



Entergy New Orleans, Inc.  
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**Gary E. Huntley**  
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July 30, 2014

*Via Hand Delivery*

Ms. Lora Johnson  
Clerk of Council  
Council of the City of New Orleans  
Room 1E09, City Hall  
1300 Perdido Street  
New Orleans, LA 70112

**Re: *Filing of Entergy New Orleans, Inc.'s April-June, 2014 Quarterly Energy Smart Report (Resolutions R-11-52 and R-14-122 ; 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 Resolution R-11-52 required CLEARResult to file bi-monthly updates with the Council. Subsequently, the requirement was changed to the filing of quarterly reports. Council Resolution R-14-122 extended the original Energy Smart programs and filing requirements through December 31, 2014.

On behalf of CLEARResult, ENO submits the enclosed Energy Smart report for the period of April 2014 through June 2014. 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

cc: All Councilmembers  
Council Utilities Regulatory Office  
Clinton A. Vince, Esq  
Presley Reed, Esq  
Walter J. Wilkerson, Esq  
Joseph A. Vumbaco, PE

**Erroll Smith, CPA**  
**Ken Pailet, CPA**



***Entergy New Orleans  
& Entergy Louisiana  
Quarterly Report  
April – June 2014***

## EXECUTIVE SUMMARY

Energy Smart was developed by the New Orleans City Council, is administered by Entergy New Orleans & Entergy Louisiana and is implemented by CLEARResult.

This report contains data on the entire Energy Smart program, with detailed information about both the Entergy New Orleans and Entergy Louisiana-Algiers Energy Smart Programs. This is the first quarterly report for the extension of the Energy Smart Programs, a nine month period from April-December 2014. This extension of programs was ordered by the City Council Utility Committee in order to continue providing residents and businesses in Orleans Parish a successful method for incorporating energy efficiency in their day to day lives. Included in this report is:

- ★ kWh savings and total participation by program
- ★ Summaries of activity by program
- ★ Marketing and outreach activity
- ★ A comprehensive review of each program's data and activity
- ★ An update on the integration of the NOLAWISE program into Energy Smart

The extension period is divided into three quarters:

- ★ Quarter 1- April-June
- ★ Quarter 2- July-September
- ★ Quarter 3- October-December

## SUMMARY OF PROGRAM ACTIVITY

### Energy Smart New Orleans – Q1

	Extension Saving Goals		Quarterly Savings, Apr - Jun 2014					Completed YTD	
	kW	kWh	kW	kWh	CO <sup>2</sup> reduction (lbs)	Participants	Measures	kW	kWh
Home Performance with Energy Star	1,078	3,198,518	259	678,631	3,800,335	532	3,791	24.0%	21.22%
Energy Star Air Conditioning	98	333,273	22	71,902	402,651	64	73	22.8%	21.57%
A/C Tune-up	473	859,536	28	60,148	336,829	20	170	6.0%	7.00%
Energy Smart New Homes	26	120,098	7	22,957	128,559	11	11	28.8%	19.12%
CFL Direct Install	216	1,494,736	29	367,351	2,057,163	710	13,943	13.5%	24.58%
Income Qualified	93	377,386	12	134,844	755,125	154	2,519	13.0%	35.73%
Solar Water Heater Pilot	3	20,393	0	0	0	0	0	0.0%	0.00%
Small Commercial Solutions	289	1,999,817	26	113,663	636,513	7	8	8.9%	5.68%
Large Commercial Solutions	709	4,603,944	86	744,745	4,170,572	1	1	12.1%	16.18%
<b>Totals</b>	<b>2,985</b>	<b>13,007,701</b>	<b>470</b>	<b>2,194,241</b>	<b>12,287,748</b>	<b>1,499</b>	<b>20,516</b>	<b>15.7%</b>	<b>16.87%</b>

### Energy Smart Algiers – Q1

Program	Extension Saving Goals	Quarterly Savings, Apr - Jun 2014					Completed YTD
	kWh	kW	kWh	CO <sup>2</sup> reduction (lbs)	Participants	Measures	kWh
Home Performance with Energy Star	296,770	5	11,628	65,118	10	32	3.92%
Energy Star Air Conditioning	52,651	1	3,890	21,784	2	2	7.39%
A/C Tune-up	60,221	2	3,075	17,220	4	5	5.11%
Energy Smart New Homes	13,327	0	0	0	0	0	0.00%
CFL Direct Install	551,152	1	17,562	98,347	26	657	3.19%
Income Qualified	47,137	0	0	0	0	0	0.00%
Solar Water Heater Pilot	7,356	0	0	0	0	0	0.00%
Small Commercial Solutions	204,579	13	57,106	319,794	1	1	27.91%
Large Commercial Solutions	323,449	0	0	0	0	0	0.00%
<b>Totals</b>	<b>1,556,642</b>	<b>22</b>	<b>93,261</b>	<b>522,262</b>	<b>43</b>	<b>697</b>	<b>5.99%</b>

Below is a synopsis of how each program performed from April-June 2014:

- ★ Home Performance with ENERGY STAR (HPwES)**- In addition to the format which the HPwES program has utilized over the first three years of the program, a pilot program was incorporated beginning on April 1, 2014. This pilot program called “Cool saver” is a new method by which central A/C units can be tuned up utilizing a more robust methodology than the existing A/C Tune Up program. Building on the methodologies taught at a recent Delgado Community College HVAC course and utilizing some of the graduates from the course, this program will be piloted through the end of December.

The regular HPwES program continued to see a steady influx of activity for the weatherization of single family New Orleans homes. Some multi-family direct install of energy efficient equipment was performed, but the rate of participation in this portion of the HPwES program will continue to dwindle due to the success in installing measures in over 7,000 multi-family residences over the first three years of the program.

Energy Smart spent much of April and May training four A/C contracting companies on the methods and practices needed to get the Coolsaver program off the ground. This included several classroom trainings, one on one office training with contractors on data entry and more than 40 individual field trainings where Energy Smart staff worked in New Orleans homes with contractors. A HPwES meeting was held to review best practices for program submission and provide an in person demonstration utilizing props for proper attic hatch and can lighting insulation practices.

- ★ **ENERGY STAR Air Conditioning-** The Energy Star A/C program has seen its best performing quarter to date, both in terms of number of units installed and kWh savings. This accounts for both central A/C replacements and window A/C replacements, and participation levels are increasing due both to more people knowing about the Energy Smart program and contractors becoming more familiar with utilizing rebates to sell more energy efficient central replacements.
- ★ **A/C Tune-Up-** The majority of participation in this program came from an Energy Smart identified and managed A/C tune up of a multi-family complex. Numbers for this program typically reach their peak during the hot summer months, so a higher rate of single family participation will likely be reported on in the next quarterly report.
- ★ **New Homes-** This program saw a slight amount of activity in this quarter due to one New Homes contractor performing HERS ratings on 11 new homes projects. The New Homes program continues to have very low participation rates due to the relatively small rate of building new homes in Orleans Parish.
- ★ **CFL Direct Install-** The CFL direct install program is still hard at work installing free CFL bulbs in Orleans Parish single family homes. Due to federally mandated wattage baseline decreases, the amount of annual energy savings that can be realized from replacing a 40 watt incandescent bulb with a 13 watt CFL bulb has reduced from 42 watts to 26.5 watts, which causes an increase in overall cost per kWh. In order to make up for some of the loss in kWh, Green Light New Orleans will begin installing low flow faucet aerators in electrically water heated homes in July or early August.
- ★ **Income Qualified-** The income qualified program continues to utilize the methodology for identifying and weatherizing single family homes that was launched in Spring of 2013. Utilizing contractors to help identify projects then work with Energy Smart to determine the most cost effective savings has proven to be a successful way for maximizing the effect of this program. In addition, the Energy Smart program has continued to work with Housing Authority of New Orleans (HANO) to identify and retrofit multi-family homes with energy efficient measures.
- ★ **Solar Water Heater Pilot-** Over the first three years of Energy Smart, 4 solar hot water heaters have submitted for rebates in Orleans Parish. There were no rebates submitted from April-June of 2014 and it is expected that very low participation will continue in this program.
- ★ **Small Commercial Solutions-** As in years past, the Small Commercial Solutions program has started slowly and will continue to get most of its activity at the end of the year. Thus far, 8 projects

have been submitted, one of which is an HVAC project. Over the last three months, Energy Smart has been working to generate more interest in non-lighting energy efficiency retrofits, specifically targeting restaurants and small retail establishments. As this focused effort is just beginning, a more detailed report on it will be included in the next quarterly report.

- ✦ **Large Commercial Solutions-** All incentives for the Large Commercial Solutions program were secured by New Orleans businesses via letters of intent one week after announcing the program this year. Energy Smart is doing outreach in Algiers to secure projects that can utilize remaining funds there. Thus far, one project has been submitted, with the expectation that the remainder of projects will be complete by the end of the 2<sup>nd</sup> quarter.

## PROGRAM DETAILS

### ✦ **Home Performance with ENERGY STAR**

Measure	New Orleans	Algiers
	Q1	Q1
Aerators	288	0
Air Infiltration	215	8
Ceiling Insulation	33	0
Cool Saver Tune Up	31	0
Direct Install	11	0
Duct Efficiency	56	3
Floor Insulation	11	0
Heat Pump Water Heater	0	1
Lightbulbs	3101	0
Pool Pump	1	0
Power Strips	1	0
Showerheads	43	0
Wall Insulation	10	0
<b>Totals</b>	<b>3801</b>	<b>12</b>

### ✦ **Energy Star A/C**

Measure	New Orleans	Algiers
	Q1	Q1
Central A/C Replacement	14	2
Window A/C Replacement	48	0
Heat Pump Replacement	11	0
<b>Totals</b>	<b>73</b>	<b>2</b>
QA Inspections	35	1

✦ A/C Tune Up

Measure	New Orleans	Algiers
	Q1	Q1
A/C Tune Up	170	5
QA Inspections	22	0

✦ New Homes

Measure	New Orleans	Algiers
	Q1	Q1
HERS Rating	11	0
Prescriptive Path	0	0
Totals	11	0
QA Inspections	0	0

✦ CFL Direct Install

Measure	New Orleans	Algiers
	Q1	Q1
14W CFL	10368	552
20W CFL	301	17
23W CFL	507	25
16W LED	0	0
9W small base CFL	1407	39
14W small base CFL	1360	24
TOTAL	13943	657

✦ Income Qualified

Measure	New Orleans	Algiers
	Q1	Q1
Aerators	326	0
Air Infiltration	2	0
Ceiling Insulation	2	0
Combustion Safety Measure	2	0
Direct Install	5	0
Duct Efficiency	0	0
Home Repair	2	0
Lightbulbs	2009	0

Room A/C	0	0
Showerheads	174	0
<b>Totals</b>	<b>2522</b>	<b>0</b>
QA Inspections	19	0

★ **Small Commercial**

Measure	New Orleans	Algiers
	Q1	Q1
HVAC	1	0
Lighting	7	1
<b>Totals</b>	<b>8</b>	<b>1</b>
QA Inspections	0	0

★ **Large Commercial**

Measure	New Orleans	Algiers
	Q1	Q1
HVAC	0	0
Lighting	1	0
<b>Totals</b>	<b>1</b>	<b>0</b>
QA Inspections	0	0

## MARKETING

Marketing results have included:

- Website visits were 1089 for the quarter, with a peak day on May 22;
- A CoolSaver ad was placed in the Gambit for the week of May 13;
- CLEARResult received recognition from partner Life City for both a "Recycled chandelier showerhead" project and for winning their annual award for "Best All Around" sustainable business in the Office category; and
- The NOLAWise/Energy Smart schools program was highlighted May 14 in an Advocate On-line article.

- ★ **Information Center:** The Energy Smart Information Center continues to be located at the Entergy Customer Care Center on Jeff Davis and Canal streets. It is manned on Wednesdays, from 9:00 – 1:00.

- ✦ **Life City:** Life City continues to promote Energy Smart at events. CLEARResult received recognition from Life City for both a "Recycled chandelier showerhead" project and for winning their annual award for "Best All Around" sustainable business in the Office category.
- ✦ **NOLAWise -** During this quarter NOLA Wise held a major outreach event at the New Orleans Earth Fest on 4/19/14. Energy Smart and NOLAWise staff organized displays, manned tables and presented "Are you Energy Smarter than a 6th Grader" at the Energy Smart Corner of the Earth Fest.

NOLAWise continued outreach and education activities to Orleans Parish residents and businesses through presentations, tabling, office visits, social media and canvassing. Staff completed 6 Presentations, 16 tabling events, 1 major event (Earth Fest), and 8 canvassing locations. Over 500 residents and businesses in Orleans parish received direct information on Energy Smart through these outreach channels.

The "Be Energy Smart" schools program completed for the 2013-2014 school year with 6 schools and 150 students included in the program. The program will continue in August for the 2014-2015 school year. The Advocate On-line reported on the program in an article on May 14.

#### ✦ Outreach and Events

DISTRICT	A		B		C		D		E		TOTAL Q1	
	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend	#	Attend
Presentation	1	4	2	25	0	0	2	45	1	10	6	84
Tabling	4	85	7	75	2	15	3	60	0	0	16	235
Event	0	0	1	120	0	0	0	0	0	0	1	120
Canvassing	0	0	0	0	0	0	5	50	6	71	11	121
<b>TOTAL</b>	<b>5</b>	<b>89</b>	<b>10</b>	<b>220</b>	<b>2</b>	<b>15</b>	<b>10</b>	<b>155</b>	<b>7</b>	<b>81</b>	<b>34</b>	<b>560</b>

\*Canvassing this month was 10 flyers each at business establishments

#### ✦ Marketing - Advertising

Bill Insert		Print Ad			Radio			
Date	Impressions	Date	Paper	Topic	Impressions	Date	Topic	Station
		5/13/2014	Gambit	CoolSaver	40,000	6/18-6/24/14	CoolSaver	WYLD FM 98.5

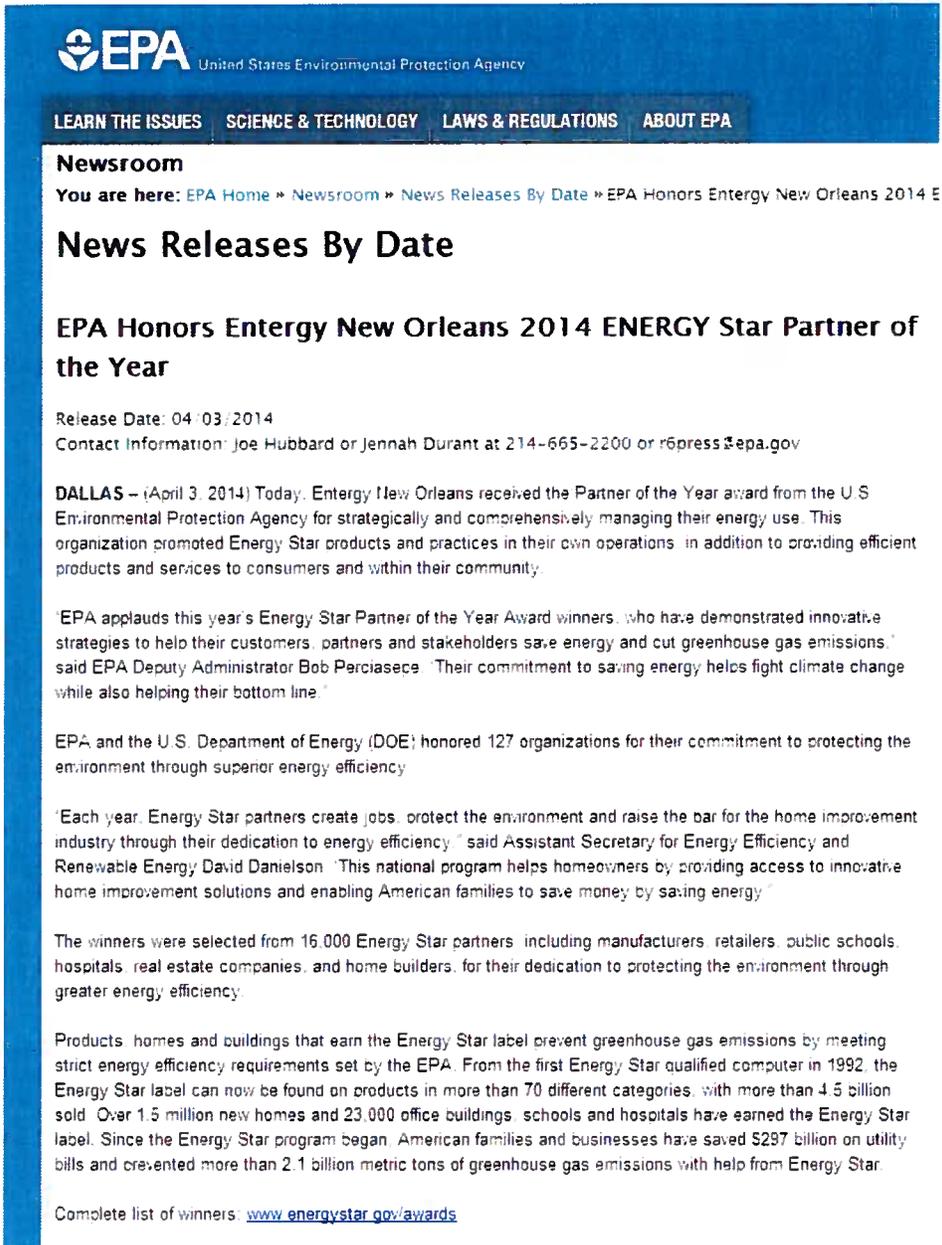
#### ✦ Newsletters and Website Hits

ES, ENO, NW Newsletters			N. Associations via NW
Date	Organization	Subscribers	Organization
4/4/2014	NW	4760	Sugar Hill - Gentilly

5/13/2014	NW	4760	Pontchartrain Park N.A.
6/5/2014	NW	4760	

★ **Media**

Energy Smart mentioned in Media			
Date	Organization	Topic	Link
4/3/2014	EPA	E. Star award	<a href="http://yosemite.epa.gov/opa/admpress.nsf/0/f65aba732487bfed85257caf0062b8a4">http://yosemite.epa.gov/opa/admpress.nsf/0/f65aba732487bfed85257caf0062b8a4</a>
4/3/2014	Entergy	E. Star award	<a href="http://www.entergy.com/news_room/newsrelease.aspx?NR_ID=2895">http://www.entergy.com/news_room/newsrelease.aspx?NR_ID=2895</a>
4/4/2014	NOLA.com	E. Star award	<a href="http://www.nola.com/business/index.ssf/2014/04/entergy_new_orleans_gets_nod_f.html">http://www.nola.com/business/index.ssf/2014/04/entergy_new_orleans_gets_nod_f.html</a>
5/14/14	New Orleans Advocate	Schools Program	<a href="http://www.theneworleansadvocate.com/community/crescentcity/9066911-171/energy-smart-students-take-lessons">http://www.theneworleansadvocate.com/community/crescentcity/9066911-171/energy-smart-students-take-lessons</a>
5/15/14	Life City PR	E.E. award	<a href="https://www.facebook.com/photo.php?fbid=811226415572486&amp;set=a.811226358905825.1073741857.190677207627413&amp;type=1&amp;theater">https://www.facebook.com/photo.php?fbid=811226415572486&amp;set=a.811226358905825.1073741857.190677207627413&amp;type=1&amp;theater</a>
5/15/14	Life City PR	Showerhead chandelier	<a href="http://mylifecity.com/up-cycled-showerheads-among-items-to-be-auctioned-at-green-business-awards/">http://mylifecity.com/up-cycled-showerheads-among-items-to-be-auctioned-at-green-business-awards/</a>

★ **Media Clips**


**EPA** United States Environmental Protection Agency

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## News Releases By Date

### EPA Honors Entergy New Orleans 2014 ENERGY Star Partner of the Year

Release Date: 04/03/2014  
Contact Information: Joe Hubbard or Jennah Durant at 214-665-2200 or [r6press@epa.gov](mailto:r6press@epa.gov)

**DALLAS** – (April 3, 2014) Today, Entergy New Orleans received the Partner of the Year award from the U.S. Environmental Protection Agency for strategically and comprehensively managing their energy use. This organization promoted Energy Star products and practices in their own operations, in addition to providing efficient products and services to consumers and within their community.

"EPA applauds this year's Energy Star Partner of the Year Award winners, who have demonstrated innovative strategies to help their customers, partners and stakeholders save energy and cut greenhouse gas emissions," said EPA Deputy Administrator Bob Perciasepe. "Their commitment to saving energy helps fight climate change while also helping their bottom line."

EPA and the U.S. Department of Energy (DOE) honored 127 organizations for their commitment to protecting the environment through superior energy efficiency.

"Each year, Energy Star partners create jobs, protect the environment and raise the bar for the home improvement industry through their dedication to energy efficiency," said Assistant Secretary for Energy Efficiency and Renewable Energy David Danielson. "This national program helps homeowners by providing access to innovative home improvement solutions and enabling American families to save money by saving energy."

The winners were selected from 16,000 Energy Star partners, including manufacturers, retailers, public schools, hospitals, real estate companies, and home builders, for their dedication to protecting the environment through greater energy efficiency.

Products, homes and buildings that earn the Energy Star label prevent greenhouse gas emissions by meeting strict energy efficiency requirements set by the EPA. From the first Energy Star qualified computer in 1992, the Energy Star label can now be found on products in more than 70 different categories, with more than 4.5 billion sold. Over 1.5 million new homes and 23,000 office buildings, schools and hospitals have earned the Energy Star label. Since the Energy Star program began, American families and businesses have saved \$297 billion on utility bills and prevented more than 2.1 billion metric tons of greenhouse gas emissions with help from Energy Star.

Complete list of winners: [www.energystar.gov/awards](http://www.energystar.gov/awards)



Everything New Orleans

## Entergy New Orleans gets nod from EPA for energy efficiency efforts

entergy-workers\_1024.jpg

Entergy lineworkers in 2009. (NOLA.com | The Times-Picayune archive)

**Jennifer Larino, NOLA.com | The Times-Picayune** By **Jennifer Larino, NOLA.com | The Times-Picayune**

**Email the author | Follow on Twitter**

on April 04, 2014 at 3:53 PM, updated April 04, 2014 at 3:58 PM

The U.S. **Environmental Protection Agency** is recognizing local electricity provider **Entergy New Orleans** for its efforts to better manage how much energy its operations and customers use.

The EPA on Thursday (April 3) awarded its Energy Star Partner of the Year award to the utility, praising a focus on "strategically and comprehensively managing their energy use."

Entergy New Orleans, the local subsidiary of New Orleans-based Entergy Corp., serves about 165,000 customers across Orleans Parish, excluding Algiers.

The award is tied to the EPA's **Energy Star** program, which among other initiatives helps businesses and homeowners identify and purchase energy efficient air conditioning units, water heaters and other products using the signature blue and white Energy Star label.

The recognition comes as the first \$11 million phase of the **Energy Smart** program, developed by the New Orleans City Council and administered by Entergy New Orleans, winds down.

The program, launched in April 2011, provided in-home energy audits for customers and gave cash incentives to those making improvements to curb power use.

The three-year program ended March 31. Entergy New Orleans spokeswoman Yolanda Pollard said Entergy will need approval from the New Orleans City Council in order to move forward. Customers can still request home audits through the program, however.

In a **statement**, EPA Deputy Administrator Bob Perciasepe said Entergy New Orleans has "demonstrated innovative strategies to help their customers, partners and stakeholders save energy and cut greenhouse gas emissions."

"Their commitment to saving energy helps fight climate change while also helping their bottom line."

The EPA honored a total of 127 organizations for their energy efficiency efforts. Honorees were selected from 16,000 Energy Star partners, including manufacturers, retailers, public schools, hospitals, real estate companies and home builders.

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other programs

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COMMUNITY > CRESCENT CITY

## Energy Smart students take lessons home



### GLOBAL GREEN, ENERGY SMART TEAM UP FOR EDUCATION

BY MARY RICKARD  
SPECIAL TO THE ADVOCATE

May 14, 2014

0 Comments

Tw



## Other programs

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PRINT ARTICLE

It is an exhilarating feeling for a sixth-grader to go home and teach Mom or Dad something new, and Global Green and Energy Smart are helping school kids do just that.

At five New Orleans area schools, more than 1,000 students will be trained to be “Energy Smart” and to bring that knowledge home.

The program is a collaboration with New Orleans City Council and Entergy New Orleans’ energy efficiency program.

Monica Rowand, Global Green’s outreach and education coordinator, has conducted classes in five schools as part of the “Be Energy Smart” in-class education program. At Audubon Charter School, she has been teaching students in science classes about how to make their families’ homes more energy-efficient.

Rowand recently helped Audubon students understand and experience energy-efficiency by using a hand-crank to compare the energy required to turn on an LED versus an incandescent light bulb.

“LED is more efficient,” student Adeline Bracy said after observing the demonstration. “Efficiency means you are using less energy.”

Each child receives an energy kit to take home and install, including four compact fluorescent light bulbs, an LED nightlight, one low-flow showerhead, a kitchen faucet aerator and a standard faucet aerator.

Bracy said her baby brother is scared of the dark and thinks he may benefit from the motion-sensor nightlight.

Students formed groups, each playing a different role — shopper, contractor, energy rater and homeowner — to choose which energy-saving strategies would be needed to make a theoretical house more energy-efficient.

They teamed up to calculate the amount of money saved through energy-efficient techniques.

Rowand said that putting insulation in attics, walls and underneath floors helps maintain inside air temperature.

“Insulation is pink stuff that goes inside your walls,” Bracey said.

Every group started with the same electricity bill and then tried to make the biggest cost reduction. For example, if the original electricity bill had been \$120 and savings were \$9.60 per month, then in one year, the homeowner would save \$115.20.

"Heating was the most important with how people use energy," student Miles Florez said.

Rowand asked the students where they noticed energy being wasted at home. They said computers were left idling, refrigerator doors left open and electronic equipment turned off but plugged into wall sockets. "Phantom power" drains energy, Rowand said.

One student offered a lesson he had learned at home. He said when doors and windows were left ajar, his grandfather used to say, "What are you trying to do? Air-condition the whole outdoors?"

At another Energy Smart program, this one at Edward Hynes Charter School, science instructor Wendy DeMers said her students are intrigued by the way science carries into the home.

"They take a reading on their meters over time and it starts to add up," she said.

The program extends beyond the classroom, through the education and programs available to homeowners. There are Energy Smart incentives that help lower the cost of installing equipment such as insulation, air sealing, solar water heaters and air conditioners. The NOLA Wise low-interest loans are available through 2014.

Global Green's NOLA Wise team has partnered with Energy Smart to do outreach and education for energy efficiency.

They also are available to give third-party advice on energy efficiency and water management.

For information, call (504) 523-9473 or email [nolawise@globalgreen.org](mailto:nolawise@globalgreen.org).