

December 19, 2011

***Via Hand Delivery***

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 March 2011 through November 2011. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,



Deanna Rodriguez

cc: All Councilmembers of the City of New Orleans  
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



## Progress Report

CLEAResult

Through November 30, 2011

### Overview

The Energy Smart programs are still gaining momentum. Contractor and customer participation remains steady as we head into the winter months. In addition to the Energy Smart team processing rebates they have also been promoting the Energy Smart program from a grass roots level. The staff continues to meet with Neighborhood Associations to promote our programs. Other marketing and outreach for the programs continue through meetings with contractors and the One-Stop Shop at the Entergy customer care center.

### Program Results

The Energy Smart programs were officially launched on April 21, 2011. Dates for individual program rollout dates vary by program. As of November 30, 2011, results by program are shown below.

### Energy Smart November 2011 - Monthly Participation/Savings Report

Program Name	2011 Saving Goals		YTD					% Completed YTD	
	kW	kWh	kW	kWh	CO <sup>2</sup> reduction (lbs)	# of Participant	# of Measure	kW	kWh
Residential Energy Solutions	220	651,656	301	1,002,505	5,614,028	203	320	136.9%	153.8%
Energy Star Air Conditioning	260	883,627	38	98,579	552,042	187	225	14.5%	11.2%
A/C Tune-up	486	882,739	189	355,388	1,990,173	461	699	38.9%	40.3%
Energy Smart New Homes	252	1,266,391	18	62,614	350,638	34	34	7.0%	4.9%
CFL Direct Install	495	3,424,013	316	1,952,645	2,968,391	2,789	46,913	63.9%	57.0%
Low Income	18	81,699	11	33,500	50,926	89	89	58.6%	41.0%
Solar Water Heater Pilot	39	259,785	0	0	0	0	0	0.0%	0.0%
Small Commercial Solutions	322	2,230,328	315	1,579,354	2,400,918	57	59	97.8%	70.8%
Large Commercial Solutions	636	4,130,464	769	4,828,471	7,340,193	16	23	120.9%	116.9%
<b>Totals</b>	<b>2,728</b>	<b>13,810,702</b>	<b>1,956</b>	<b>9,913,056</b>	<b>21,267,311</b>	<b>3,836</b>	<b>48,362</b>	<b>71.7%</b>	<b>71.8%</b>

**New Orleans - Energy Smart Program  
2011 - Incentive Budget Summary**

Program	Incentive Budget	Amount Expended to Date	Balance
Residential Solutions Program	\$ 198,000	\$ 173,801	\$ 24,199
Energy Star A/C Program	\$ 119,000	\$ 16,100	\$ 102,900
A/C Tune Up Program	\$ 119,000	\$ 56,205	\$ 62,795
CFL Direct Install Program	\$ 90,000	\$ 93,826	\$ (3,826)
Energy Efficiency New Homes Program	\$ 132,000	\$ 11,350	\$ 120,650
Low Income Program	\$ 140,000	\$ 47,759	\$ 92,241
Solar WH Rebate Program	\$ 90,000	\$ -	\$ 90,000
Small Commercial Solutions Program	\$ 278,000	\$ 212,947	\$ 65,053
Large Commercial Solutions Program	\$ 461,000	\$ 273,029	\$ 187,971
<b>Total 2011 Activity</b>	<b>\$ 1,627,000</b>	<b>\$ 885,017</b>	<b>\$ 741,983</b>

Additional funding for the CFL program is provided from the New Homes program.

**Residential Solutions**

Month	Participating Contractors	Rebates								Energy Consultants	Informational Assessment	Add On - Blower Door OR Duct Blaster	Add On - BD & DB or HERS Tests	kWh Savings	Incentive Paid
		Ceiling Insulation	Wall Insulation	Floor Insulation	Air Sealing	Duct Sealing	Total Rebates	QA Inspections	Direct Install DHW						
April	6	0	0	0	0	0	0	0	6	0	0	0	0	0	
May	5	2	0	2	2	0	6	5	7	37	5		18,804	\$6,865	
June	3	22	7	11	5	0	45	36	1	67	37	8	157,636	\$25,162	
July	1	14	5	12	9	8	48	28	1	39	23	6	133,373	\$24,649	
August	2	25	8	9	4	1	47	55	2	67	34	5	195,928	\$28,811	
September	0	16	8	4	2	0	30	14	1	57	33	2	86,706	\$17,756	
October	2	29	8	13	9	2	61	36	0	69	37	8	225,691	\$32,157	
November	3	14	13	18	14	1	60	30	23	3	70	13	184,365	\$38,401	
<b>YTD Totals</b>	<b>19</b>	<b>108</b>	<b>36</b>	<b>51</b>	<b>31</b>	<b>11</b>	<b>237</b>	<b>174</b>	<b>23</b>	<b>18</b>	<b>406</b>	<b>226</b>	<b>1,002,505</b>	<b>\$173,801</b>	

In November, as part of the Residential Solutions program offerings, CLEAResult implemented a direct install Pilot program for up to 100 homes with electric water heaters. The direct install package is being offered at no cost to homeowners and includes the replacement of showerheads and faucet aerators with low flow versions. It also includes the installation of a water heater wrap and pipe insulation. CLEAResult will review the pilot results to determine cost-effectiveness at the conclusion of the pilot.

### Direct Install CFL Program

Month	Participants	14W	18W	23W	Total	kWh savings	Incentive Paid
April	483	5901	870	504	7275	304,311	\$14,550
May	142	1685	258	222	2165	93,372	\$4,330
June	438	6272	984	409	7665	317,297	\$15,330
July	364	4297	662	363	5322	222,951	\$10,644
August	220	3896	132	81	4109	156,039	\$8,218
September	394	5302	610	624	6536	276,385	\$13,072
October	377	6042	992	537	7571	319,071	\$15,142
November	371	5026	830	414	6270	263,219	\$12,540
<b>Total</b>	<b>2789</b>	<b>38421</b>	<b>5338</b>	<b>3154</b>	<b>46913</b>	<b>1,952,645</b>	<b>\$93,826</b>

The CFL Direct install program has been extremely popular among Energy Smart participants and has produced significant energy savings. However, program results have differed somewhat from the original program design and additional funding is needed for the CFL program. In the month of November, \$30,000 of incentive funding was transferred from the New Homes program to continue to fund the CFL program. Since its design in 2009, the cost of CFL bulbs has increased by approximately 20%. In addition, the original program design assumed that the majority of bulbs being replaced would be 75 watt bulbs, while most bulbs replaced have been 60 watts. Both of these issues have lowered the savings estimate in relationship to the incentives paid. Even with these increases in program costs, the program remains cost effective and has produced significant savings. The program is currently at 57% of its savings goal. Green Light New Orleans is administering the CFL program.

### A/C Tune Up

Month	Participating Contractors	Tune-Ups performed	QA Inspections	kWh savings	Incentives paid
April	14	43		26,025	\$3,225
May	2	90	44	51,402	\$6,750
June	0	140	43	81,443	\$10,500
July	0	77	17	50,203	\$5,775
August	0	32	32	17,337	\$2,400
September	0	79	15	35,333	\$5,925
October	0	36	6	18,702	\$2,700
November	0	202	14	74,943	\$18,930
<b>Total</b>	<b>16</b>	<b>699</b>	<b>171</b>	<b>355,388</b>	<b>\$56,205</b>

To increase participation over the winter tune up season, CLEAResult temporarily raised the incentive amount for A/C tune-ups from November 1- December 15. The incentive was increased from \$75 to \$110 over this time period. The increase had a dramatic impact on the number of tune ups performed.

### Weatherization Ready

Month	RAC Installed	Assessments Performed	Projects completed	QA Inspections	kWh savings	Incentives paid
April						
May						
June						
July	16			16	4,129	\$7,996
August	13			13	4,122	\$7,604
September	30			30	5,121	\$12,184
October	25	20	0	25	5,142	\$11,394
November	2	5	3	5	14,987	\$8,581
<b>Total</b>	<b>86</b>	<b>25</b>	<b>3</b>	<b>89</b>	<b>33,501</b>	<b>\$47,759</b>

### Energy Efficient New Homes

Month	Rebates Received			kWh savings	Incentives paid
	HERS 70 or less	HERS 85-71	Prescriptive		
April					
May					
June					
July					
August					
September	6	0	0	12,522	\$2,250
October	20	0	0	41,740	\$7,500
November	0	8	0	8,352	\$1,600
<b>Total</b>	<b>26</b>	<b>8</b>	<b>0</b>	<b>62,614</b>	<b>\$11,350</b>

### ENERGY STAR Air Conditioning

Month	Participating Contractors	Rebates received	QA inspections	kWh savings	Incentives paid
April	12	0	0	0	0
May	8	19	17	10,465	\$1,530
June	0	34	12	17,766	\$3,170
July	0	44	12	15,590	\$2,390
August	1	73	5	24,394	\$3,540
September	0	25	4	8,818	\$1,315
October	2	28	4	21,104	\$4,085
November	0	2	1	442	\$70
<b>Total</b>	<b>23</b>	<b>225</b>	<b>55</b>	<b>98,579</b>	<b>\$16,100</b>

### Small Commercial

Month	Assessments Performed	Projects completed	kWh savings	Incentives paid
April	10			
May	7			
June	5	2	137,460	\$16,743.96
July	56	10	216,510	\$26,800.59
August	8	2	198,690	\$27,816.60
September	9	19	397,628	\$54,978.14
October	0	13	277,109	\$37,602.70
November	0	13	351,957	\$49,005.18
<b>Total</b>	<b>95</b>	<b>59</b>	<b>1,579,354</b>	<b>\$212,947.17</b>

Completed Project Type	
Lighting	55
A/C	4
<b>Total</b>	<b>59</b>

- All incentives are reserved for the first program year and remaining projects are scheduled to finish within the next couple months. The program is unable to pay additional incentives until April 1, 2012, when the second year of the program becomes effective.

### Large Commercial Solutions

Month	Assessments Performed	Projects completed	kWh savings	Incentives paid
April	18			
May	13			
June	5	2	531,844	\$51,268.64
July	6	3	330,972	\$33,097.20
August	5	10	588,200	\$59,246.24
September	2	6	3,171,720	\$108,843.10
October	0	2	205,735	\$20,573.50
November	2	0	0	\$0
<b>Total</b>	<b>51</b>	<b>23</b>	<b>4,828,471</b>	<b>\$273,028.68</b>

Completed Project Type	
Lighting	20
HVAC	1
Chiller	1
Solar Window Film	1
Total	23

- All incentives are reserved for the first program year and remaining projects are scheduled to for completion within the next couple months. The program is unable to pay additional incentives until April 1, 2012, when the second year of the program becomes effective.

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

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Month	Phone calls received	Website hits
April	175	
May	125	1,132
June	362	1,345
July	271	1,338
August	2,168	1,248
September	1,071	778
October	178	994
November	157	820
Total	4,507	7,655

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### Marketing and Outreach

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#### Current Reporting Period

##### Call Center/ Website

- Phone calls received
  - 315 calls were received to the Energy Smart Information Center in October and November. Approximately 4507 have been received since program inception.
  - There were 1814 hits to the Energy Smart website in October and November.

##### **Customer Education and Awareness**

- Energy Smart presented a Do It Yourself workshop at the Reality House
- Developed a Neighborhood Association outreach plan; Contacted (48) Neighborhood Associations in October, requesting a date and time to present at their monthly meeting. Energy Smart presentations were scheduled with 9 interested associations.

- Beginning October 4th, Energy Smart began advertising on New Orleans city buses and 1 Canal Street streetcar.
- Contacted over 70 HVAC contractors to inform of recruit into Energy Smart ENERGY STAR A/C program.
- Communicated with City of New Orleans permit office regarding marketing of New Homes program. Last 12 months = 789 New Single (One Family Unit) Residential Permits 10/25/2010 to 10/25/2011.
- CLEAResult is contacting builders who have filed for a city permit for new construction projects. Reached out to 30 New Home builders. Of the 30 contacted, 14 requested program information.
- Follow-up meetings with major building projects including Make It Right, Pontchartrain Park and Build Now.
- Provided an approved Public Service Announcement on October 6, 2011 to various media outlets.
- Developed Phantom Power Advanced Power Strip mail in rebate campaign materials: website, \$15 mail-in rebate. Launched in coordination with Entergy New Orleans media on Phantom Power for month of October.
- 2 press releases were sent out by Entergy New Orleans Inc. in October which included information on the Energy Smart Program.
- Article in Time Picayune on Friday, October 7: "Energy Smart program likely to run out of money ahead of schedule."
- Eblast on "Advanced power strips can help lower monthly bills" and "Energy Smart Participation in New Orleans Grows Along with Big Savings" to a database of 274 Neighborhood associations in the New Orleans Metro area.
- Attended a meeting with Councilmember Guidry and NOLAWise on Tuesday, October 18, 2011.
- Corresponded with the New Orleans Library Foundation requesting the possibility of a partnership at local branches.

### **Marketing and Outreach – Previous Reporting Periods**

- Sent letter to more than 250 neighborhood associations inviting them to the Energy Smart Summit.
- On July 30, met with Neighborhood leaders at the Energy Smart Neighborhood Summit, which had roughly 20 participants representing various neighborhood associations. Many of the attendees expressed an interest in having us speak directly with their homeowners group. Summit was also attended by a representative from Councilmember Hedge-Morrell's office, and Councilmember Guidry, both of whom spoke on behalf of the Energy Smart program.
- Designed and finalized Energy Smart AC Tune-up and ESTAR AC door hangers
- 10,000 door hangers were distributed August 1-3.
- On July 26, presented Energy Smart Program update to the City Council staff.
- 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, CLEARresult and Entergy New Orleans representatives through various television and radio appearances throughout the last two months.
- 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.

### **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 provides 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 CLEARresult representatives have participated in 7 formal meetings regarding coordination with the City's NOLA WISE program.