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October 24, 2012

Via US Mail

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

Re: Filing of Bi-Monthly 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 bi-monthly reports with the Council.

On behalf of CLEAResult, ENO submits the enclosed Energy Smart report for the period of April 2012 through September 2012. 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 Huntley". The signature is written in a cursive style with a large, sweeping "G" and "H".

Gary 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 Paliet, CPA



Year 2 Progress Report
CLEAResult
Through September 30, 2012
(Program Year 2: April 2012-March 2013)

Overview

This report discloses the results for the first six months of the program year. Through September 30, the Energy Smart program has saved 6,831,909 kWh, approximately 41.2% of the yearly program goal. Several programs including the Residential Home Performance with Energy Star program ("HPwES") and the Large Commercial Solutions program have achieved outstanding results to date. The HPwES program has already surpassed its annual goal. There are several programs including the small commercial program and the weatherization-ready income qualified program, in which work is currently being performed, but is not yet complete. Therefore, the results are not reflected in the metrics below. A project is not considered complete until incentives are paid and work is performed, inspected, and approved.

As of October 18th, 2012, the New Orleans City Council passed a resolution requiring additional information to be incorporated into the Energy Smart reports. As a result of these additional requirements, the Council is allowing the company's request that reporting to be changed from bi-monthly to quarterly with the first quarterly report due in January 2013.

The Energy Smart Information Center kiosk will be moving from the N.O. East Library to the Rosa F Keller Library in Broadmoor at the end of October.

Program Results

Year two of the Energy Smart programs were officially launched on April 1, 2012. As of September 30, 2012, preliminary results by program are shown below.

Energy Smart September 2012 - Monthly Participation/Savings Report

Program Name	2012 Saving Goals		YTD					% Completed YTD	
	kW	kWh	kW	kWh	CO ² reduction (lbs)	# of Participant	# of Measure	kW	kWh
Residential Home Performance w/ Energy Star	293	868,874	314.1	967,461	5,417,779	190	331	107.2%	111.4%
Energy Star Air Conditioning	347	1,178,169	63.9	170,834	956,670	363	453	18.4%	14.5%
A/C Tune-up	648	1,176,985	88.6	165,319	925,786	271	346	13.7%	14.1%
Energy Smart New Homes	492	2,308,671	98.2	397,787	2,227,606	143	358	20.0%	17.2%
CFL Direct Install	660	4,565,349	206.4	1,266,916	7,094,732	1,771	32,800	31.3%	27.8%
Income Qualified	30	122,250	2.5	4,305	24,108	7	7	8.2%	3.5%
Solar Water Heater Pilot	NA	NA	0	0	0	0	0	0.0%	0.0%
Small Commercial Solutions	322	2,230,328	96.9	493,285	2,762,396	27	27	30.1%	22.1%
Large Commercial Solutions	636	4,130,464	472.7	3,366,002	18,849,611	11	11	74.3%	81.5%
Totals	3,428	16,581,090	1,343	6,831,909	38,258,688	2,783	34,333	39.2%	41.2%

Home Performance with ENERGY STAR
(Formerly Residential Solutions)

Month	Participating Contractors	Rebates							QA Inspections	Energy Consultants	Silver Assessment	Gold/Platinum Assessment	kWh Savings	Incentive Paid
		Ceiling Insulation	Wall Insulation	Floor Insulation	Air Sealing	Duct Sealing	Solar Screen	Total Rebates						
April	23	13	5	4	3	2	0	27	10	20	34	28	99,344	\$33,030
May	23	24	14	13	16	1	2	70	26	20	53	18	213,750	\$31,526
June	25	14	15	9	6	0	1	45	31	21	29	35	115,915	\$22,259
July	25	25	23	10	7	1	0	66	18	21	28	25	184,322	\$32,149
August	27	18	14	15	12	4	0	64	33	22	34	22	193,781	\$33,368
September	28	12	9	8	16	13	0	59	47	23	29	14	160,349	\$26,618
YTD Totals		106	80	59	60	21	3	331	165	23	207	142	967,461	\$178,950

Despite a 33% increase in the kWh savings goal, the HPwES program has surpassed its year two annual goal in the first six months of the program year. As compared to year one, the kWh savings in year two are over 1.5x larger. The total measures and participants for year two is more than double that for six months of year one. At the current pace, the HPwES program is expected to utilize all of its allocated incentive funding prior to the end of the year. Should this be the case, it may become necessary to transfer funding from another residential program to the HPwES program. Several multi-family projects, originally scheduled for September and October were delayed due to Hurricane Isaac. These projects will be rescheduled once the properties have completed their repairs due to hurricane damage.

Direct Install CFL Program

Month	Participants	14W	18W	23W	Total	kWh savings	Incentive Paid
April	327	5940	321	294	6555	252,665	\$38,141
May	341	6098	260	314	6672	256,041	\$14,678
June	480	7868	295	292	8455	321,230	\$18,601
July	285	4585	229	263	5077	196,036	\$11,169
August	135	2063	156	126	2345	91,390	\$5,159
September	203	3008	419	269	3696	149,554	\$8,131
Total	1,771	29,562	1,680	1,558	32,800	1,266,916	\$95,879

The Direct Install CFL program is approximately on the same pace as year 1. Through the first six months of the program year, the savings for year one and year two are 1,370,355 kWh and 1,266,916 kWh, respectively.

A/C Tune Up

Month	Participating Contractors	Tune-Ups performed	kWh savings	Incentives paid	QA Inspections
April	20	128	57,264	\$ 8,865	
May	23	114	50,962	\$ 8,123	
June	23	32	14,658	\$ 2,112	17
July	23	38	21,525	\$ 3,148	9
August	23	20	13,530	\$ 2,210	3
September	24	14	7,380	\$ 912	0
Total		346	165,319	\$ 25,370	29

Through the first six months of the current program year, the A/C tune-up program has performed sluggishly despite increased marketing for the program. However, increased savings are anticipated due to the program's recent collaboration with participating contractors and multi-family properties to provide A/C Tune-ups. The work is scheduled to begin by October 26th and the progress reflected in the next filing.

Weatherization Ready – Income Qualified

Month	RAC Installed	CAC Repaired	Assessments Performed	Projects completed	kWh savings	Incentives paid
April						
May						
June						
July						
August		3			1,845	\$ 1,027
September		4			2,460	\$ 1,217
Total			-	-	4,305	\$ 2,214

Through the first six months of year one and year two, savings are 13,372 kWh and 4,305 kWh, respectively. However, the program is gearing up for a big fall season and there are multiple projects currently underway but not yet completed. Central AC tune-ups and repairs are in process for 20 customers whose homes were ineligible for the Smartview AC Load Management program due to their AC units not performing properly. Weatherization work has also begun on a number of homes.

Energy Smart New Homes

Month	Rebates Received			kWh savings	Incentives paid	QA Inspections
	HERS 70 or less	HERS 85-71	Prescriptive			
April	-	-	-	-	-	
May	2	1	106	256,717	\$41,496	11
June	-	1	-	1,044	\$200	
July	20	0	0	112,339	\$7,514	
August	10	0	2	25,600	\$4,875	10
September	1	0		2,087	\$375	20
Total	33	2	108	397,787	\$54,460	41

To date, the Energy Smart New Homes program has achieved 17.2% of its annual goal. However,, the program has achieved 397,787 kWh savings in the first six months of program year two as compared to only 12,522 kWh through the first six months of program year one. This increase is in part due to the addition of prescriptive measures to the program.

ENERGY STAR Air Conditioning

Month	Participating Contractors	CAC	RAC	Rebates received	kWh savings	Incentives paid	QA Inspections
April	28	8	8	16	7,159	\$2,080	0
May	29	7	54	61	28,600	\$5,270	15
June	30	7	109	116	43,567	\$7,975	37
July	30	0	51	51	15,839	\$2,715	30
August	28	6	146	152	55,255	\$11,510	31
September	30	7	50	57	20,414	\$5,215	12
Total		35	418	453	170,834	\$34,765	125

The Energy Star Air Conditioning program has achieved 14.5% of its goal in the first six months of program year two. The actual kWh savings for program year two is more than twice that of the kWh savings realized through September of program year one.

Solar Water Heater

Month	Participating Contractors	Rebates received	kWh savings	Incentives paid
April	5	-	-	-
May	5	-	-	-
June	5			
July	5			
August	5			
September	5			
Total	5	-	-	-

Despite continued efforts to market the solar water heater program, there have not been any rebates processed through the first six months of the second program year.

Small Commercial

Month	Assessments Performed	Projects completed	kWh savings	Incentives paid	QA Inspections
April	5	-	-	-	
May	16	3	32,858	\$4,081	3
June	5	4	65,066	\$8,055	4
July	2	5	46,907	\$5,863	5
August	28	4	41,573	\$22,635	4
September	23	11	306,881	\$18,686	11
Total	79	27	493,285	\$59,321	27

Completed Project Type	
Lighting	27
A/C	-
Total	27

Small commercial Solutions program has reached 22.1% of its annual goal. As compared to year one through six months, year two kWh savings are down 52%. However, an upward trend in program participation has more than doubled the number of participants within the last two months. The nature of the small commercial is that it requires a longer lead time for projects. The program is fully subscribed for the year and is expected to reach its year end goal.

Large Commercial Solutions

Month	Assessments Performed	Projects completed	kWh savings	Incentives paid	QA Inspections
April	2	-	-	-	
May	10	2	30,089	\$2,832	2
June	20	7	2,744,383	\$220,650	7
July	17	-	-	-	0
August	0	1	78,928	\$7,893	1
September	0	1	512,602	\$50,000	1
Total	49	11	3,366,002	\$281,375	11

Completed Project Type	
Lighting	11
HVAC	-
Chiller	-
Solar Window Film	-
Total	11

All incentives are reserved and projects are being added to the waiting list. There are two large non-lighting projects that are expected to close prior to the filing of the next report.

The One Stop Shop - Energy Smart Information Center (ESIC)

Month	Phone calls received	Website hits
April	201	553
May	256	1,553
June	107	1,664
July	115	1,116
August	138	1,092
September	144	761
Total	961	6,739

Marketing and Outreach

Marketing update for June 2012

Website hits:

- Total www.EnergySmartNOLA.info Visits: 1,664 (vs. 1,553 in May)
 - Peak day: Tuesday, June 26 (820)
- Top referring websites / bounce rate (lower number is better):
 - Direct (557 vs. 451 last month) / 42%
 - Google (290 vs. 243 last month) / 46%
 - Entergy New Orleans (198 vs. 138) / 21%
 - Dsire.org (81 vs 59) 18%
 - T.co (Twitter) / 19%
 - M.facebook.com (32) / 75%

Energy Smart Information Center:

- Moved to the Richard E. Smith branch in Lakeview, for July and August.

Advertising and Media:

- Outreach on Lowes WAC event
 - 2000 Flyers to churches weekend of June 2/3:
 - Greater St. Stephens (East location)
 - Household of Faith (East location)
 - Beacon of Light (East location)
 - New Hope Baptist Church (Uptown)
 - Marie Goretti (East Location)
 - Franklin Ave (Gentilly)
 - Greater Antioch or City of Love (Carrollton)
 - 4,000 Robocalls on event week of 6/18
 - Emails to public and City Council channels
 - Radio: WTUL interview June 6
- ¼ page Times Picayune ad - A/C tune-up
- ¼ page Gambit ad – A/C tune-up
- *Times Picayune Article* [Energy savings reaped in New Orleans 6/24/12](#)
- Press Release [First Year of Energy Smart Helps to Create Greener New Orleans 6/25/12](#)
- ENO news release, email and predictive dialer message about higher summer bills and encouraging customers to become more energy efficient, including Energy Smart 6/26/12
- *Charles Rice on The 411* 7/1/12

Presentations and Events:

- Lowes WAC Recycling and Rebate events:
 - Elysian Fields on Saturdays, June 9 & 23
 - Jefferson Highway on Sundays, June 10 & 24
- Energy Smart staff at the Lower Light Baptist Church Neighborhood Event, 4422 Raye Avenue, New Orleans, Saturday, June 16

- Hand delivered updated Energy Smart A/C program materials to all HVAC contractors in the program

Marketing update for July 2012

Website hits:

- Total www.EnergySmartNOLA.info Visits: 1,116
 - Peak day: Tuesday, July 2 (76)

Energy Smart Information Center:

- Richard E. Smith branch in Lakeview for July and August

Advertising and Media:

- Radio ads WWL – 3 weeks in July – Central HVAC program
- WWL-TV website advertising
- Gambit: AC tune-up ad

Presentations and Events:

- WTUL radio show Robert Refrigeration to promote/educate on AC tune-up program: July 4
- Hollygrove Neighborhood Association: July 14
- United Way Southeast Louisiana Office: July 16
- Pontchartrain Park Community Center: July 21
- Lakeview Library: July 21
- Delgado Housing Fair: July 28
- East New Orleans Library: July 28

Marketing update for August 2012

Website hits:

- Total www.EnergySmartNOLA.info Visits: 1,092
 - Peak day: Friday, August 17 (202)

Internet:

- Launched first Energy Smart Newsletter! Friday, August 17 to list of 8,000 emails managed by Bright Moments: Content: Overview, Central HVAC, Lowe's event highlights
- Central HVAC program on front page of website

Energy Smart Information Center:

- Richard E. Smith branch in Lakeview for July and August

Advertising and Media:

- Final Times Picayune ad, August 4: Central HVAC
- B97 radio ads throughout 8/6-8/19 on HVAC programs including Tune-Up program

Presentations and Events:

Energy Smart staff and table at the following Mayor's budget events. Between 400-600 people were in attendance at each event:

- District A: Aug. 22, at Lakeview Christian Center, 5885 Fleur de Lis Drive.
- District B: August 13, at the Jewish Community Center, 5342 St. Charles Ave.
- District D: Aug. 27, at Dillard University's Professional Schools Building, Georges Auditorium, 2601 Gentilly Blvd.
- District E: Aug. 15, at Greater St. Stephen Full Gospel Baptist Church, 5600 Read Blvd.

Marketing update for September 2012

Website hits:

- Total www.EnergySmartNOLA.info Visits: 761
 - Peak day: Thursday, September 6 (47)
- Central HVAC program on front page of website

Algiers Roll-Out:

- Developed and finalized marketing plan for Energy Smart Algiers expansion

Energy Smart Information Center:

- East New Orleans Branch library for September and October

Advertising and Media:

- None in September
- HPwES marketing materials in development Phantom load campaign coordination with ENO

Presentations and Events:

- September 15: PRC Sellabration; presentation to Lakeview Civic Association
- September 24: Mayor's Budget Meeting.