons learned from phase one. The “summary of program activity” tables on the next page contain the results through the first quarter and the kWh goals for the 6th program year, April 2016 to March 2017. This second phase of programs was ordered by the Council’s Utility, Cable, Telecommunications and Technology Committee in order to continue providing residents and businesses in Orleans Parish a proven method for incorporating energy efficiency in their day-to-day lives and businesses. Included in this report are:

- ✦ kWh savings and total participation by program
- ✦ Summaries of activity by program
- ✦ A comprehensive review of each program’s data and activity
- ✦ Marketing and outreach activity

Program Year 6 is divided into four quarters:

- ✦ Quarter 1: April-June, 2016
- ✦ Quarter 2: July-September, 2016
- ✦ Quarter 3: October-December, 2016
- ✦ Quarter 4: January-March, 2017

A chart in each program section demonstrates the amount of kWh energy savings & budget spends attributed to individual measures in each program. These charts will continue to be an ongoing part of the quarterly reports as the Council’s Advisors have expressed an interest in a more granular view of program progress.

SUMMARY OF PROGRAM ACTIVITY

New Orleans Savings Through Quarter One

(Program Year - April 2016 thru March 2017)

Program	Saving Goals		Savings Through Quarter One					Completed YTD	
	kW	kWh	kW	kWh	CO ² reduction (lbs)	Participants	Measures	% kW	% kWh
Home Performance w/ Energy Star	306	959,195	243	1,269,338	7,108,292	526	1,223	79.41%	132.33%
Consumer Products	312	1,031,863	56	212,695	1,191,092	5,965	10,658	17.94%	20.61%
Low Income	227	586,035	0	0	0	0	0	0.00%	0.00%
A/C Tune Up & HVAC	587	1,478,640	146	412,626	2,310,706	214	237	24.89%	27.91%
School Kits & Education	137	1,071,063	11	86,266	483,091	652	652	8.38%	8.05%
Green Light	109	518,286	7	34,080	190,850	87	2,023	6.75%	6.58%
Small Business Solutions	1,163	4,487,511	5	57,827	323,831	3	67	0.45%	1.29%
Large Commercial Solutions	1,345	8,322,948	40	321,425	1,799,980	3	1,125	3.00%	3.86%
Totals	4,186	18,455,541	509	2,394,258	13,407,843	7,450	15,985	12.17%	12.97%

Algiers Savings Through Quarter One

(Program Year - April 2016 thru March 2017)

Program	Saving Goals		Savings Through Quarter One					Completed YTD	
	kW	kWh	kW	kWh	CO ² reduction (lbs)	Participants	Measures	% kW	% kWh
Home Performance w/ Energy Star	24	67,363	6	17,669	98,948	7	23	25.45%	26.23%
Consumer Products	26	85,380	0	270	1,514	1	1	1.15%	0.32%
Low Income	18	45,606	0	0	0	0	0	0.00%	0.00%
A/C Tune Up & HVAC	45	114,173	4	8,961	50,182	8	8	8.18%	7.85%
School Kits & Education	11	82,293	0	0	0	0	0	0.00%	0.00%
Green Light	n/a	n/a	1	4,698	26,310	17	275	n/a	n/a
Small Business Solutions	89	342,190	0	0	-	0	0	0.00%	0.00%
Large Commercial Solutions	107	661,531	0	0	0	0	0	0.00%	0.00%
Totals	320	1,398,536	11	31,599	176,954	33	307	3.47%	2.26%

Program Expenditures Through Quarter One

Program	New Orleans		Algiers	
	Incentive	Implementation	Incentive	Implementation
Home Performance w/ Energy Star	\$155,402	\$255,056	\$3,113	\$35,442
Consumer Products	\$33,767		\$40	
Low Income	\$0		\$0	
A/C Tune Up & HVAC	\$34,335		\$525	
School Kits & Education	\$23,456		\$0	
Green Light	\$7,883		\$1,062	
Small Business Solutions	\$6,939	\$76,321	\$0	\$8,550
Large Commercial Solutions	\$35,220	\$145,011	\$0	\$15,471
Totals	\$297,002	\$476,388	\$4,740	\$59,463

Home Performance with Energy Star

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$19,425	0	\$49,753	0	39.04%
Air Infiltration	223,424	\$36,824	110,252	\$70,334	202.65%	52.36%
Ceiling Insulation	42,674	\$5,806	219,470	\$65,489	19.44%	8.87%
Duct Efficiency	1,003,240	\$93,347	448,327	\$112,532	223.77%	82.95%
Direct Install	0	\$0	181,146	\$47,924	0.00%	0.00%
Totals	1,269,338	\$155,402	959,195	\$346,032	132.33%	44.91%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$450	0	\$4,072	0.00%	11.05%
Air Infiltration	2,387	\$434	9,039	\$5,770	26.41%	7.52%
Ceiling Insulation	7,418	\$924	17,878	\$5,335	41.49%	17.32%
Duct Efficiency	7,864	\$1,305	25,665	\$7,709	30.64%	16.93%
Direct Install	0	\$0	14,781	\$3,909	0.00%	0.00%
Totals	17,669	\$3,113	67,363	\$26,795	26.23%	11.62%

Duct Efficiency measures again represent the largest percentage of measure savings totaling just short of 80% of the overall total kWh savings submitted in the first quarter of Program Year Six. Two contractors dominated the early submissions for this Program Year, with the quarterly totals already achieving the annual goal for kWh. Efforts have been initiated to create motivation for contractors to install multiple measures in each location served.

Algiers has seen, in the first quarter, a more even mix of measures performed per location than what was seen in the past. This is evidenced with Ceiling Insulation contributing approximately the same volume of savings as Duct Efficiency measures.

Consumer Products

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Advanced Power Strips	224	\$25	3,975	\$532	5.64%	4.70%
Lighting Buy Down	196,776	\$31,182	909,087	\$205,508	21.65%	15.17%
Room A/Cs	11,433	\$2,160	118,801	\$43,313	9.62%	4.99%
Pool Pumps	4,262	\$400	n/a	n/a	n/a	n/a
Totals	212,695	\$33,767	1,031,863	\$249,353	20.61%	13.54%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Advanced Power Strips	0	\$0	330	\$44	0.00%	0.00%
CFLs	0	\$0	8,160	\$704	0.00%	0.00%
LEDs	0	\$0	67,113	\$16,303	0.00%	0.00%
Room A/Cs	270	\$40	9,777	\$3,565	2.77%	1.12%
Totals	270	\$40	85,380	\$20,616	0.32%	0.19%

Lighting Buy Down accounted for just shy of 200,000 kWh during Quarter One. This signifies nearly 93% of the overall savings submitted for the quarter. Fifty-five Room A/C rebates and three (one in Algiers) Pool Pump rebates were received in the first quarter.

Lighting Buy Down should continue to drive savings in this program. Energy Smart continues to reduce cost barriers through rebates and buy downs—ranging from efforts targeting consumers to manufacturers. This method has a successful record of stimulating the demand for energy efficient lighting.

Income Qualified (Assisted Home Performance with Energy Star)

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$0	0	\$25,588	0.00%	0.00%
Air Infiltration	0	\$0	105,338	\$125,146	0.00%	0.00%
Ceiling Insulation	0	\$0	116,161	\$83,871	0.00%	0.00%
Duct Efficiency	0	\$0	206,861	\$104,286	0.00%	0.00%
Direct Install	0	\$0	155,620	\$21,505	0.00%	0.00%
Weatherization Readiness	0	\$0	0	\$0	0.00%	0.00%
Room AC Replacement	0	\$0	2,055	\$856	0.00%	0.00%
Totals	0	\$0	586,035	\$361,252	0.00%	0.00%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$0	0	\$2,001	0.00%	0.00%
Air Infiltration	0	\$0	8,214	\$9,752	0.00%	0.00%
Ceiling Insulation	0	\$0	9,065	\$6,539	0.00%	0.00%
Duct Efficiency	0	\$0	16,104	\$8,112	0.00%	0.00%
Direct Install	0	\$0	12,063	\$1,668	0.00%	0.00%
Weatherization Readiness	0	\$0	0	\$0	0.00%	0.00%
Room AC Replacement	0	\$0	160	\$67	0.00%	0.00%
Totals	0	\$0	45,606	\$28,139	0.00%	0.00%

The first quarter was used to set up three contractors with monthly allocations for the Assisted Home Performance with Energy Star Program. Historically, the majority of Assisted Home Performance with Energy Star (Low Income) work is performed during the fourth quarter of the program year; however, this year we are working with three contractors to spread the work across the remaining three quarters of the program year. In the second quarter, savings should begin to be reflected on this report. Additionally, we are working with Energy Wise Alliance to have them promote the program at their tabling events and at their weekly tabling at the Entergy Customer Care Centers.

A/C Tune-Up and HVAC Replacement

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Central A/C Replacement	19,956	\$2,575	204,083	\$60,065	9.78%	4.29%
Heat Pump Replacement	0	\$0	13,613	\$4,046	0.00%	0.00%
Coolsaver Tune Up	392,670	\$31,760	1,260,944	\$166,624	31.14%	19.06%
Totals	412,626	\$34,335	1,478,640	\$230,735	27.91%	14.88%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Central A/C Replacement	0	\$0	15,793	\$4,648	0.00%	0.00%
Heat Pump Replacement	0	\$0	1,047	\$311	0.00%	0.00%
Coolsaver Tune Up	8,961	\$525	97,333	\$12,864	9.21%	4.08%
Totals	8,961	\$525	114,173	\$17,823	7.85%	2.95%

Despite the rain and cool temperatures that plagued much of April, the first quarter was busy for the CoolSaver Tune-Up Program. By May, the weather allowed for increased participation from Trade Allies. Two hundred eighteen Tune-Ups were completed during the first quarter, most of which were in New Orleans with a few in Algiers. Of those two hundred eighteen tune-ups, twenty-nine systems received duct sealing as well. In the first quarter, there were also seven Central A/C replacements in New Orleans.

Twenty-two technicians, most of which were new to the CoolSaver Program, received formal classroom training. Experienced technicians were given refresher trainings in the field as Tune-Ups were being performed.

Green Light New Orleans

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
14W CFL	23,974	\$4,517	357,621	\$67,382	6.70%	6.70%
20W CFL	1,250	\$220	29,454	\$3,246	4.24%	6.79%
23W CFL	608	\$69	18,129	\$1,879	3.35%	3.69%
9W small base CFL	6,365	\$2,464	49,972	\$19,348	12.74%	12.74%
14W small base CFL	1,884	\$612	63,110	\$20,501	2.99%	2.99%
Totals	34,080	\$7,883	518,286	\$112,356	6.58%	7.02%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
14W CFL	3,362	\$633				
20W CFL	86	\$15				
23W CFL	203	\$23				
9W small base CFL	807	\$313				
14W small base CFL	240	\$78				
Totals	4,698	\$1,062				

Green Light New Orleans (GLNO) has had a slow start to Program Year Six. GLNO has undertaken a reorganization of its staff and is also revamping its outreach process. Similar to previous quarters, the 14 watt CFL bulbs continue to be the most commonly installed. GLNO installed 1,298 and 182 of that type of bulb in New Orleans and Algiers, respectively. All of the other types of CFL bulbs were distributed as well, with the 9 watt small base bulb being installed at the second highest rate.

Small Commercial Solutions

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	57,827	\$6,939	2,405,908	\$319,713	2.40%	2.17%
Non-Lighting	0	\$0	2,081,603	\$245,008	0.00%	0.00%
Totals	57,827	\$6,939	4,487,511	\$564,721	1.29%	1.23%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	0	\$0	182,986	\$24,337	0.00%	0.00%
Non-Lighting	0	\$0	159,204	\$18,741	0.00%	0.00%
Totals	0	\$0	342,190	\$43,078	0.00%	0.00%

The Small Commercial Program has been slower than expected in the first quarter. The slow start is partially because contractors have been concentrating on the Large Commercial Program where incentives for contractors are greater. Also, at the beginning of this program year, we notified contractors that the program would be much more stringent on the 90 day timeline for lighting project completion. In addition, the program also requires a purchase order signed by the participant within 30 days of the application being signed to show that a project is moving forward. The more stringent enforcement of the timeline and purchase order is to ensure that if a project is not moving forward those funds can be reassigned to other projects that are ready to begin installation.

In New Orleans, there have been a few projects that signed up for funding, but Algiers continues to be problematic in identification and recruitment of small commercial businesses to participate in the program. There are some potential projects in Algiers as a result of the direct install work and presentations staff did at the end of Program Year Five.

Large Commercial Solutions

Measure	New Orleans					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	167,571	\$16,757	5,658,109	\$638,726	2.96%	2.62%
Non-Lighting	153,854	\$18,462	2,664,839	\$302,615	5.77%	6.10%
Totals	321,425	\$35,220	8,322,948	\$941,341	3.86%	3.74%

Measure	Algiers					
	YTD		Total Planned		% achieved to date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	0	\$0	210,273	\$23,881	0.00%	0.00%
Non-Lighting	0	\$0	451,258	\$51,235	0.00%	0.00%
Totals	0	\$0	661,531	\$75,116	0.00%	0.00%

The New Orleans Large Commercial Program was fully subscribed on the first day of the new program year. Projects are now being completed. At the beginning of this program year we notified contractors that the program would be much more stringent on the 90 day timeline for lighting project completion and require a purchase order signed by the participant within 30 days of the application being signed to show that a project is moving forward. The more stringent enforcement of the timeline and purchase order is to ensure

that if a project is not moving forward those funds can be reassigned to projects that are ready to begin installation. Non-lighting projects accounted for approximately one/half of the savings and incentive funds.

Algiers continues to be somewhat challenging in the identification and recruitment of large commercial businesses to participate in the program. There are some leads and hopefully those projects will begin to materialize in the second quarter.

EasyCool – Direct Load Control Pilot

This new pilot directive began to see activity during the first quarter of Program Year Six. Several tasks were completed related to IT, including the creation of the 1-800 number and email setup for interested participants. The Energy Smart website was revised to include a user-friendly sign-up portal. Emails were written and sent to Entergy New Orleans customers in a variety of zip codes across New Orleans. The needed amount of sign-ups was obtained within two weeks. The DLC devices were ordered in May and received at the end of June. Training for the HVAC contractors was scheduled to begin in the first week of July with installations to begin immediately thereafter. The report for Quarter Two will have more detail of the scheduled events after all installations are completed.

MARKETING AND ADVERTISING

Outreach and Schools

Website Visits

Total website visits for this quarter were 2,329 sessions, or 776 sessions per month, which was slightly lower than the monthly average for the last quarter of the previous program year of 1,047 sessions per month.

Life City

Life City continued to promote Energy Smart at events.

Schools and Outreach programs with Energy Wise Alliance (EWA)

★ Schools

This quarter a total of 425 students were in the program, for the end of the 2015-2016 school year. The schools this quarter were:



KIPP McDonogh 15 School for Creative Arts
 Edgar P. Harney Spirit of Excellence Academy
 Edward Hynes Charter School
 Benjamin Franklin Elementary School
 ReNEW Cultural Arts Academy

✧ Outreach and Events

EWA participated in Earth Day events at Job Corps and at the Botanical Gardens at City Park. Other events included the Zoo To Do for Kids, Wednesday at the Square, Eat Local, and Bike to Work Week events. Presentations included the Tulane Canal Neighborhood Association, Cornerstone Church, Job Corps, and the Greater Galilee Missionary Baptist Church Financial Empowerment Seminar.

DISTRICT	A		B		C		D		E		TOTAL Q1	
	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend
Tabling/Event	5	2180	3	960	0	0	0	0	0	0	8	3140
Non-Profit Workshop	0	0	0	0	0	0	0	0	0	0	0	0
CCC/Library	3	177	0	0	3	158	0	0	0	0	6	335
Presentation	1	10	2	100	2	63	1	20	0	0	6	193
TOTAL	9	2367	5	1060	5	221	1	20	0	0	20	3668

Information Center

The Energy Smart Information Center is now located at both the Entergy Customer Care Center on Canal and Broad and at the Customer Care Center in Algiers. The center is staffed most Fridays.

✧ Advertising and Media

Q1 marketing and advertising initiatives included the following:

- 1) Easy Cool Campaign
 - a. E-blast
 - i. Tactical email targeting select ENO opt-ins
 - b. Contractor leave behind
 - i. Informational piece including program highlights and contact information
 - ii. Additional branding and recognition for Energy Smart
 - c. Contractor shirts
 - i. Additional branding and recognition for Energy Smart
 - d. Scheduling email

- 2) Residential CoolSaver
 - a. Door hangar
 - i. Tactical piece to raise awareness and create program demand
 - b. Bi fold
 - i. Informative piece utilized for direct or cross promotional opportunities

- 3) Commercial CoolSaver
 - a. Fact sheet
 - i. Informational piece including program highlights and contact information

- 4) Residential Solutions
 - a. Vehicle magnet
 - i. Additional branding and recognition for Energy Smart
 - b. Single measure sheet
 - i. Informational piece utilized for direct or cross promotional opportunities
 - c. Thank you letter
 - i. Additional branding and recognition for Energy Smart
 - ii. In production

- 5) Energy Smart Overview
 - a. Bi fold
 - i. Informational piece including program highlights and contact information

- 6) Energy Star Partner Award
 - a. Flyer
 - i. Utilized to further build on the momentum of the award



Stay cool, the efficient way.



Our EasyCool Program allows customers like you to save energy and earn a \$40 cash incentive with the installation of a direct load control unit. Participation is limited to 350 customers, so enroll today.

Visit EnergySmartNOLA.com/tbd
Call 800-790-8853
Email easycool@cleareresult.com

← EasyCool Door Hanger

EasyCool Shirt Logo



WE POWER LIFE™

Thanks for saving energy the cool way.

Entergy

We're so glad you decided to participate in the EasyCool Program.

Your installation of a direct load control unit will save you energy this summer by cycling your air conditioner unit a few minutes each hour during peak times. Not only that, but your participation will help us ~~achieve~~ our long-term goal of lowering energy costs for you and all of New Orleans.

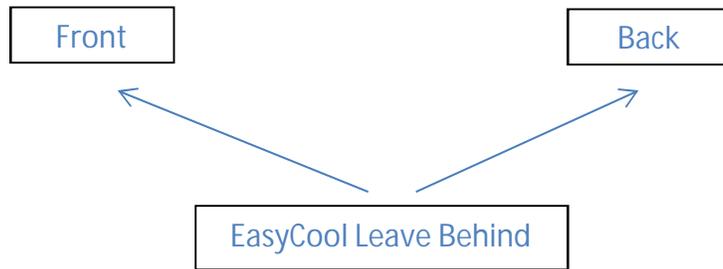
If your contractor has any questions about the device being installed, please have them call 800-790-8853 before removing it.

You will receive your \$40 incentive check within the next 6 weeks. If you have any further questions, please call us at **800-790-8853**.

EnergySmart
A New Orleans Program

Entergy

WE POWER LIFE™





**Optimize your
comfort and
your savings**



What Are the Benefits?

- A lower monthly energy bill.
- Instant savings towards the cost of a CoolSaver A/C Tune-Up.
- A longer-lasting, more dependable unit.
- Cooler environment and better humidity control.



contractor business card

Questions?

For more information, visit EnergySmartNOLA.com, call 866-731-0249 or email info@energysmartnola.com.



Energy Smart is an energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, Inc.

