



Entergy New Orleans, Inc.
1600 Perdido Street, Bldg #505
New Orleans, LA 70112
Tel 504 670 3680
Fax 504 670 3615

Gary E. Huntley
Vice President, Regulatory Affairs
ghuntle@entergy.com

January 30, 2017

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 October 1, 2016 to December 31, 2016 (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 periodic 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 Quarterly Report for the period of October 1, 2016 to December 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,

Gary E. Huntley



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

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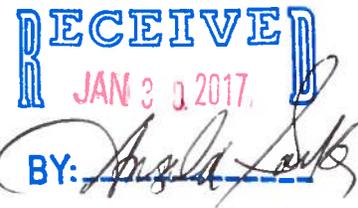
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**Entergy New Orleans, Inc.
Program Year 6
3rd Quarter Report
October – December 2016**

Executive Summary

Energy Smart was developed by the New Orleans City Council (“Council”) and is administered by Entergy New Orleans, Inc. (“ENO”) and implemented by CLEAResult Consulting Inc. (“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 builds off the successful first 4 years of the program with limited program design changes to reflect lessons learned from phase 1. The “Summary of Program Activity” tables on the next page contain kWh progress toward goal through the third quarter for the 6th program year, April 2016 to March 2017. This 2nd 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

Each program section demonstrates the amount of kWh energy savings and budget spends attributed to individual measures in each program.

✦ Summary of Overall Program Activity

Program	Saving Goals		New Orleans Savings Through Quarter Three					Completed YTD	
	kW	kWh	kW	kWh	CO2 Reduction (lbs)	Participants	Measures	%kW	%kWh
Home Performance with ENERGY STAR	306	959,195	620	3,127,468	17,513,822	886	2,562	202.66%	326.05%
Consumer Products	312	1,031,863	158	524,534	2,937,390	10,836	24,406	50.70%	50.83%
Low Income	227	586,035	289	1,193,316	6,682,570	272	461	127.26%	203.63%
A/C Tune-up & HVAC	587	1,478,640	415	1,290,771	7,228,318	542	626	70.66%	87.29%
School Kits & Education	137	1,071,063	30	228,537	1,279,809	2,430	2,430	22.12%	21.34%
Green Light	109	518,286	17	79,804	446,902	206	4,692	15.79%	15.40%
Small Business Solutions	1,163	4,487,511	90	956,797	5,358,063	24	2,771	7.70%	21.32%
Large Commercial Solutions	1,345	8,322,948	442	2,921,184	16,358,630	17	9,679	32.87%	35.10%
Totals	4,186	18,455,541	2,061	10,322,412	57,805,505	15,213	47,627	49.24%	55.93%

Program	Saving Goals		Algiers Savings Through Quarter Three					Completed YTD	
	kW	kWh	kW	kWh	CO2 Reduction (lbs)	Participants	Measures	%kW	%kWh
Home Performance with ENERGY STAR	24	67,363	47	236,780	1,325,970	419	554	196.31%	351.50%
Consumer Products	26	85,380	3	4,500	25,199	9	10	10.88%	5.27%
Low Income	18	45,606	20	72,284	404,792	17	33	112.95%	158.50%
A/C Tune-up & HVAC	45	114,173	23	63,619	356,266	35	35	51.11%	55.72%
School Kits & Education	11	82,293	3	26,039	145,818	138	138	31.36%	31.64%
Green Light	n/a	n/a	3	12,697	71,105	37	729	n/a	n/a
Small Business Solutions	89	342,190	0	196,447	1,100,103	2	124	0.00%	57.41%
Large Commercial Solutions	107	661,531	40	292,428	1,637,597	1	884	37.64%	44.20%
Totals	320	1,398,536	140	904,795	5,066,850	658	2,507	43.63%	64.70%

Program Expenditures Through Quarter Three				
	New Orleans		Algiers	
Program	Incentive	Implementation	Incentive	Implementation
Home Performance w/ ENERGY STAR	\$398,077	\$765,168	\$28,455	\$106,327
Consumer Products	\$57,254		\$535	
Low Income	\$314,692		\$21,591	
A/C Tune-up & HVAC	\$120,458		\$6,458	
School Kits & Education	\$28,554		\$0	
Green Light	\$18,002		\$2,760	
Small Business Solutions	\$114,816	\$228,964	\$28,927	\$25,649
Large Commercial Solutions	\$289,335	\$435,031	\$29,243	\$46,412
Totals	\$1,341,188	\$1,429,162	\$117,969	\$178,388

★ Home Performance with ENERGY STAR

Participation in the Home Performance with ENERGY STAR (HPwES) program continued at a robust pace during Quarter Three. So popular, in fact, that current program year funding has been exhausted and HPwES is utilizing previous year’s carryover funding at this point. Trade allies have shown improvement with measure efficiency as revealed by a higher average kWh saved per residence. The 146 participants that were weatherized in the 3rd Quarter averaged 4,621 kWh per home. Through the 2nd Quarter of Program Year 6, homes were averaging 3,315 kWh savings per home. This increase of approximately 39% is primarily due to program quality control’s experts urging trade allies to perform more measures per home and from required robust Building Performance Institute energy efficiency trainings. Duct efficiency and air infiltration continue to dominate measures performed. At the end of the third quarter, both the New Orleans and Algiers programs are over 300% of the kWh savings goals.

Home Performance with ENERGY STAR						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$45,075	0	\$49,753	0	90.60%
Air Infiltration	458,554	\$75,983	110,252	\$70,334	415.91%	108.03%
Ceiling Insulation	72,755	\$9,553	219,470	\$65,489	33.15%	14.59%
Duct Efficiency	2,596,159	\$267,466	448,327	\$112,532	579.08%	237.68%
Direct Install	0	\$0	181,146	\$47,924	0.00%	0.00%

Totals	3,127,468	\$398,077	959,195	\$346,032	326.05%	115.04%
Home Performance with ENERGY STAR						
Algiers						
	YTD		Total Planned		% Achieved to Date	
Measure	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Assessment	0	\$3,400	0	\$4,072	0.00%	83.50%
Air Infiltration	43,960	\$6,947	9,039	\$5,770	486.34%	120.40%
Ceiling Insulation	7,418	\$924	17,878	\$5,335	41.49%	17.32%
Duct Efficiency	185,401	\$17,184	25,665	\$7,709	722.39%	222.90%
Direct Install	0	\$0	14,781	\$3,909	0.00%	0.00%
Totals	236,780	\$28,455	67,363	\$26,795	351.50%	106.19%

*** Consumer Products**

The Lighting and Appliance Program experienced a large increase in participation in the third quarter. The vast majority of the increase is due to the lighting buy-down component. Three new lighting buy down promotions started; notably, a promotion began with new partner retailer Dollar Tree. This new partnership allowed us to reach more value-minded customers at five locations across Orleans Parish. Two other retailers, The Home Depot and Wal-Mart, underwent major re-sets in the lighting department as they introduced new product lines. To date, lighting has accounted for 88.7% of kWh savings and 85.6% of incentives paid.

Field staff continued to promote ENERGY STAR Room A/Cs as the cooling season drew to a close. There were 41 rebates processed for Room A/Cs.

Consumer Products						
New Orleans						
	YTD		Total Planned		% Achieved to Date	
Measure	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	465,086	\$49,029	909,087	\$205,508	51.16%	23.86%
Room A/Cs	50,700	\$7,400	118,801	\$43,313	42.68%	17.08%
Pool Pumps	8,524	\$800	n/a	n/a	n/a	n/a
Totals	524,534	\$57,254	1,031,863	\$249,353	50.83%	22.96%

Consumer Products						
Algiers						
	YTD		Total Planned		% Achieved to Date	
Measure	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Advanced Power Strips	112	\$15	330	\$44	33.94%	34.09%
Lighting Buy Down	0	\$0	8,160	\$704	0.00%	0.00%
Room A/Cs	0	\$0	67,113	\$16,303	0.00%	0.00%
Pool Pumps	4,388	\$520	9,777	\$3,565	44.88%	14.59%
Totals	4,500	\$535	85,380	\$20,616	5.27%	2.60%

✦ Income Qualified (Assisted Home Performance with ENERGY STAR)

The third quarter saw considerable improvement with the implemented allocation changes and an additional contractor added resulting in a total of 215 Income Qualified families receiving assistance. The program saw more than double the number of families assisted from the second quarter including big increases in the number of measures performed.

There were 162 homes that received air infiltration reductions resulting in an average kWh savings of 765. The average rebate incentive for air infiltration reductions was \$203. There were 184 homes that received duct efficiency improvements resulting in an average kWh savings of 3,778. The average rebate incentive for duct efficiency improvements was \$912. There were 90 homes that received attic insulation resulting in an average kWh savings of 2,707. The average rebate incentive for insulation was \$913. Homes completed in the 3rd Quarter averaged annual 7,250 kWh savings. This represents an increase of 13% over 2nd quarter results.

For Algiers, the third quarter saw expansion with the number of families receiving assistance from the program as there were a total of 12 homes receiving Income Qualified assistance. These 12 homes received air infiltration, duct efficiency and insulation improvements resulting in a total kWh savings of 72,284 for an average kWh savings of 6,024 per home. This average reflects an impressive 49% increase per home over the second quarter results. Quality control personnel have been diligent in having multiple measures performed on each home. Field trainings and Building Performance Institute trainings have also led to noticeable improvement in the quality of work performed and may have resulted in increases in kWh savings per home.

Income Qualified (Assisted Home Performance with ENERGY STAR)						
New Orleans						
Measure	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	124,987	\$31,903	105,338	\$125,146	118.65%	25.49%
Ceiling Insulation	244,461	\$82,578	116,161	\$83,871	210.45%	98.46%
Duct Efficiency	823,869	\$200,211	206,861	\$104,286	398.27%	191.98%
Direct Install	0	\$0	155,620	\$21,505	0.00%	0.00%
Weatherization Readiness	0	\$0	0	\$0	0.00%	0.00%
Room A/C Replacement	0	\$0	2,055	\$856	0.00%	0.00%
Totals	1,193,316	\$314,692	586,035	\$361,252	203.63%	87.11%

Income Qualified (Assisted Home Performance with ENERGY STAR)						
Algiers						
Measure	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	9,689	\$2,885	8,214	\$9,752	117.96%	29.59%
Ceiling Insulation	18,107	\$4,582	9,065	\$6,539	199.75%	70.07%
Duct Efficiency	44,488	\$14,123	16,104	\$8,112	276.25%	174.10%
Direct Install	0	\$0	12,063	\$1,668	0.00%	0.00%
Weatherization Readiness	0	\$0	0	\$0	0.00%	0.00%
Room A/C Replacement	0	\$0	160	\$67	0.00%	0.00%
Totals	72,284	\$21,591	45,606	\$28,139	158.50%	76.73%

★ A/C Tune-Up and HVAC Replacement

As the outdoor ambient temperature fell below acceptable limits, the third quarter saw a decrease in Tune-Up & Duct Sealing measures. Despite the drop in overall volume, eighty-one measures were completed which included twenty-one Duct Sealing projects, ten in the form of Pre-Cleans. Of the eighty-one total completed measures, over half were performed in East New Orleans and three in Algiers. The average kWh per A/C Tune-Up remained high at 1,501 kWh and 63% of all Tune-Ups also received a needed Refrigerant Charge Adjustment which increases efficiency and kWh captured. Two Trade Allies installed seven HVAC Replacements in New Orleans which included four Heat Pumps bringing in 10,554 kWh alone.

A/C Tune-up and HVAC Replacement						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Central A/C Replacement	68,535	\$9,275	204,083	\$60,065	33.58%	15.44%
Heat Pump Replacement	10,554	\$1,725	13,613	\$4,046	77.53%	42.63%
CoolSaver Tune-up	1,211,682	\$109,458	1,260,944	\$166,624	96.09%	65.69%
Totals	1,290,771	\$120,458	1,478,640	\$230,735	87.29%	52.21%

A/C Tune-up and HVAC Replacement						
Algiers						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Central A/C Replacement	5,815	\$775	15,793	\$4,648	36.82%	16.67%
Heat Pump Replacement	0	0	1,047	\$311	0.00%	0.00%
CoolSaver Tune-up	57,804	\$5,683	97,333	\$12,864	59.39%	44.18%
Totals	63,619	\$6,458	114,173	\$17,823	55.72%	36.23%

★ **Green Light New Orleans**

This program is undergoing a re-vamp in order to catch up to the consumer market which has transitioned to LED light bulbs. Total kWh savings for the third quarter was 5.1% of the annual total kWh savings goal.

Greenlight New Orleans						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
14W CFL	59,178	\$11,150	357,621	\$67,382	16.55%	16.55%
20W CFL	1,983	\$350	29,454	\$3,246	6.73%	10.77%
23W CFL	1,910	\$218	18,129	\$1,879	10.54%	11.59%
9W small base CFL	13,631	\$5,276	49,972	\$19,348	27.28%	27.28%

14W small base CFL	3,103	\$1,008	63,110	\$20,501	4.92%	4.92%
Totals	79,804	\$18,002	518,286	\$112,356	15.40%	16.02%

Greenlight New Orleans		
Algiers		
YTD		
Measure	kWh Savings	Incentive Dollars
14W CFL	9,198	\$1,733
20W CFL	216	\$38
23W CFL	955	\$109
9W small base CFL	1,977	\$766
14W small base CFL	351	\$114
Totals	12,697	\$2,760

★ Small Commercial Solutions

The Small Commercial Program saw eight new projects submitted for New Orleans in the third quarter, which continues to have slower participation than in previous program years. At the end of the quarter there were 42 projects which accounted for 45% of the budget and 48% of the kWh goal. In Algiers, no new projects were completed.

In the third quarter, the staff continued to work with existing contractors to enroll more customers in the program. In addition, the new small commercial duct efficiency measure was kicked off and contractors and staff began promoting the duct sealing with previous participants and customers. Duct sealing projects should start taking place in New Orleans and in Algiers in the fourth quarter, and will help drive savings.

Other ideas to promote greater contractor and customer participation were discussed, and in the fourth quarter the program will offer a bonus to any contractor who brings in 800,000 kWh in gross savings. Many contractors have noted that it takes the same amount of time to submit a small commercial project as it does a large commercial project for smaller revenues for those projects. The intent of the bonus is to help overcome this barrier and motivate contractors to bring in additional projects.

Small Commercial						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	956,797	\$114,816	2,405,908	\$319,713	39.77%	35.91%
Non-Lighting	0	0	2,081,603	\$245,008	0.00%	0.00%
Totals	956,797	\$114,816	4,487,511	\$564,721	21.32%	20.33%

Small Commercial						
Algiers						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	196,447	\$28,927	182,986	\$24,337	107.36%	118.86%
Non-Lighting	0	\$0	159,204	\$18,741	0.00%	0.00%
Totals	196,447	\$28,927	342,190	\$43,078	57.41%	67.15%

★ Large Commercial Solutions

The New Orleans Large Commercial Program is fully subscribed for New Orleans and there is a small amount of funding available for Algiers at the end of the third quarter. Three additional projects were enrolled during the third quarter for New Orleans. Twenty-three (23%) of project savings are from non-lighting projects. Many non-lighting projects require three-plus months of data collection in order to verify savings. The non-lighting projects should begin to close out early in the fourth quarter, but there will be a few projects that will not close out until just prior to the end of the program year. The single largest project by savings is the Super Dome lighting project and it too requires data collection to verify the savings. The data for the Super Dome should be available early in the fourth quarter as well.

Algiers has two projects, one of which has been closed out and the other should be completed in the fourth quarter. These two projects account for 77% of the kWh goal and just 67% of the budget for PY6.

Large Commercial						
New Orleans						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	2,750,003	\$268,794	5,658,109	\$638,726	48.60%	42.08%
Non-Lighting	171,181	\$20,542	2,664,839	\$302,615	6.42%	6.79%
Totals	2,921,184	\$289,335	8,322,948	\$941,341	35.10%	30.74%

Large Commercial						
Algiers						
Measure	YTD		Total Planned		% Achieved to Date	
	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars	kWh Savings	Incentive Dollars
Lighting	292,428	\$29,243	210,273	\$23,881	139.07%	122.45%
Non-Lighting	0	\$0	451,258	\$51,235	0.00%	0.00%
Totals	292,428	\$29,243	661,531	\$75,116	44.20%	38.93%

✦ Direct Load Control Pilot

The Direct Load Control Pilot concluded with 9 events occurring during the month of September. The third party evaluator is in the process of reviewing the results of the program. The Program Year 6 Annual Report will contain the results of the analysis. As of December 31, 2016, \$363,474 of Energy Smart funding has been paid in the Direct Load Control program.

✦ Nest Thermostat Pilot

Installations of the Nest Thermostats were completed during the third week of October 2016. There were minimal installation issues although several of the income qualified units were excluded due to substandard HVAC equipment. At the end of the pilot’s term, the third party evaluator will perform an analysis to assess the savings garnered by the thermostats. These results will be reported after the evaluation. As of December 31, 2016, \$160,000 of Energy Smart funding has been used in the Nest Thermostat Pilot program.

*** Behavioral Pilot**

After data security testing and subsequent information technology interfacing the behavioral pilot is set to launch at the beginning of 2017. The Program Year 6 Annual Report will report on the progress of the pilot. As of December 31, 2016, \$37,500 of Energy Smart funding has been paid in the Behavioral Pilot program.

*** Funding**

At the end of the third quarter of Program Year 6, the Energy Smart program had an estimated \$14.0M remaining in allocated funding. This balance includes approximately \$4.9M in CDBG Credits and \$9.1M in RPCE and other funding.

Approximately \$79,220 of Energy smart funding has been used in Program Year 6 for EM&V purposes.

*** Outreach**

Website Visits

Total website visits for this quarter were 1,881 sessions, or 627 sessions on average per month, which was higher than the monthly average for the last quarter of 470 sessions per month.

Life City

Life City continued to promote Energy Smart at events.

Schools and Outreach programs with Energy Wise Alliance (EWA)

This quarter a total of 713 students were in the program, for the start (October - December) of the 2016-2017 school year. This brings the total number of students for this program year so far to 1317. The schools this quarter were: **William J. Fischer Elementary School, St Peter Claver, St Mary's Academy, Crocker College Prep, Fannie C. Williams Charter School, Lusher Charter School, International School of Louisiana, Arise Academy, Crocker College Prep, Lake Forest Elementary Charter School, International School of Louisiana, McDonough #28 City Park Academy (ReNew School).**

Events

EWA participated in a significant number of events this quarter, including participating at all ENO Power Station Community meetings, in addition to events and presentations at Gentilly Fest; GNOHA Community Housing and Resource Fair; Audubon Fall Fete; Propeller Halloween Fall Festival; Tulane Public Service Internship Fair; Mid-City Neighborhood Association; Uncommon Construction; the Louisiana Children's Museum; and the Treme Neighborhood Association. Non-Profit Retrofits were done at: Royal Castle Child Development Center, Alombrados Oasis, and Eden House.

Energy Wise Alliance Outreach												
District	A		B		C		D		E		Total Q3	
	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend
Tabling/Event	2	640	1	55	1	20	1	225	1	10	6	950
Non-Profit Workshop	1	6	1	6	1	8	0	0	0	0	3	20
CCC/Library	1	120	0	0	1	150	0	0	0	0	2	270
Presentation	0	0	2	49	0	0	3	64	2	45	7	158
Totals	4	766	4	110	3	178	4	289	3	55	18	1,389

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, alternating East and West Banks.

*** Marketing**

Q3 marketing initiatives included the following:

1) Awareness Campaign Concepts

a. Due to the overall lack of education/knowledge within the New Orleans Designated Metropolitan Area as it relates to Energy Smart we were tasked with bringing potential concepts to the table to raise awareness and create positive buzz in the market, below are two that rose to the top

i. Good Energy

1. New Orleans is a city filled with energy. Creative energy. Entrepreneurial energy. Kinetic, frenetic, up-all-night, never-say-die, irresistible energy. And we'll never stop fighting to keep it that way.

ii. (Re)Introducing Energy Smart

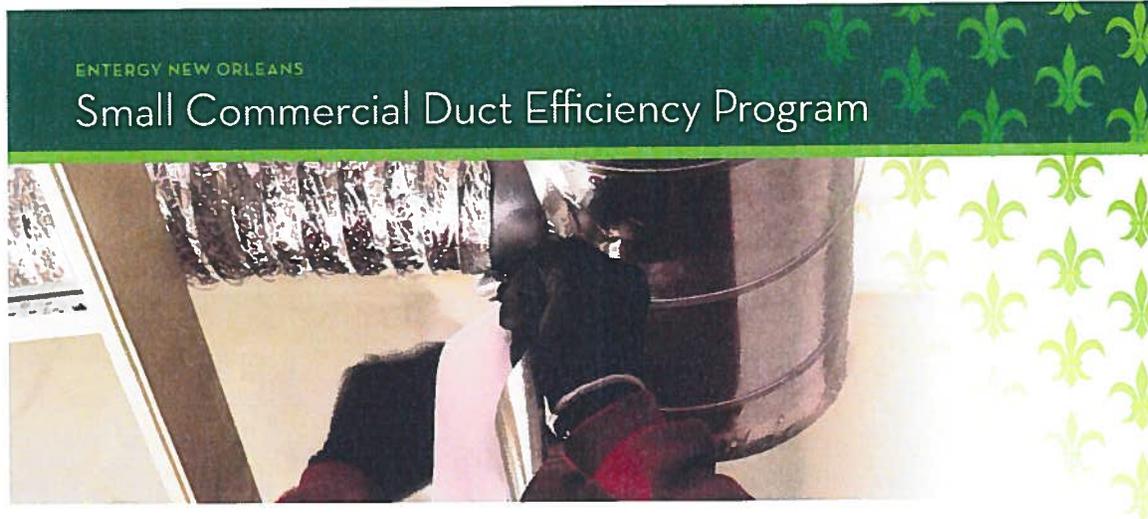
1. Sure, we've been here awhile. In fact, we've helped New Orleans residents save nearly 100,000,000 kWh and counting. But what works isn't always what's noticed. Now is as good a time as any to say hello, again.

2) Small Commercial Duct Efficiency

a. Factsheet

- i. Utilized as a selling tool to both educate and inform previous program participants of the new measure, cross sell current participants and enroll new customers into the program
 - ii. Primary method of delivery is in-person meetings and email
 - b. Eblast
 - i. Targeted to previous program participants as these are our low hanging fruit and strategically the best place to start
 - ii. Will work in tandem with the factsheet to drive program enrollment
- 3) Energy Smart for Kids
 - a. Press release
 - i. Distributed to Bright Moments media database in mid-November
 - b. Primary goal was program awareness
- 4) Energy Smart Label Redesign
 - a. Redesigned to include the We Power Life footer on all point of purchase pieces for the Lighting & Appliance program
 - b. Utilized in participating retail stores throughout the New Orleans DMA to both bring attention to special pricing and assist in brand building

Small Commercial Duct Efficiency Factsheet



ENERGY NEW ORLEANS
Small Commercial Duct Efficiency Program

The Small Commercial Duct Efficiency program is designed to overcome market barriers that prevent commercial customers from having HVAC duct systems properly sealed. In ducted HVAC systems, 20 to 30 percent of the air you pay to heat or cool your space is wasted due to leaks. By identifying and sealing leaks with special foil tape and airtight mastic, your trained contractor will save you energy and money and make your system more efficient.

WHAT ARE THE BENEFITS?

- Instant discounts.
- Airtight seals stop leaks.
- Improved air quality.
- Precision instruments increase system efficiency.
- Reduced cooling and heating costs.
- Better humidity control.

WHO IS ELIGIBLE?

All Energy New Orleans small commercial customers (<100 kW average peak demand) with a ducted central A/C or heat pump that is at least one year old and under 11 tons, where 80% of the duct system is located in unconditioned space.

HOW TO PARTICIPATE:

1. Contact the Energy Smart Center at **866-721-0249** or **info@energysmartnola.com**. Or visit **EnergySmartNOLA.com** for more details and to find a list of participating trade allies in your area.
2. Your trade ally will conduct an evaluation of your system to determine whether you would benefit from duct sealing, which could include the service listed in the table below.
3. Your trade ally carries out your recommended duct efficiency measures.
4. Your trade ally will apply your instant rebate to your final invoice.

DUCT SEALING	Measure Type	Potential Services	Incentive Discount
	Commercial duct sealing	Return and supply duct system sealed	\$0.12 per kWh saved

READY TO GET STARTED?

For more information, visit **EnergySmartNOLA.com**, call toll-free **866-721-0249** or 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.



Small Commercial Duct Efficiency Eblast



OUR NEW PROGRAM WILL BOOST YOUR PROFIT EVEN FURTHER.

Thank you so much for participating in the Small Commercial Solutions program. You saved your business money and energy, and boosted comfort and productivity in your workplace. So why stop the savings there?

Join our Small Commercial Duct Efficiency program to seal up your HVAC duct system and you'll:

- Receive instant discounts of \$0.12 per kWh saved.
- Reduce cooling and heating costs.
- Boost your bottom line.
- Stop leaks that waste 20–30 percent of your air.
- Improve air quality and humidity control and comfort.
- Increase system efficiency.

Ready to get started? Learn more at EnergySmartNOLA.com or call Mike Robinson at **504-872-3891**.



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Energy Smart for Kids Press Release



FOR IMMEDIATE RELEASE

Media Contact:

Jamie Wine
Executive Director
504-656-6224
jamie@energyla.org

Energy Smart for Kids is reaching out to another 3,500 students this year

Students get smart to energy efficiency and bring home kits that save their families energy and money

NEW ORLEANS, LOUISIANA (November 14, 2016) – Over 3,500 students in New Orleans are invited to be “Energy Smart Kids.”

Energy Smart for Kids, an Entergy New Orleans initiative, is a program for sixth grade public school students that combines an in-class presentation on energy efficiency with a free school kit that students can bring home and install. The kit includes six energy-efficient light bulbs, a kitchen and a bath faucet aerator, a low-flow shower head, and an LED night light. For the 2015–2016 school year, Energy Smart provided over 3,500 kits to students at 29 schools, for potential savings of over 500,000 kWh, giving approximately \$50,000 in savings in the first year. And Energy Smart is reaching out and enrolling another 3,500+ sixth graders this year, too.

In addition to the kit, students participate in great hands-on activities. They ride a bicycle generator that uses student power to light up different types of light bulbs, and team up to make a shoebox house energy efficient. Students learn about where energy comes from, how it’s used and how to save it.

“It was a great experience for our kids and teachers!” says Sam Pizzoferrato, sixth grade science teacher at KIPP Believe College Prep. “Kids were telling other adults about the things they did in class and were so excited to show and explain their boxes!”

This Entergy New Orleans program started as a pilot project to 1,000 students in the spring of 2014. Since then, the program has tripled in size. Free classroom sessions are filling up quickly, so if you have a sixth grader or teacher in your life, get their school signed up today.

For more information and to schedule Energy Smart for Kids at your school, contact Emily Snyder at 504-222-2920 or emily@energyla.org.

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Energy Smart is an energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans. The Energy Smart for Kids program is run for Energy Smart by professionals from Energy Wise Alliance.

Energy Smart Label

SPECIAL PRICING
on select ENERGY STAR[®] certified lighting
PRECIOS ESPECIALES
en iluminación con certificación ENERGY STAR[®] seleccionada

