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June 20, 2011

***Via Hand Delivery***

Ms. Peggy C. Lewis  
Clerk of Council  
New Orleans City Council  
City Hall, Room 1E09  
1300 Perdido Street  
New Orleans, LA 70112

***Re: Initial Filing of Bimonthly Energy Smart Report In Compliance  
with Resolution R-11-52***

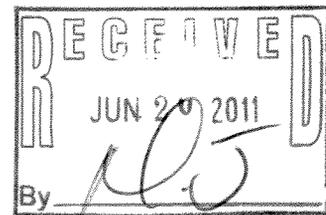
Dear Ms. Lewis:

On February 3, 2011, the Council of the City of New Orleans 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 requires CLEAResult to file bimonthly reports with the Council.

On behalf of CLEAResult, ENO submits the enclosed initial Energy Smart report for the period of March 2011 through May 2011. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

Chris Neel



JCN:lpn

Enclosure

cc: All Councilmembers of the City of New Orleans (*via electronic mail and U.S. Mail*)  
Council Utilities Regulatory Office (*via electronic mail and U.S. Mail*)  
Official Service List UD-08-02 (*via electronic mail and U.S. Mail*)

JUN 20 2011

**CERTIFICATE OF SERVICE**

I hereby certify that I have this 20<sup>th</sup> day of June 2011, served the required number of copies of the foregoing report upon all other known parties of this proceeding, by:  electronic mail,  facsimile,  overnight mail,  hand delivery, and/or  United States Postal Service, postage prepaid.

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New Orleans, Louisiana, this 20<sup>th</sup> day of June 2011.



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Chris Neel



## Progress Report

CLEAResult  
Through May 31, 2011

### Overview

The Energy Smart programs are ramping up as anticipated for the hot summer season. Seven of the nine Energy Smart programs administered by CLEAResult are active, while two programs, Weatherization Ready and New Homes Program, are in the late stages of development and will be rolled out in the coming weeks. Contractors continue to enroll in the programs, and staff are processing and paying rebates. In addition to the daily processing of agreements and payments, there has also been significant outreach and media activity, including a billing insert that will go out to all Entergy New Orleans, Inc. electric customers over the month of June.

### Program Results

The Energy Smart programs were officially launched on April 21, 2011. Individual program rollout dates vary by program. As of May 31, 2011, approximately two months after program launch, results by program are shown below.

		2011 Saving Goals		Completed YTD kW and kWh					% Completed YTD to Goal	
		kW	kWh	kW	kWh	CO <sup>2</sup> reduction (lbs)	# of Participants	# of Measures	kW	kWh
Residential Energy Solutions	Residential	220	651,656	8	18,805	28,587	36	41	3.5%	2.9%
Energy Star Air Conditioning	Residential	260	883,627	3.95	10,465	15,909	21	21	1.5%	1.2%
A/C Tune-up	Residential	486	882,739	42.21	76,427	116,184	129	129	8.7%	8.7%
Energy Smart New Homes	Residential	252	1,266,391	0.00	0	0	0	0	0.0%	0.0%
CFL Direct Install	Residential	495	3,424,013	49.28	397,682	604,552	625	9,440	10.0%	11.6%
Weatherization Ready	Residential	18	81,699	0.00	0	0	0	0	0.0%	0.0%
Solar Water Heater Pilot	Residential	39	259,785	0.00	0	0	0	0	0.0%	0.0%
Small Commercial Solutions	Commercial	322	2,230,328	0.00	0	0	0	0	0.0%	0.0%
Large Commercial Solutions	Commercial	3,000	4,130,464	0.00	0	0	0	0	0.0%	0.0%
<b>Totals</b>		<b>5,092</b>	<b>13,810,702</b>	<b>103.18</b>	<b>503,379</b>	<b>765,232</b>	<b>811</b>	<b>9,631</b>	<b>2.0%</b>	<b>3.6%</b>

### Residential Solutions

The Residential Solutions Program provides residential customers the opportunity to make home energy improvements and help reduce energy bills. The program provides home energy audits and instant rebates up to \$1,000 per measure for cost effective weatherization work such as insulation, duct sealing, home sealing and more.

Program participation is simple:

- \* Step 1: Go to the Energy Smart website at [www.EnergySmartNOLA.info](http://www.EnergySmartNOLA.info), call toll free at 866-721-0249, or visit the One Stop Shop to request an Energy Assessment performed by an Energy Smart Energy Consultant.
- \* Step 2: Select a Contractor to perform work. Instant cash rebates are provided as a discount on the invoice.

The program offers two levels of audits. Additional rebates are offered to customers who install at least one energy efficiency measure\*.

Assessment Type	Work Performed	Estimated Cost	Money Back*
Energy Smart Informational Assessment	Walk-through assessment, including installation of 6 CFLs for all homes + faucet aerators for homes with electric water heating	\$35	\$35
Walk-through assessment plus:	Walk-through plus blower door OR duct leakage test	\$100-\$300	\$50
Energy Smart HERS	Walk-through assessment with blower door AND duct leakage test PLUS computer modeling done to make home eligible to participate in HERO	\$400-\$500	\$50

Program participation as of May 31, 2011 is listed below:

Residential Solutions	May	YTD Total
Participating Contractors added	5	11
Energy Consultants	7	13
Assessments performed	36	36
Rebates Paid	5 (12 pending)	5
QA Inspections	5	5
kWh savings	18,805	18,805

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#### Residential CFL Program

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Energy Smart has partnered with Green Light New Orleans ("GLNO") to install up to 20 CFLs directly into customers home at no charge.

- \* To Participate: Customers can contact GLNO directly at 504-324-2429 or apply on-line at [www.greenlightneworleans.org](http://www.greenlightneworleans.org) or call the Energy Smart Information Center.

Program participation as of May 31, 2011 is listed below:

Residential CFL Program	May	YTD Total
Homes retrofit	145	625
Bulbs installed	2165	9,440
kWh savings	93,371	397,682

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#### A/C Tune-Up Program

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Energy Smart provides a \$75 discount per unit for high performance central air conditioning tune-ups for up to 2 units per home.

- \* To Participate:

- Customer contacts a Participating Contractor and schedules a tune-up
- Contractor provides \$75 rebate directly on invoice

Program participation as of May 31, 2011 is listed below:

A/C Tune-up	May	YTD Total
Participating Contractors added	4	18
Tune-ups performed	86	129
QA Inspections	44	44
kWh savings	50,402	76,427

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### ENERGY STAR® Air Conditioning Program

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The ENERGY STAR Air Conditioning program provides rebates for the installation of both central and window Energy Star rated air conditioners. There are differences in the rebate process between the window and central air conditioning units.

#### Window Air Conditioners:

Customers receive a rebate application at point of sale from a local retailer, or download the form from the Energy Smart website at [www.EnergySmartNOLA.info](http://www.EnergySmartNOLA.info). Forms can also be requested from the energy efficiency call center at 1-866-721-0249. Rebates will be mailed to customer within 3 weeks of submission of application.

Rebates for Energy Star units under 14,000 btu is \$35

Rebates for Energy Star units over 14,000 btu is \$50

Window unit air conditioning rebate forms are available from the following 9 retail partners:

- Aspiron's Air Conditioning - Metairie
- Barto Appliance – Airline Drive
- Lowe's – Jefferson Highway
- Wal-Mart – Tchoupitoulas St.
- Lowe's – New Orleans East
- Campo Better Living – Metairie
- Lowe's – Central New Orleans
- Sears East – Read Blvd.

If a unit is purchased from another retail location, forms are available via the website or call center.

#### Central A/C Systems:

Customers contact a Participating Contractor to purchase and install an Energy Star rated Air Conditioning unit. Rebate will be given as a discount on the invoice from the contractor.

Rebate amounts are shown below:

Central Systems	SEER		
	14.5 - 14.99	15-15.99	16 & above
Air Conditioners	\$175	\$250	\$350
Heat Pumps	\$225	\$300	\$400

Program participation as of May 31, 2011 is listed below:

ENERGY STAR® Air Conditioning	May	YTD Total
Participating Contractors added	8	20
Window unit Retailers	4	8
Rebates received	19	19
Q/A inspections	17	17
kWh savings	10,465	10,465

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#### Solar Water Heater Pilot Program

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The Energy Smart Solar Water Heater Program was launched on May 18, 2011. Energy Smart provides up to a \$1000 rebate for the installation of a Solar Water Heating system.

★ To Participate:

- Customer contacts a participating contractor for an estimate
- Contractor submits a rebate application
- Rebate amounts are shown below.

System Tank Size (Gallons)	Rebate Amount	
	\$1000	\$750
80	EF ≥4.1	EF ≥2.1
50	N/A	EF ≥2.4

We currently have 2 participating contractors with more pending approval.

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#### Energy Efficient New Homes Program

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Energy Smart provides incentives to builders for constructing energy efficient homes. Builders may receive incentives for participating in one of two ways. A new home can be rated or the builder can receive an incentive for installing rebate eligible measures.

The rating incentives are shown below.

#### Rating

Measure	Rebate
HERS 70 or less	\$375
ENERGY STAR lighting package	\$100

#### Prescriptive (Non-Rating)

Measure	Minimum Installation Requirements	Rebate
Central HVAC System	14.5 SEER/12 EER	\$175
Heat Pump	14.5 SEER/12 EER/8.2 HSPF	\$225

Energy Star® Advanced Lighting Package	Energy Star Requirements: ≥60% Energy Star Light Fixtures & 100% Energy Star Fans	\$100
Heat Pump Water Heater	Energy Factor (EF) 2.0	\$250
Energy Star Windows	Energy Star Labeled / U Factor ≤ .40 / SHGC ≤ .40	\$0.36/sq ft

We are currently recruiting builders for this program.

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### Weatherization Ready Program

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Energy Smart is partnering with Total Community Action (TCA) to provide "weatherization ready" assistance to homes of residents who qualify. Energy Smart will provide up to \$2,500 per house for approximately 25 homes to assist in repairing homes that would otherwise not be eligible to participate in WAP.

Energy Smart will also provide funding to replace up to 120 window air conditioners to customers identified through the New Orleans Council on Aging.

We are in the process of signing an MOU with TCA to begin the WAP assistance. Council on Aging is currently identifying customers to receive free Window Air conditioner replacements.

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### Large Commercial Solutions Program

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Energy Smart provides assistance and financial incentives for the installation of certain energy efficiency measures that reduce energy consumption in large commercial and industrial facilities.

★ To Participate:

- Contact Energy Smart to help identify qualifying energy efficiency projects.
- Submit a signed Letter of Intent for large commercial customers.
- Submit a project application to reserve funds for the facility.
- Project must undergo a pre- and post-inspection process that calculates and approves the energy efficiency work and allows for incentive payments.

Incentives are based on \$.10 per kWh for qualifying lighting up-grades and \$0.12 per kWh saved for all other upgrades.

Large Commercial Solutions	May	YTD Total
Assessments performed	6	31
Projects completed	0	0
kWh savings	0	0

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### Small Commercial Solutions Program

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Energy Smart provides assistance and financial incentives for the installation of certain energy efficiency measures that reduce energy consumption in small commercial facilities.

★ To Participate:

- Contact Energy Smart for a free assessment by our staff to identify qualifying energy efficiency projects. Energy Smart calculates and approves the energy efficiency work and incentive.
- Customer completes work.
- After project undergoes a post-work inspection process, customer receives incentive payments.

Incentives are based on \$.14 per kWh for qualifying up-grades.

Small Commercial Solutions	May	YTD Total
Assessments performed	5	17
Projects completed	0	0
kWh savings	0	0

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### The One Stop Shop - Energy Smart Information Center

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The Energy Smart Information Center provides information to homeowners about energy efficiency programs any assistance available to them. The Energy Smart Information entails the call center, website, and kiosk located at the Entergy Customer Care Center (CCC) on Canal Street.

- ✦ Website traffic continues to pick up. From May 1 – May 31 there were 1,132 visits to the EnergySmartNOLA.info website. From these visits, there were 4,172 separate pages views, for an average of 3.69 page views and 4.25 minutes per visit. The most visited pages were “For Your Home,” “Residential Solutions,” and “Participating Contractors.”
- ✦ Since May 1, there have been more than 125 phone calls regarding the program. Most people who called about the program during the month of May are interested in the Residential CFL program and the A/C Tune-up programs.
- ✦ The Energy Smart Information Center Kiosk at the Entergy Bill Pay Center will be staffed from 9 am to 1pm on Mon, Wed, and Friday through the month of June.

Customers can call, email, or visit the kiosk in person for information about energy efficiency.

Energy Smart Information Center	May	YTD Total
Phone calls received	125	203
Website hits	1132	1132
Customers informed about program at Customer Care Center	2000	2000

## Marketing and Outreach

### Marketing

- ✦ Bill inserts were finalized in May and included in the June Entergy New Orleans bills to over 150,000 electric customers.
- ✦ On May 3, 2011, the first press release announcing the Energy Smart program was sent to 310 New Orleans Neighborhood/Organization via Constant Contact.
- ✦ ENO distributed a press release on May 18 titled “Energy Audits, Cash Incentives Help New Orleans Residents and Businesses Save Money on Electric Bills.
- ✦ On May 23, 2011, a second press release on the Energy Smart program was sent to 310 New Orleans Neighborhood Association/Organization via Constant Contact.
- ✦ The Energy Smart programs were promoted by several Council members, CLEAResult and Entergy New Orleans representatives through various television and radio appearances throughout the last two months.

## Outreach

- ✦ Featured speaker at the Southeast Chapter of the Heat Pump Association quarterly meeting. Staff promoted the Air Conditioning Rebate and A/C Tune Up Program
- ✦ Attended the New Orleans Homebuilders Association's Crescent City Green monthly meeting to provide updates and promote the Energy Smart Program.
- ✦ Presented the commercial programs to the Levee District Board to review the commercial programs.
- ✦ Attended and promoted the Energy Smart Commercial Programs at a seminar sponsored by Phillips lighting targeted at building managers and engineers from the area.

Outreach and Media	May	YTD Total
Meetings attended	6	13
Program Orientations held	1	9
Press releases	3	3

## Participating Contractor Recruitment and Participation

Participating Contractors per Program	May	YTD Total
Energy Consultants	7	13
Residential Solutions contractors	5	11
A/C Tune Up	4	18
Energy Star A/C Contractors	8	20
Energy Star A/C Window Unit Retailers	4	8

## Coordination with Other Programs

One of the goals of the Energy Smart program is customer education. As part of the customer education process, Energy Smart is providing information on other programs available to New Orleans residents and businesses. Energy Smart is currently providing information on the following programs:

- Louisiana State HERO Program rebates for energy efficiency improvements
- Louisiana State tax credits for renewable energy
- Federal tax credits for energy efficiency improvements
- Federal tax credits for renewable energy
- Low Income Home Energy Assistance Program (LIHEAP)
- NOLA WISE Loan Program
- Empower Louisiana Flex-Fund Revolving Loan Program for commercial customers

In addition, Entergy New Orleans and/or CLEAResult representatives have participated in five formal meetings regarding coordination with the City's NOLA WISE program. During the month of May, Energy Smart held an orientation meeting at the University of New Orleans campus for Residential Solutions contractors. NOLA Wise was invited to promote their program. A total of 12 contractors participated in the orientation.