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April 30, 2018

**Via Hand Delivery**

Ms. Lora W. Johnson, CMC, LMMC  
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, LLC.'s Energy Smart Quarterly Report for the Period of January 1, 2018 to March 31, 2018 (Resolutions R-11-52, R-17-31, R-17-176, R-17-177, R-17-623; UD-08-02)***

Dear Ms. Johnson:

On February 3, 2011, the Council of the City of New Orleans ("Council") adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. A series of Council Resolutions, R-17-31, R-17-176, R-17-177, and R-17-623, approved the continuance of the Energy Smart for Program Years 7-9 with APTIM, Environmental and Infrastructure ("APTIM") as the Third Party Administrator.

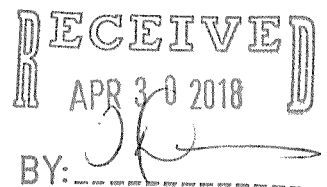
On behalf of APTIM, Entergy New Orleans, LLC. submits the enclosed original and three copies of the Energy Smart Quarterly Report for the period of January 1, 2018 to March 31, 2018. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Thank you for your assistance with this matter.

Sincerely,

Gary E. Huntley

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





# Quarterly Report

Energy Smart Program

Quarter 1 2018

Submitted: 04/30/2018

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## Executive Summary

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The Energy Smart Program (the “Program”) was developed by the New Orleans City Council (“Council”), is administered by Entergy New Orleans, LLC (“ENO”) and is currently implemented by APTIM (formerly CB&I), the Third-Party Administrator (“TPA”). This report contains data on the Program, including pre-evaluated kWh savings results and other information regarding the New Orleans and Algiers portions of the Program, specific to both the Residential and Commercial programs. More detailed and complete information, including post-evaluation results, will be provided in the Program Year 8 (“PY8”) Annual Report.

The current Energy Smart portfolio of programs runs from April 1, 2017 through December 31, 2019. To ensure success in current and future programs, the program, led by APTIM, has engaged a number of subcontractors that have extensive experience in energy efficiency programs and in the New Orleans market to implement the program, including:

- Accelerated Innovations
- Energy Wise Alliance
- Franklin Energy Services
- Green Coast Enterprises
- Green Light New Orleans
- ILSI Engineering (ILSI)
- KT Consulting
- Resource Innovations
- TSG Services (TSG)
- Urban League of Louisiana

This report contains data on the Energy Smart Commercial & Industrial and Residential programs which span the east bank of New Orleans and Algiers territory. The data includes the following:

- kWh savings and total participation by program
- Summaries of activity by program
- A comprehensive review of each program's data and activity

Program Year 8 is divided into four quarters:

- Quarter 1 (“Q1”): January – March
- Quarter 2 (“Q2”): April – June
- Quarter 3 (“Q3”): July – September
- Quarter 4 (“Q4”): October – December

## Staff List

Name	Title	Company	Location
Kristin McKee	Program Director	APTIM	New Orleans, LA
Mike Dessilla	Project Lead	APTIM	New Orleans, LA
Nicky Chokran	Project Lead	APTIM	New Orleans, LA
Robyn Munici	Project Lead	APTIM	New Orleans, LA
Spencer Kurtz	Energy Engineer	APTIM	Charlotte, NC
Mobuayo Pedro-Egbe	Energy Engineer	APTIM	New Orleans, LA
Nate Warren	Program Support	APTIM	Madison, WI
Tamzen Jenkins	Marketing Intern	APTIM	New Orleans, LA
Philip Russo	Engineering Intern	APTIM	New Orleans, LA
Tom Quasius	Director, EE Programs	APTIM	Chicago, IL
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Tom Kouris	VP, Operations	Franklin Energy Services	Phoenix, AZ
Nate Wolf	Program Manager	Franklin Energy Services	New Orleans, LA
Alan Mitchell	Operations Manager	Franklin Energy Services	New Orleans, LA
Atom Davis	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
Karen O'Brien	Operations Analyst	Franklin Energy Services	New Orleans, LA
Bernadelle Tilus	Project Coordinator	Franklin Energy Services	New Orleans, LA
James Phillips	Energy Auditor/Specialist	Franklin Energy Services	New Orleans, LA
Matthew Siano	Energy Advisor	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA
Josh Kruebbe	QA Technician	Baynham Consulting	New Orleans, LA
Mike Murphy	DR Technician	Baynham Consulting	New Orleans, LA
Linda Baynham	QA Subcontract	Baynham Environmental	New Orleans, LA
Atticus Doman	Program Design Consultant	Resource Innovations	Chicago, IL
George Leonard	Engineer	ILSI Engineering	New Orleans, LA
Michael Sullivan	Demand Response Installer	TSG Services	New Orleans, LA
Keeley Evans	Administrative Support	TSG Services	New Orleans, LA
Jackie Dadakis	QA/QC and Publicly Funded Institutions	Green Coast Enterprises/GCE Services	New Orleans, LA
Joe Ryan	QA/QC	Green Coast Enterprises/GCE Services	New Orleans, LA
Jared Sessum	QA/QC	Green Coast Enterprises/GCE Services	New Orleans, LA
Jamie Wine	School Kits and Community Outreach	Energy Wise Alliance	New Orleans, LA
Kim Thomas	Algiers Outreach	KT Consulting	New Orleans, LA
Greg Ravy	Algiers Outreach	KT Consulting	New Orleans, LA
Andreas Hoffman	Direct Install	Green Light New Orleans	New Orleans, LA

## Program Performance & Activity

	Kwh Savings	Kwh Goal*	% To Savings Goal	Actual Incentive Spent	Incentive Budget	% To Budget
<b>Algiers – Commercial</b>	-	1,470,573	0.00%	\$-	\$223,735	0.00%
<b>Algiers - Residential</b>	73,241	917,500	7.98%	\$20,534	\$184,013	11.16%
<b>N.O. - Commercial</b>	493,236	28,963,320	1.70%	\$52,398	\$4,114,315	1.27%
<b>N.O. - Residential</b>	1,600,766	9,747,914	16.42%	\$318,227	\$2,008,703	15.84%
<b>TOTAL</b>	<b>2,167,244</b>	<b>41,099,307</b>	<b>5.27%</b>	<b>\$391,160</b>	<b>\$6,530,766</b>	<b>5.99%</b>

\*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017.

*Summary tables show savings achieved and incentive spend from 1/1/2018 through 3/31/2018.*

### Residential

The first quarter got off to a strong start in 2018. Franklin Energy Services performed 334 assessments and installed over 6,500 direct install measures (faucet aerators, shower heads, light bulbs, power strips, and pipe wrap). Trade allies submitted 400 completed rebates for air sealing, duct sealing, AC tune-ups, and attic insulation measures in Q1. The Program Team will seek to build off the momentum in generated in the first quarter of the year.

### Home Performance with Energy Star

In Q1 there were 110 completed assessments in the program. Direct installation measures and Trade Ally follow up measures have accounted for 19.21% of the kWh goal in New Orleans and 8.96% of the kWh goal in Algiers. Marketing efforts will be increased in the Algiers territory to raise production. Enrollments in HPwES are being generated primarily from trade ally referrals in combination with community outreach organizations. The program will be focused on increasing assessments counts in Q2.

### Residential Lighting & Appliances

The residential lighting and appliance program has been in place throughout Q1. The program had been slowed down from 2017 to ensure the program lasts throughout the year without exceeding budget. Additional products and retailers will be added to increase savings with this program throughout 2018. The program is establishing contracts with large vendors within the Entergy footprint as well as smaller retailers to help generate more savings from local retailers. The Program is looking into other retailers within Algiers to help promote savings for that territory. The New Orleans program has completed 7.9% of the program goal in Q1.

## **Low Income Audit & Weatherization**

The income qualified weatherization program is designed to offer income qualifying customers free energy efficiency projects. This program has started the year very strong with New Orleans at 36.44% and Algiers at 19.54% of the kWh savings. This program has benefited from the scope of work trade allies provide to the program and in conjunction with the efforts of Energy Wise who promotes the program throughout the community. Energy Wise places a major emphasis on outreach to the low-income demographic. The program will continue to put effort into finding multi-family customers that are also income qualified to further our reach in this sector.

## **High Efficiency Tune Up**

As expected, the AC Tune up program has started slowly in Q1 but as temperatures begin to rise, the number of AC tune ups and duct blasts is expected to increase. The program will be increasing its performance as local temperatures increase going into Q2. This program provides a path to have an AC Tune-up for customers who do not wish to have a home assessment or who have already had an assessment in one of the previous program years. In the past, the majority of the savings has come from one trade ally, but additional trade allies have been added in 2018.

## **Multi-Family Program**

The Multi-Family program completed 111 assessments in Q1. New Orleans has achieved 31.88% of the kWh goals for the year and Algiers has achieved 50.72% of the kWh goals for the year. This program has started with great momentum. There will be an aggressive effort to engage trade allies to reach out to multi-family customers that received an assessment to offer follow up measures. The program staff will continue to identify complexes that are eligible for insulation and duct sealing to increase the benefit to the customers of managed complexes. Franklin Energy Services will also increase outreach to occupants of duplexes in the city by leveraging the partnership with Energy Wise Alliance and other non-profit organizations.

## **Direct Load Control**

This opt-in load control initiative allows the utility to cycle off a participant's home central air conditioners ("CAC") condenser during peak events. To minimize discomfort, the enabling technology allows the air-handler fan to remain powered to circulate air throughout the house. The priority going into Q2 is to ramp up marketing collateral of the project while continuing to work with Energy Wise to cross promote the programs at community outreach events. Direct load control event season is June through September. There have not been any cycling events conducted in Q1.

## School Kits Program

Energy Wise Alliance (EWA) continues to provide energy efficiency education and Energy Smart Starter Kits to schools in Orleans Parish on behalf of the Energy Smart Program. EWA has officially exhausted all of the middle school options for this academic year, and are focusing their efforts on high schools for the remainder of the school year. The program is successfully fitting in with 10-12th grade Environmental Science and/or Civics curriculum. Details regarding kit distribution can be located in Appendix A: School Kits.

## Green Light New Orleans

The Green Light New Orleans program has installed 280 lamps in Algiers, amounting to 6,434 kWh in savings and reaching 7% of the PY8 savings goal. Within New Orleans, 1,458 lamps have been installed, achieving 34,071 kWh savings and reaching 20% of the annual goal.

Quarter	# Lamps – New Orleans	kWh Savings – New Orleans	# Lamps – Algiers	kWh Savings - Algiers
Quarter 1	1,438	34,071	280	6,434
<b>Total</b>	1,438	34,071	280	6,434
<b>Goal</b>	<b>9,500</b>	<b>167,958</b>	<b>5,500</b>	<b>97,542</b>
<b>% to Goal</b>	<b>15%</b>	<b>20%</b>	<b>5%</b>	<b>7%</b>

## Residential Program Summary

	kWh Savings	kWh Goal*	% To Savings Goal	Actual Incentive Spent	Incentive Budget	% To Budget
<b>Algiers – Home Performance</b>	13,372	149,257	8.96%	\$4,385	\$38,662	11.34%
<b>Algiers – Lighting &amp; Appliance</b>	-	264,768	0.00%	\$-	\$26,635	0.00%
<b>Algiers – Multi-Family</b>	19,087	37,633	50.72%	\$2,931	\$10,603	27.64%
<b>Algiers – Low Income</b>	19,165	98,072	19.54%	\$9,521	\$33,794	28.17%
<b>Algiers – High Efficiency Tune Ups</b>	2,362	133,532	1.77%	\$455	\$24,728	1.84%



<b>Algiers – DLC</b>	-	-	0.00%	\$-	\$12,040	0.00%
<b>Algiers – School Kits</b>	12,822	136,695	9.38%	\$2,627	\$23,800	11.04%
<b>Algiers – Green Light</b>	6,434	97,542	6.60%	\$616	\$13,751	4.48%
<b>N.O. – Home Performance</b>	385,721	2,008,202	19.21%	\$84,842	\$521,674	16.26%
<b>N.O. – Lighting &amp; Appliance</b>	276,927	3,503,824	7.90%	\$23,385	\$350,408	6.67%
<b>N.O. – Multi-Family</b>	157,245	493,311	31.88%	\$35,777	\$133,363	26.83%
<b>N.O. – Low Income</b>	479,702	1,316,362	36.44%	\$119,754	\$452,430	26.47%
<b>N.O. – High Efficiency Tune Ups</b>	105,759	1,711,475	6.18%	\$18,210	\$323,920	5.62%
<b>N.O. – DLC</b>	-	-	0.00%	\$-	\$107,960	0.00%
<b>N.O. – School Kits</b>	161,342	546,782	29.51%	\$33,051	\$95,200	34.72%
<b>N.O. – Green Light</b>	34,071	167,958	20.29%	\$3,208	\$23,749	13.51%
<b>Total</b>	<b>1,674,008</b>	<b>10,665,414</b>	<b>15.70%</b>	<b>\$338,762</b>	<b>\$2,192,717</b>	<b>15.45%</b>

\*Results are subject to change based upon evaluation. Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017.

## **Commercial and Industrial Programs**

In the first quarter of 2018, the C&I Programs focused on replenishing the program pipeline. At the end of 2017, the Program focused on closing out all of the projects in the pipeline to achieve PY7 goals. The team has focused on notifying the program trade allies and customers of the new Program Year and the funding available. In Q1 the C&I Programs were able to close out a small number of projects and claim savings and were also able to bring new projects into the pipeline. At the end of Q1, the program has an estimated 8.3 million kWh in the pipeline for New Orleans and 400,000 kWh estimated in the pipeline for Algiers. Those forecasted numbers are 29% and 21% of the PY8 goals for those areas, respectively. The Program will continue to focus on adding more projects to the pipeline through the next two quarters and aim to close out savings throughout all the Programs in Q2.

### **Small Commercial**

The Small Commercial Program closed out 189,874 kWh in Q1. All of those savings were attributed to New Orleans. Through Q1, the Small Commercial Program has an estimated 1,457,176 kWh in the pipeline for PY8 (1,370,928 for New Orleans and 86,238 for Algiers). The program is finalizing revised targeted marketing and outreach plans to generate more awareness and production for non-chain small commercial facilities. The program also plans to remove the pre-approval requirement for prescriptive measures under a certain incentive threshold to help minimize barriers to participation and increase implementation of prescriptive measures.

### **Large Commercial**

The Large Commercial Program closed out 303,362 kWh in Q1. All of those savings were attributed to New Orleans. Through Q1, the Large Commercial Program has an estimated 7,272,094 kWh in the pipeline for PY8 (6,977,645 kWh for New Orleans and 294,449 kWh for Algiers). The program is finalizing revised marketing and outreach plans to target the larger users in the Entergy New Orleans territory to ensure they are aware of the program and opportunities to participate. The Program is also working on finalizing potential Benchmarking and Retro-commissioning program designs to broaden program offerings and reach more customers.

### **Publicly Funded Institutions**

The Publicly Funded Institutions Program (“PFI”) did not close out any projects in Q1. Through Q1, the program has an estimated 63,638 kWh in the pipeline for PY8 (49,045 for New Orleans and 14,593 for Algiers). The revised marketing and outreach plan share the same goals between the Large Commercial and Publicly Funded Institutions programs. These plans will target large customers. Additionally, the Program Team continues to conduct energy audits at PFI sites to identify potential opportunities and continues to work closely with program partners that have expertise in the publicly funded sector.

## Commercial & Industrial Program Summary

	kWh Savings	kWh Goal	% To Savings Goal	Actual Incentive Spent	Incentive Budget	% To Budget
<b>Algiers – Small C&amp;I</b>	-	484,792	0.00%	\$-	\$91,219	0.00%
<b>Algiers - Large C&amp;I</b>		766,112	0.00%	\$-	\$98,845	0.00%
<b>Algiers – PFI</b>		219,669	0.00%	\$-	\$33,689	0.00%
<b>N.O. – Small C&amp;I</b>	189,874	5,309,288	3.58%	\$21,982	\$999,008	2.20%
<b>N.O. - Large C&amp;I</b>	303,362	21,047,929	1.44%	\$30,416	\$2,715,623	1.12%
<b>N.O. – PFI</b>	-	2,606,103	0.00%	\$-	\$399,684	0.00%
<b>Total</b>	<b>493,236</b>	<b>30,433,893</b>	<b>1.62%</b>	<b>\$52,398</b>	<b>\$4,338,068</b>	<b>1.21%</b>

\*Results are subject to change based upon evaluation. Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017.

## Energy Smart Scorecard


- January 2018: 964 scorecards distributed

### Advertising

Accelerated Innovations (“AI”) launched a program promotional advertising campaign with the New Orleans RTA – to raise awareness about the availability of the program. Beginning February 19, 2018 and running through March 19, 2018, large (2.5 feet x 5.6 feet) advertisements promoting the program were posted at 25 different bus shelters throughout Orleans Parish, specifically in locations with high traffic and ridership. During the time of this advertising campaign, the program realized 35 new registrations. In the absence of any additional program promotions during this time period, AI assumes that these new registrations are attributable primarily to the RTA campaign. Below are two examples of the posted signage.



On March 1, 2018, AI distributed an onboarding email to the selected participants with a program introductory message, description of program benefits and advantages and an overview/preview of what is included in the monthly Scorecard and the energysmartcard.com portal. Please find a sample email from the March 1st mailing below. A year-end evaluation on the behavioral program is currently being conducted. Evaluated results will be made available upon completion of the evaluation.



Here's something special, and FREE, for Entergy New Orleans Residential customers!

# SCORE BIG

## HOME ENERGY SAVINGS

Now save even **MORE** with the  
**NEW ENERGY SMART SCORECARD.**


See what's driving your energy use and how you can save money. Starting in March 2018, and each month thereafter, you'll receive a new Energy Smart Scorecard directly in your email - no more clicking a link. All of your home energy use detail from the previous month is now presented front and center. Plus, you'll receive the scorecard just a couple of days after your billing period ends, as opposed to at the end of the month. This will help you plan and make changes for energy savings with more impact.

Here's what you can expect to see in your customized scorecard email:

**Check your home's energy use ranking among other homes in your zipcode.**

**See how the past month's weather conditions drove your energy use. Learn what you might expect based on next month's forecast and get useful savings tips.**


**Get a monthly energy breakdown of how much of your home's energy goes to heating and cooling versus lighting or appliances and tips to help you make improvements and save.**



You can still track your energy use and access your monthly scorecard when and where you wish by registering in the Energy Smart Scorecard portal at [energysmartcard.com](http://energysmartcard.com).

For more information about Energy Smart Scorecard, contact us at [info@energysmartcard.com](mailto:info@energysmartcard.com).

To OPT OUT of receiving these emails click: [Unsubscribe](#)



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## Events

In collaboration with Energy Wise Alliance, Scorecard program literature and information has been available in-person at weekly outreach tabling events in both Entergy Customer Care Centers (Canal St. and Algiers). Pamphlets and program information are also available for pick-up during business hours

(Mon-Fri 8:00 am – 5:00 pm) at the same locations. Energy Wise Alliance has promoted the Scorecard Program as a part of their offering at every event they attend, including The New Orleans Home and Garden Show in the Superdome, Entergy Job Fair, Audubon Fete, and The Algiers Public Library.

### Planned or Proposed Changes to Program and Budget

AI's goal is to maximize the cost effectiveness and evaluability of the energy savings impacts, while also ensuring inclusion or exclusion of appropriate customer segments. Working with ENO and the Energy Smart program's third-party evaluator, ADM Associates, Inc., the transition to an opt-out program model is now underway. The new approach involves the implementation of a randomized control trial (RCT) participant enrollment and energy-savings evaluation methodology.

The program identified and engages a participant (i.e., Treatment) population while also analyzing the energy use of a non-participant (i.e., Control) population targeted to be of sizes shown in the following table:

GROUP	PY8	PY9
Treatment	25,000	40,000
Control	10,000	17,000
<b>Total</b>	<b>35,000</b>	<b>57,000</b>

Given that the Energy Smart Scorecard distribution model is digital, customers with known email address contacts were identified as the most cost-effective strategy to pursue. In addition to the selection of the initial treatment group, AI is targeting higher energy use households to ensure the program is as cost-effective as possible. This approach will maximize the ratepayer benefits of the program while establishing the framework upon which the program can be expanded to other lower energy-use groups in Period Year 9.

### New Scorecard

In February, 2018, AI broke with its subcontractor, Whisker Labs (formerly WeatherBug), the vendor initially responsible for the design and production of the monthly scorecards. AI has since developed a new, improved scorecard format that will enable enrolled customers to receive their personalized scorecards directly via email, without having to navigate to a separate digital link. In addition, the new scorecards will be distributed to the enrolled customer within approximately 48 hours after their billing period ends each month. The previous scorecard versions were not distributed to customers until the end of each month, which in some cases created an issue with the timeliness and, therefore, relevance of the data.

## Marketing and Outreach

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The first quarter of PY8 was heavily focused on outreach while the Program Teams reviewed and updated materials and messaging for the new program year. Details regarding outreach events can be found in Appendix B: Community Outreach.

### Residential Marketing and Outreach Highlights

The residential program participated in 26 events throughout the city during the first quarter, including the Super LIHEAP days put on by Total Community Action, where Energy Wise Alliance (EWA), Franklin Energy and Participating Residential trade allies discussed energy efficiency opportunities and signed residents up to for the Income-Qualified Weatherization program on the spot, more than 40 people signed up for an Energy Smart Assessment during the LIHEAP days.

### Commercial Marketing and Outreach Highlights

In January, the program partnered with the New Orleans Redevelopment Authority (NORA) on their Small Business Façade Renewal Grant workshops to also provide interested business owners a presentation on Energy Smart. This partnership is ideal for reaching small business owners who are already thinking about making improvements to their facilities, the Program reached 55 people through the three workshops that were focused on three main corridors (Broad Street, St. Bernard/Rampart, and Alcee Fortier Blvd.). The Program also conducted outreach to institutions that work with businesses (Liberty Bank, Finance Authority of New Orleans, Advantage Capital, Crescent Growth Capital, and GNO, Inc.) to introduce them to Energy Smart incentives and how they may benefit their clients. GNO Inc. sent information about Energy Smart to 9 large property owners/managers/developers (Domain Companies, JCH Development, ULI, Stirling Properties, Intl-Matex Tank Terminals (IMTT), Convention and Visitors Bureau (CVB), LCMC, Corporate Realty and Select Properties). The Program attended the March Chamber Power Lunch and pitched Energy Smart Incentives to 50 attendees.

### Higher Education Cohort

Energy Smart held its first Higher Education Cohort meeting on February 1 at the Urban League of Louisiana. Representatives from Tulane, Dillard, Xavier, Entergy and the City's Office of Resilience were in attendance. The purpose of this cohort is to engage the higher education campuses in energy efficiency opportunities through quarterly trainings and sessions, and to provide them a forum to share their needs, opportunities, successes and challenges. APTIM has coordinated cohorts like this in other cities and has found them to be a successful way for campus representatives to learn and gain support they need in order to accomplish efficiency improvements. The cohort agreed that they would benefit from having these meetings quarterly, with each meeting providing a presentation/training on a different topic. The next meeting topic will be on building controls and automation systems in spring 2018.



## **Association of Energy Services Professionals (AESP) National Conference (February 20, 2018)**

Energy Smart was selected to present about the Program's stakeholder engagement efforts on a panel with representatives from three energy efficiency programs from other cities. Derek Mills, Demand Side Manager for Entergy New Orleans, and Jackie Dadakis, COO of Green Coast Enterprises, spoke about the new program design that focuses on local partnerships, workforce development and supplier diversity.

## **Algiers**

The residential outreach team participated in 8 events in Algiers during this quarter, and residential participation has been steady in Algiers. Next quarter, the Residential Program Team will execute targeted digital campaigns geared toward customers who are ideal for EasyCool across the city (including Algiers) and targeted emails and digital advertising through social media channels aimed at Algiers zip codes. The commercial program is utilizing its partnership with KT Consulting, who is based in Algiers, to drive door-to-door commercial outreach. Their efforts are focused on introducing small commercial Algiers customers to the program and its benefits and cultivating their participation in the Program.



## Trade Allies

### Overall

In Q1, the Energy Smart program focused on the continued formalization and development of the Residential and Commercial & Industrial trade ally network.

In January, the program formally launched the Registered Commercial & Industrial Trade Ally Network, encouraging participating contractors and contractors who were interested in participating to complete Registered C&I Trade Ally Agreements similar to the agreement applications in place for Registered Residential Trade Allies. For the first time in program history, C&I contractors can self-report their company information, business types, capabilities, and agree to the applicable Terms and Conditions via an [Online Application](#). All but one trade ally who completed projects in quarter one joined the Registered C&I Trade Ally network. By March 31<sup>st</sup>, 2018, 37 contractors joined the newly launched network.

Also in Q1, the program held the annual Residential Trade Ally Orientation and first ever Residential Trade Ally Advisory Group (TAAG) meeting. Results of this feedback solicitation meeting will inform future program changes and future program support tools for the Residential trade allies.

The Program Team focused on recruitment of HVAC and Custom Non-Lighting contractors to diversify contractor options and services available through our residential and commercial trade ally networks. APTIM began an informal partnership with Johnstone Supply and held Energy Smart training for contractors connected to Johnstone.

Metrics for contractor interest and trade ally engagement and participation can be found in the tables below. Detailed information can be found in Appendix D: Q1 2018 Trade Allies.

### Contractor Interest

Interest is defined as contractors who are in contact with the program and/or have opted into the trade ally distribution list.

Category	# of companies
C&I Network	113
Residential Network	50
Cross-sector Network	11
<b>Total Trade Ally Network</b>	<b>174</b>

## Trade Ally Engagement

Engagement is defined as contractors who are part of the Registered Residential and/or Registered Commercial & Industrial Trade Ally Network. Engagement data includes the specific program offerings that each company has the ability to support and their measure level capabilities as reported on their program-approved trade ally application.

Category	# of Companies
C&I Network	37
Residential Network	15
<b>Total Engagement</b>	<b>52</b>

## Trade Ally Participation

Participation is defined as trade allies who have completed and closed out projects in Q1 and the program and/or level measure details associated with the work completed.

Category	# of Companies
C&I Network	5
Residential Network	9
<b>Total Participation</b>	<b>14</b>

## Program Training

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### Overall

In Q1, program-sponsored training was lighter, but more targeted than previous quarter training reports. The program team focused on two major areas:

1. Orienting existing trade allies
2. Supporting the recruitment of new trade allies.

Detailed program training data can be found in Appendix C: Training and Education.

## Financial Update

### Administrative Budget Highlights

	Actual Incentive Spent	Incentive Budget*	% To Budget*
Algiers – Small C&I	\$-	\$91,219	0.00%
Algiers - Large C&I	\$-	\$98,845	0.00%
Algiers – PFI	\$-	\$33,689	0.00%
Algiers - RES	\$20,534	\$184,013	11.16%
N.O. – Small C&I	\$21,982	\$999,008	2.20%
N.O. - Large C&I	\$30,416	\$2,715,623	1.12%
N.O. – PFI	\$-	\$399,684	0.00%
N.O. - RES	\$318,227	\$2,008,703	15.84%
<b>Total</b>	<b>\$391,160</b>	<b>\$6,530,784</b>	<b>5.99%</b>

\* Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017.

As of 3/31/18, approximately \$6.0M in funding (resulting from Rough Production Cost Equalization receipts and Community Block Development Grant tax treatments) remained available for ENO Legacy Energy Smart. For ENO Algiers Energy Smart, approximately \$274,000 in funding remained available.

## Appendices

### Appendix A: School Kits

School	Date Booked	Number of Kits	Enrollment Offering
Paul Habans Charter School	1/22/2018	60	Public
Sci High	1/26/2018	44	Public
James M Singleton Charter School	2/1/2018	52	Public
Edward Hynes Charter School	2/6/2018	75	Public
St. Peter Claver School	2/20/2018	22	Private
Esperanza Charter School	2/22/2018	53	Public
Edgar P. Harney Spirit of Excellence Academy	2/23/2018	31	Public
St. Augustine High School	3/5/2018	106	Private
Ben Franklin Elementary	3/13/2018	85	Public
Arise Academy	3/13/2018	48	Public
St. Rita Catholic School	3/19/2018	26	Private
Lafayette Academy	3/20/2018	109	Public
Total Kits Distributed		711	

## Appendix B: Community Outreach

Date	Presentation Type	Location/Event Name	District	Residential, Commercial, Algiers	Total Reach
1/2/2018	Table at Public Building	Entergy CCC - Westbank	C	Residential, Algiers	300
1/3/2018	Table at Public Building	Entergy CCC - Westbank	C	Residential, Algiers	150
1/9/2018	Table at Public Building	Entergy Solar Meeting	D	Residential	55
1/13/2018	Fair or Festival	Kingsley House Health and Resource Fair	B	Residential (IQW)	120
1/16/2018	Table at Public Building	Super LiHEAP Days	C	Residential (IQW)	280
1/18/2018	Table at Public Building	Cooter Brown's supports EWA fundraiser	A	Residential	30
1/22/2018	Presentation	NORA Facade Renewal Grant workshop (1101 N Broad St. (Gentilly))	D	Commercial	15
1/24/2018	Presentation	NORA Facade Renewal Grant workshop (4626 Alcee Fortier Blvd (NO East))	E	Commercial	20
1/25/2018	Presentation	NORA Facade Renewal Grant workshop (1300 St Bernard (Rampart))	C	Commercial	20
1/25/2018	Presentation	Love Your City Gala (Sheraton New Orleans Hotel)	C	Commercial and Residential	100
1/30/2018	Meeting/Presentation	Liberty Bank (6600 Plaza Dr. N.O. East)	E	Commercial (Lender)	1
1/31/2018	Meeting	Finance Authority of New Orleans	C	Residential (Lender)	1
1/31/2018	Meeting/Presentation	Advantage capital	C	Commercial (Lender)	1
1/31/2018	Meeting/Presentation	GNO Inc- Access to capital	C	Commercial	2
2/1/2018	Presentation and Focus Group	Greater New Orleans Housing Alliance (GNOHA) Member Meeting	A	Res/MF and Commercial	9
2/1/2018	Meeting/Presentation	Crescent Growth Capital	C	Commercial	3
2/1/2018	Meeting/Presentation	Energy Smart Higher Education Cohort	A	Commercial	5
2/1/2018	Table at Public Building	Entergy CCC	B	Residential	150
2/5/2018	Table at Public Building	Entergy CCC	B	Residential	250
2/7/2018	Table at Public Building	Algiers Public Library	C	Residential, Algiers	35
2/16/2018	Table at Public Building	Entergy Power Station work fair	E	Residential	125
2/19/2018	Table at Public Building	Algiers Public Library	C	Residential, Algiers	65
2/27/2018	Table at Public Building	Super LiHEAP Days	B	Residential (IQW)	300

2/28/2018	Table at Public Building	Super LiHEAP Days	C	Residential, Algiers (IQW)	300
3/1/2018	Table at Public Building	Super LiHEAP Days	E	Residential (IQW)	300
3/5/2018	Table at Public Building	Entergy CCC - Westbank	C	Residential, Algiers	250
3/6/2018	Presentation	Chamber Power Lunch	C	Commercial	50
3/9/2018	Table at Public Building	New Orleans Home and Garden Show	B	Residential (Citywide)	1,000
3/10/2018	Fair or Festival	Hike the Greenway	A	Residential	250
3/10/2018	Neighborhood Presentation	LCIA - Lakeview Community Improvement Association	A	Residential	100
3/10/2018	Table at Public Building	New Orleans Home and Garden Show	B	Residential (Citywide)	1,000
3/11/2018	Table at Public Building	New Orleans Home and Garden Show	B	Residential (Citywide)	1,000
3/12/2018	Table at Public Building	Algiers Public Library	C	Residential, Algiers	75
3/15/2018	Table at Public Building	Algiers Bill Rerouting	C	Residential, Algiers	0
3/20/2018	Table at Public Building	Algiers Bill Rerouting	C	Residential, Algiers	0
3/22/2018	Table at Public Building	Rusty Nail Fundraiser	B	Residential	65
3/23/2018	Neighborhood Presentation	LA Green Corps Class	D	Residential	16
3/24/2018	Fair or Festival	Earthfest	A	Residential	5000
3/26/2018	Meeting/presentation	Residential Resilience and Sustainability Financing Workshop	C	Residential (Lender)	20
<b>Totals</b>			<b>39 Events</b>	<b>Reach</b>	<b>11,463</b>

## Appendix C: Training and Education

Date	Title	Event Type	Audience	Topic Type	# of Attendees /Length (min)	Objective
2/7/18	HVAC & Custom Non-Lighting Energy Smart Info Session	External	Contractors/trade allies	General Awareness	18 / 60	Introduce Energy Smart program to residential and C&I HVAC contractors at Johnstone Supply. Includes a calculator demonstration and workshop with iPads.
3/15/18	2018 Residential Trade Ally Orientation	External	Contractors/trade allies	Program Implementation	26 / 120	Orient existing and prospective trade allies by informing them about how to participate as a Registered Residential Trade Ally that performs work with the Program. Members of the residential team all speak to their areas of responsibility so that TAs can better understand how to work efficiently and effectively with the program team.
3/15/18	Q1 Trade Ally Advisory Group Workshop	External	Contractors/trade allies	Program Implementation	18 / 120	Formal feedback event; workshop learning about program processes and back-end logistics.
						<b>Total: 62 individuals trained</b>



## Appendix D: Q1 2018 Trade Allies

### Overall Trade Ally Network: 2018 Quarter 1 Report

Measuring Interest # of Companies		Measuring Engagement # of Companies		Measuring Participation # of Companies	
C&I Network	113	C&I Network	37	C&I Network	5
Residential Network	50	Residential Network	15	Residential Network	9
Cross-sector Network	11				
<b>Total Trade Ally Network</b>	<b>174</b>	<b>Total Engagement</b>	<b>52</b>	<b>Total Participation</b>	<b>14</b>

*\*Interest is defined as contractors who are in contact with the program and/or have opted into the trade ally distribution list.*

*\*Engagement is defined as contractors who are part of the Registered Residential and/or Registered Commercial & Industrial Trade Ally Network. Engagement data includes the specific program offerings that each company has the ability to support and their measure level capabilities as reported on their program-approved trade ally application.*

*\*Participation is defined as trade allies who have completed and closed out projects in quarter 1 of 2018 and the program and/or level measure details associated with the work completed.*

## Appendix E: Marketing Collateral

**Q: Do I have to sign up again next summer?**

A: No, you're automatically enrolled every year. If you would like to make changes in your participation, please call us at **504-229-6868**.

**Q: I'm moving. What now?**

A: We will automatically deactivate your switch when you discontinue or transfer your electric service at your home. The new owners will be offered the opportunity to participate in the Energy Smart EasyCool Program.

Once you move into your new home, call us at **504-229-6868**. We will verify your eligibility and arrange to enroll your new home in the Energy Smart EasyCool Program.

**Q: I'm going on vacation. Is there anything special I should do?**

A: No. However, we recommend you adjust your thermostat since no one will be home.

**Q: What if I still have more questions?**

A: There is additional information about this program at **energysmartnola.com**. You may also call us at **504-229-6868**.

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# Energy Smart EasyCool Program



## Thank you for participating in the Energy Smart Commercial Program.

2018

**\$1.2 million in  
Energy Smart  
incentives paid to  
New Orleans'  
businesses in 2017.**

Thank you for participating in the Energy Smart Commercial Solutions Program. Energy Smart is proud to help New Orleans' businesses increase energy efficiency and lower costs.

Contact us for more opportunities to save.

Visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.



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## Thank you for participating in the Energy Smart Residential Energy Efficiency Program.



Enclosed please find your rebate check. We hope you're enjoying the energy-saving improvements you made to your home. **Here are some other Energy Smart programs that can help you save more:**

- Home Performance with ENERGY STAR®.
- Income-Qualified Weatherization.
- Multifamily.
- A/C Tune Up.
- Residential Lighting and Appliances.
- EasyCool.
- Scorecard.

Visit [energysmartnola.com](http://energysmartnola.com)  
or call 504-229-6868 to find out more.



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4/20/2018

Circuit: Tips to warm your home in the new year and save

## Tips to warm your home in the new year and save

As the new year is here and the cooler weather is upon us, here are a few reminder tips to keep your home warm and save energy and money in the process:

- Change or clean your air filters once a month.
- Add area rugs on tile or hardwood floors.
- Keep curtains and blinds closed at night.

Also take advantage of Energy Smart rebates when making energy-saving improvements:

- Attic insulation: up to \$.40 per sq. ft.
- Air infiltration sealing: average \$250 per home for 650 CFM50 reduction.
- Duct sealing: average \$400 per home for 200 CFM25 reduction.



Visit [energysmartnola.com](http://energysmartnola.com) or call **504-229-6868** to learn what Energy Smart offers to help you save in the new year!

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4/20/2018

Circuit: Spring into Energy Efficiency

## Spring into Energy Efficiency

Spring is here – the perfect time to clean up, make minor repairs and get ready for rising temperatures. Here are seven quick tips that'll help you save money and energy this season.

**1. Service your air conditioner.**

Replacing air filters and cleaning the evaporator coil not only helps your air conditioner last longer – it can lower its energy consumption by up to 15 percent. Looking for a full A/C tune-up – that's also affordable? Click [here](#) to learn more!

**2. Close the blinds on heat.**

Drawing your blinds or curtains on hot, sunny days can slash the heat inside when temperatures rise outside. The less your air conditioner works, the more energy efficient you'll be!

**3. Cool off with the ENERGY STAR® label.**

In the market for a new refrigerator, window A/C unit or central A/C? Make sure to look for the ENERGY STAR label – and [apply for a rebate](#) through Entergy's Energy Smart program!

**4. Get your pool ready.**

Your pool is the best place to cool off on hot days, but does your pool pump heat up your energy bill? An ENERGY STAR® certified pool pump can be programmed to match your pool's operation, reducing energy waste, lowering your bill and [qualifying you for a rebate](#)!

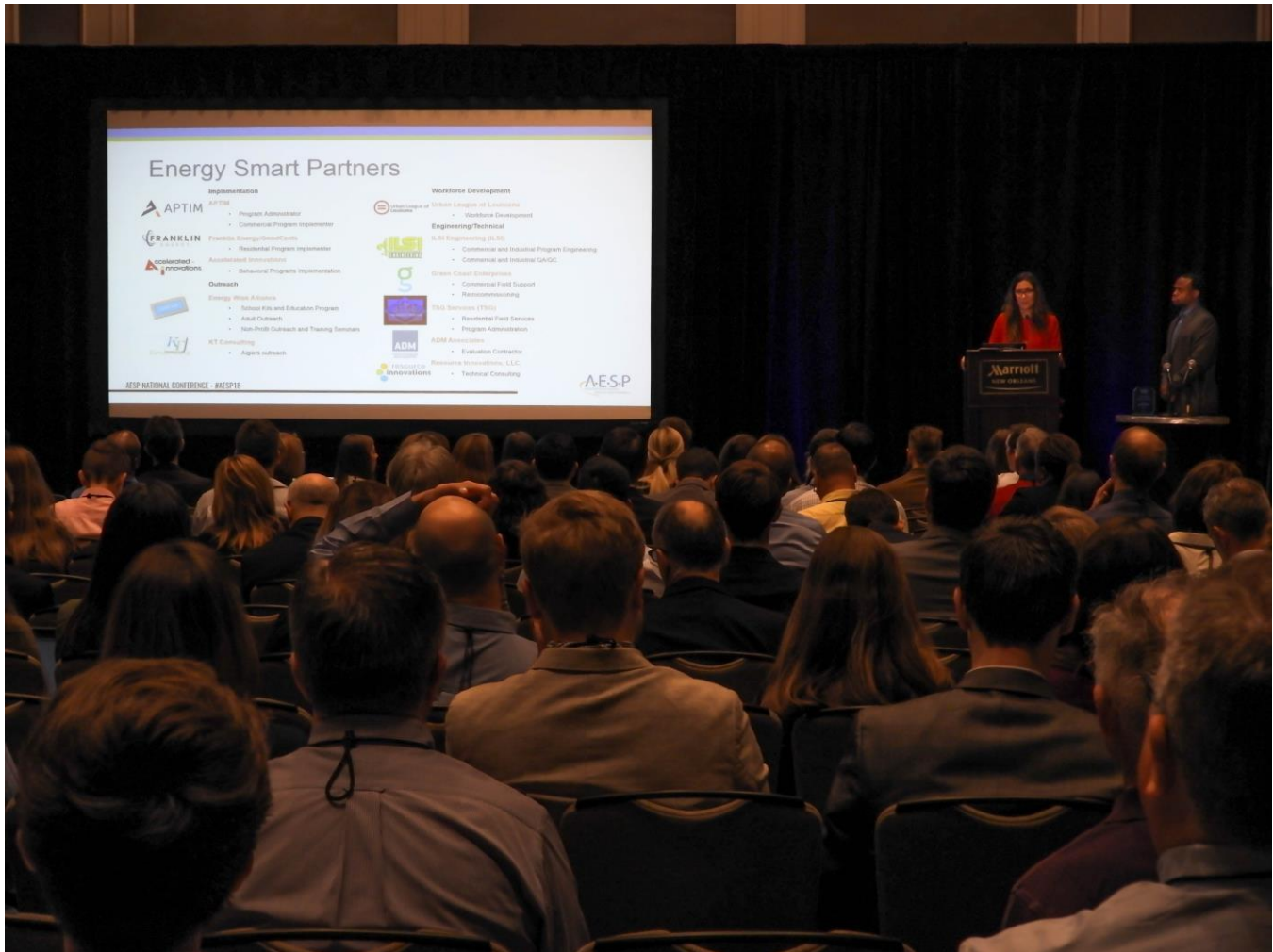
**5. Learn more about Entergy's Energy Smart Programs.**

From focusing on specific systems like you're A/C or water heater to taking a whole-house look at your home's energy health, Entergy offers an Energy Smart solution for you. Visit [energysmartnola.com](http://energysmartnola.com) or call **504-229-6868** to learn all of the ways you can save energy this spring.



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## Appendix F: Photos



Derek Mills, Demand Side Manager for Entergy New Orleans and Jackie Dadakis, COO of Green Coast Enterprises, speaking at the Association of Energy Services Professionals (AESP) National Conference in New Orleans, February 20, 2018.



Commercial program quality assurance site visit.





Custom Commercial project: Chiller/Controls/Variable Frequency Drive (VFD) upgrade project by registered trade ally, Trane.





Updated outdoor sign at Entergy Customer Care Center (3400 Canal St.).



LIHEAP sign-up day: Energy Smart staff educated attendees about the program and signed residents up for home assessments.







Residential Trade Ally Advisory Group meeting March 15, 2018.