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October 30, 2017

Via Hand Delivery

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

RECEIVED
OCT 30 2017
BY: CWR

Re: *Filing of Entergy New Orleans, Inc.'s Energy Smart Quarterly Report for the Period of July 1, 2017 to September 30, 2017 (Resolutions R-11-52, R-14-509, R-15-140, R-15-599; UD-08-02)*

Dear Ms. Johnson:

OCT 30 2017

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. Council Resolutions R-17-31, R-17-176, and R-17-177 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, Inc. submits the enclosed original and three copies of the Energy Smart Quarterly Report for the period of July 1, 2017 to September 30, 2017. 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 2

July, August and September 2017
Submitted: October 30, 2017

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Executive Summary

The Energy Smart Program (the “Program”) was developed by the New Orleans City Council (“Council”), is administered by Entergy New Orleans, Inc. (“ENO”) and is currently implemented by APTIM (formally CB&I), the Third-Party Administrator (TPA). This report contains data on the Program, with detailed information regarding the New Orleans and Algiers portions of the Program, specific to both the Residential and Commercial programs.

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
- GoodCents
- 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.

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

Program Year 7 is divided into three quarters:

- Quarter 1: April-June, 2017
- Quarter 2: July-September, 2017
- Quarter 3: October-December, 2017

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
Jessica Wagner	Program Marketing	APTIM	Madison, WI
Nate Warren	Acting Office Director	APTIM	Madison, WI
Philip Russo	Engineering Intern	APTIM	New Orleans, LA
Tom Quasius	TPA Director	APTIM	Chicago, IL
Frank Montagna	VP, Managing Director	GoodCents	Atlanta, GA
Leanne Boudreaux	Program Manager	GoodCents	New Orleans, LA
Alan Mitchell	Operations Manager	GoodCents	New Orleans, LA
Adam Davis	Trade Ally Liaison	GoodCents	New Orleans, LA
Karen O'Brien	Project Coordinator	GoodCents	New Orleans, LA
TBD	Energy Auditor/ Specialist	GoodCents	New Orleans, LA
James Phillips	Energy Auditor/Specialist	GoodCents	New Orleans, LA
Matthew Siano	Energy Advisor	GoodCents	New Orleans, LA
Dwayne Haley	Energy Advisor	GoodCents	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
Jamie Wine	School Kits and Community Outreach	EnergyWise Alliance	New Orleans, LA
Kim Thomas	Algiers Outreach	KT Consulting	New Orleans, LA
Andreas Hoffman	Direct Install	GreenLight New Orleans	New Orleans, LA
Bernadelle Tilus	CSR	GoodCents	New Orleans, LA
Linda Baynham	QA Subcontract (pending legal review)	Baynham Environmental	New Orleans, LA

Program Performance & Activity

	KWH SAVINGS	KWH GOAL*	% TO SAVINGS GOAL	ACTUAL INCENTIVE SPENT	INCENTIVE BUDGET	% TO BUDGET
Algiers – Commercial	122,625	768,799	16%	\$14,715	\$103,156	14%
Algiers - Residential	54,301	568,046	10%	\$8,232	\$107,786	8%
N.O. - Commercial	2,294,411	12,117,495	19%	\$224,349	\$1,582,965	14%
N.O. - Residential	852,840	6,847,700	11%	\$136,706	\$1,297,959	11%
TOTAL	3,324,177	20,302,041	16%	\$384,002	\$3,091,866	12%

*Proposed goals based on July 2017 estimated \$8.45M budget

For all tables, savings and incentive spend are from April 1st, 2017 through September 30th, 2017.

Residential

Overall, as compared to the first quarter of implementation, there has been more movement in the residential programs. While there were small delays in the implementation of the program due to measure design changes, technical conferences, and overall start-up processes as a new implementer of the residential programs, GoodCents has performed 400 assessments since the start of the program year and has installed 6875 direct install items (faucet aerators, shower heads, light bulbs, power strips, pipe wrap, and door sweeps) in those 400 homes across the residential programs. Work has begun by trade allies to install follow up measures (air sealing, duct sealing, AC tune-ups, and attic insulation) in these 400 homes. As such, savings results are expected to increase significantly in the final three months of the program year.

Home Performance with Energy Star

The Home Performance with ENERGY STAR designation has increased consumer awareness for these energy efficiency measures over the last 6 program years. The measures that have been installed have been primarily AC tune-ups and duct sealing. This is largely because, as the programs started up, these measures were completed first in the measure design and were implemented prior to the other measures. Also, these measures are preferred by trade allies because of the lower material cost associated with them. The program team plans to balance this with air sealing and ceiling insulation through the next quarter. This balance is being pursued through active recruitment of trade allies who have historically installed insulation measures in the program. Four trade allies have been engaged and three are near completion of enrollment. GoodCents is continuing to align the HPwES program with Energy Star guidelines and continues reporting to the DOE quarterly.

The Algiers service territory has had much less movement. As the trade allies begin installing measures, these numbers will improve. There has also been increased effort by the partnering organizations to improve awareness in Algiers. Energy Wise Alliance is tabling events in the area. Also, new partnerships between the GoodCents and leaders in that area are being initiated.

Algiers

Measure Name	# Installed	kWh	Incentives
Duct Sealing SF-CentralAC>=2.5T w/o ElecFurnace	1	2,150	\$319
Duct Sealing SF-CentralAC>=2.5T with ElecFurnace	1	5,454	\$634
Tune Up SF-CentralAC-Capacity>=2.5T	1	554	\$150

New Orleans

Measure Name	# Installed	kWh	Incentives
Air Sealing-ElecResist-AC	2	3,415	\$1,040
Duct Sealing SF-CentralAC<2.5T with ElecFurnace	2	3,986	\$702
Duct Sealing SF-CentralAC>=2.5T w/o ElecFurnace	10	22,447	\$3,330
Duct Sealing SF-CentralAC>=2.5T with ElecFurnace	22	130,351	\$15,152
Tune Up SF- CentralAC - Capacity>=2.5T	2	1,109	\$300
Tune Up SF-CentralAC-Capacity<2.5T	1	444	\$150
Tune Up SF-CentralAC-Capacity>=2.5T	28	15,525	\$4,200

Residential Lighting & Appliances

This program will increase awareness and sales of efficient lighting and appliances to ENO's residential customers. The program offers customers the opportunity to purchase, largely through retail locations, a variety of discounted products that are ENERGY STAR® qualified or better. The team will work to expand the retail network, as well as increase the number of available products. Contracts have been initiated with Costco, Walmart, Dollar Tree, Home Depot and Lowes to promote the lighting buy-down measure.

Algiers

Measure Name	# Installed	kWh	Incentives
Heat Pump Water Heaters	1	1,538	\$400
Refrigerators	4	532	\$200
Window AC	2	303	\$100

New Orleans

Measure Name	# Installed	kWh	Incentives
Pool Pump	1	1,860	\$300
Refrigerators	30	3,990	\$1,500
Window AC	40	6,209	\$2,050

Low Income Audit & Weatherization

The income qualified weatherization program is designed to offer income qualifying customers free energy efficiency projects ranging from direct install measures (such as LED bulbs and water savings measures), to smart thermostats and comprehensive follow-up measures (envelope measures and AC

Tune-ups) delivered by local contractors. The program will partner with local community agencies to identify and qualify customers. The program provides measures at no cost to participants to overcome the financial barrier to improving the energy efficiency of their home. The engagement of qualified trade allies working in concert with GoodCents energy auditors will deliver a significant increase in the overall kWh savings for the program through the end of PY7.

Algiers

Measure Name	# Installed	kWh	Incentives
Insulation Attic R30, R0-4 Base-ElecResist-AC	1	6,665	\$1,275

New Orleans

Measure Name	# Installed	kWh	Incentives
Duct Sealing SF-CentralAC \geq 2.5T w/o ElecFurnace	4	6,802	\$3,027
Duct Sealing SF-CentralAC \geq 2.5T with ElecFurnace	2	8,310	\$1,449
Insulation Attic R30, R0-4 Base-ElecResist-AC	5	28,424	\$5,438
Insulation Attic R30, R0-4 Base-GasHeat	5	-	\$6,000
Tune Up SF-CentralAC-Capacity \geq 2.5T	3	1,663	\$450

High Efficiency Tune Up

The AC Tune Up/Replacement program provides residential customers with functioning central air conditioners options to improve the efficiency of their units with the help of a comprehensive AC Tune-up and access to optional incentives for duct sealing. The program will build capacity within the territory's HVAC contractor network to provide value-added services to its customers. This program has been exceptionally successful and should be fully subscribed by end of November.

Algiers

Measure Name	# Installed	kWh	Incentives
Duct Sealing SF- CentralAC $<$ 2.5T w/o Elec Furnace	1	520	\$117
Duct Sealing SF- CentralAC \geq 2.5 w/o Elec Furnace	3	5,238	\$777
Duct Sealing SF- CentralAC \geq 2.5T with Elec Furnace	4	21,163	\$2,460
Tune Up SF- CentralAC - Capacity $<$ 2.5T	1	444	\$150
Tune Up SF- CentralAC - Capacity \geq 2.5T	7	3,881	\$1,050

New Orleans

Measure Name	# Measures	kWh	Incentives
Duct Sealing MF- CentralAC \geq 2.5 w/o Elec Furnace	1	1,793	\$199.50
Duct Sealing SF- CentralAC $<$ 2.5T w/o Elec Furnace	6	5,833	\$1,311
Duct Sealing SF- CentralAC $<$ 2.5T with Elec Furnace	8	21,939	\$3,864
Duct Sealing SF- CentralAC \geq 2.5 w/o Elec Furnace	79	162,327	\$24,081
Duct Sealing SF- CentralAC \geq 2.5T with Elec Furnace	38	207,243	\$24,090
Tune Up SF- CentralAC - Capacity $<$ 2.5T	10	4,436	\$1,500
Tune Up SF- CentralAC - Capacity \geq 2.5T	134	75,407	\$20,400

Multi-Family Program

The Energy Smart Multifamily Program is offered to property owners and managers of properties with two or more living units. Previously under the umbrella of the HPwES program, a large percentage of the multi-family complexes have had direct install items installed in the past six program years. The scope of this program has widened, as it now includes duplex homes and has a great opportunity for a whole-home approach. While there has not been substantial participation in this program to date, the program has a focused plan to reach out specifically to Multi-Family complexes that have previously participated to offer the Insulation/AC Tune-Ups, and duct sealing if appropriate.

New Orleans

Measure Name	# Installed	kWh	Incentives
Duct Sealing MF- CentralAC $<$ 2.5T w/o Elec Furnace	340	1,513	\$255
Duct Sealing MF- CentralAC \geq 2.5 w/o Elec Furnace	679	4,577	\$509
Duct Sealing MF- CentralAC \geq 2.5T with Elec Furnace	1597	27,478	\$2,396
Tune Up MF- CentralAC - Capacity \geq 2.5T	3	1,663	\$225

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.

GoodCents cycled four times in September. All days were above 90 degrees and three of the four days had rain for approximately 45 minutes during the cycle. Data will be evaluated for demand savings and presented in the PY7 Annual Report.

Green Light New Orleans

Green Light New Orleans installed nearly 1,500 energy efficient lamps in homes throughout the service territory, with 193 being installed in Algiers and 1,274 being installed in New Orleans.

School Kit Program:

Energy Wise began outreach to schools in early August and implemented a strategy of emailing, calling and physically canvassing schools in order to get class rooms scheduled as early in the year as possible due to experiences in the past of having low participation in the fall and a rush of participation in the spring. Thanks to that strategy, they have already distributed 406 Energy Smart kits and are on track to distribute over 900 Energy Smart kits before December 31, 2017.

Energy Wise distributed school kits to 45 students in Algiers and 470 students in New Orleans.

Residential Program Summary

	KWH SAVINGS	KWH GOAL	% TO SAVINGS GOAL	ACTUAL INCENTIVE SPENT	INCENTIVE BUDGET	% TO BUDGET
ALGIERS – HOME PERFORMANCE	8,159	94,425	11%	\$784	\$22,570	3%
ALGIERS – LIGHTING & APPLIANCE	2,373	277,158	1%	\$300	\$33,709	1%
ALGIERS – MULTI-FAMILY	-	27,067	0%	-	\$7,130	0%
ALGIERS – LOW INCOME	6,665	84,684	9%	\$1,275	\$26,302	5%
ALGIERS –SCHOOL KITS	5,858	39,056	20%	\$1,319	\$6,800	19%
ALGIERS – HIGH EFFICIENCY TUNE UPS	31,246	45,656	9%	\$4,554	\$7,425	61%
ALGIERS – DLC	-	-	-	\$0	\$3,850	0%
N.O. – HOME PERFORMANCE	177,276	1,170,844	15%	\$17,401	\$286,078	6%
N.O. – LIGHTING & APPLIANCE	17,272	3,595,727	0.5%	\$3,650	\$434,500	1%
N.O. – MULTI-FAMILY	34,474	270,407	13%	\$2,091	\$77,647	3%
N.O. – LOW INCOME	45,200	979,971	5%	\$15,668	\$311,610	5%

N.O. –SCHOOL KITS	99,640	253,937	39%	\$13,776	\$44,200	31%
N.O. – HIGH EFFICIENCY TUNE UPS	478,978	576,814	83%	\$84,120	\$92,775	98%
N.O. – DLC	-	-	-	\$0	\$51,150	0%
TOTAL	907,141	7,415,746	12%	\$154,146	\$1,405,746	10%

The performance of the residential programs and their associated kWh savings are understated as a result of the current reporting process that occurs at the end of each month. Despite the programs’ modest start, delivery is just now hitting full stride and Energy Smart remains committed to achieving the PY7 proposed program goals.

Commercial and Industrial Programs

In the second quarter, the program was dedicated to increasing awareness and participation in the Publicly Funded Institutions and the Small Commercial programs throughout the city with a strong focus on Algiers. Through marketing, outreach and program offerings the program was able to increase participation in Q2 and anticipate that to continue into Q3. Commercial program results are expected to increase significantly over the last quarter of the program year as these larger projects are completed.

Small Commercial

The program has engaged existing Small Commercial Trade Allies as well as Trade Allies who participated in past program years to increase production in that program. Through that engagement, specific marketing efforts, and engagement with key stakeholders, the program is continuing to build a strong pipeline of projects to reach savings goals in both New Orleans and Algiers for the Small Commercial program. The specific marketing efforts can be found in the marketing section.

Program partner EnergyWise completed one nonprofit retrofit in the quarter at *The Green Project*, where they conducted air sealing and a thermostat upgrade. *The Green Project* is also pursuing an LED lighting upgrade through the small commercial program, when that is complete, ENO and APTIM will produce a case study highlighting *The Green Project’s* participation in the Energy Smart program and how the program has helped that organization reduce costs and increase their mission of reducing waste by reusing materials and recycling paint.

Large Commercial

The Large Commercial and Industrial program has a steady pipeline so the focus has been to manage that pipeline to ensure all projects close in PY7 while at the same time create awareness in the market to continue that momentum into the following program years.

Publicly Funded Institutions

The program has also continued their relationship with the City of New Orleans and the publicly funded schools in New Orleans to identify and execute projects for the Publicly Funded Institution program. The program has worked closely with the subcontractor, Green Coast Enterprises (“GCE”), to offer a walkthrough of a customer’s facility with a report delivered to the customer at the end of the audit. The audit is conducted by GCE, is offered at no cost to the customer and the report delivered includes energy efficient upgrades identified as well as energy savings and incentives associated with those upgrades. The program has completed audits at publicly funded schools and small businesses and anticipates participation to come out of the projects identified through those audits.

The program has completed several audits in Q2 at publicly funded schools and small businesses resulting in more than one project that will close in the next quarter. The program expects an increase in the number of audits in Q3, with about 5 facilities identified, which should result in additional savings over the next few months. As the program continues to increase the volume of audits completed, the ability to fill the pipeline with projects is expected to increase.

Commercial & Industrial Program Summary

	KWH SAVINGS	KWH GOAL	% TO SAVINGS GOAL	ACTUAL INCENTIVE SPENT	INCENTIVE BUDGET	% TO BUDGET
ALGIERS – SMALL C&I	122,625	240,297	51%	\$14,715	\$36,765	40%
ALGIERS - LARGE C&I	0	466,229	0%	\$0	\$58,284	0%
ALGIERS – PFI	0	62,273	0%	\$0	\$8,107	0%
N.O. – SMALL C&I	377,331	2,585,971	15%	\$45,230	\$395,970	11%
N.O. - LARGE C&I	1,917,080	8,934,897	22%	\$179,119	\$1,109,797	16%
N.O. – PFI	0	596,626	0%	\$0	\$77,198	0%
TOTAL	2,417,036	12,886,293	19%	\$239,064	\$1,686,121	14%

Marketing

Residential Marketing and Outreach Highlights

In this quarter, the residential marketing team developed and distributed bill inserts that went to 143,000 residential customers from mid-August to mid-September. The program has also designed digital banner ads that will display on various Entergy New Orleans web pages, however their placement on the websites was delayed due to Entergy technical staff being pulled into hurricane Harvey recovery, therefore the banner ads will run throughout the next quarter. The program created 6 social media posts (3 Twitter and 3 Facebook) that ran on Entergy New Orleans' pages, we send posts every month for Entergy New Orleans to post onto their pages when appropriate (when it doesn't interfere with storm or outage messaging). The Easy Cool Program launched in August, Energy Smart sent a direct mail piece out to 400 participants in the Easy Cool Program alerting them of the program specifics. Each of the pieces described above can be found in the *Attachments* section of this report.

Energy Wise participated in 28 community events across the city this quarter (see full event list in *Attachments*). Notably, Energy Wise established a partnership with the Second Harvest Food Bank's *Healthy Cities Initiative*. At these events, Energy Wise gives customers who sign up for an Energy Smart assessment a free LED lightbulb. The first event at the Sanchez Center in the Lower Ninth Ward was a huge success signing up 56 residents for assessments in which they will receive free LED lightbulbs, low-flow water fixtures, smart strips and programmable thermostat (if property is eligible). During the assessment, the Energy Smart team determines if a customer is income-qualified, if they are, they will receive weatherization at no cost to them.

ENO sent out a press release on September 21, 2017 to highlight the Energy Smart program ranking number one in the nation in "savings per program participant" for the Income-Qualified program in 2015 according to a report released by the American Council for an Energy Efficient Economy (ACEEE). The press release is included in the *Attachments* section of this report.

Algiers

In an effort to increase overall engagement and participation in Energy Smart residential and commercial programs in Algiers, we have partnered with a local consulting firm, KT Consulting. KT Consulting will work to secure Energy Smart participation/representation in community events such as senior center events, Night out Against Crime events, neighborhood presentations and more. KT Consulting will also work to increase commercial program participation by Algiers businesses, schools, daycares, churches and more.

Commercial Marketing and Outreach Highlights

In this quarter commercial marketing was focused on targeting small businesses and Algiers businesses. A direct mail piece was sent to all Algiers commercial customer accounts, presented at four events geared toward commercial audiences including the Small Business Resource Expo held by Representative Cedric Richmond on August 24 at Delgado's City Park Campus and events held by the New Orleans Business Alliance, LifeCity and Green Coast Enterprises. The team also met with the New Orleans Redevelopment Association (NORA) to create a partnership with their Small Business Façade Renewal Grant program. NORA sent Energy Smart information to all of their current grant recipients and will also invite Energy Smart to present at future workshops they will hold to recruit more businesses. This partnership will help to reduce barriers to participation by working with business owners when they are

already in the process of making improvements to their facilities so they will not need to interrupt their business operations multiple times. On September 19th APTIM and the Urban League of Greater New Orleans held a training event geared toward restaurants, boutique hotels and trade allies called “Increasing Efficiency in New Orleans Restaurants and Hospitality”, to promote this event we created a restaurant specific program overview that focused on how energy efficiency can be used in commercial kitchens and restaurant/hospitality atmospheres. APTIM also sent out an email invite to 626 commercial accounts that are categorized as restaurant or hospitality, as well as through program partner networks at the New Orleans Chamber of Commerce, LifeCity, The Urban League of Louisiana, the Louisiana Restaurant Association and our trade ally network. More details and metrics regarding the training event can be found in the *Program Training* section of this report.

Call Center & Website

Phone

504-229-6868

Number of calls: 1,176

Calls to F/GC via IVR: 912

Voicemails & Commercial calls: 264

Online help center

Number of visits: 34

Emails submitted via web form: 17 (form located on website)

Top three articles read in help center:

1. How do I participate?
2. What other programs are available?
3. How do I contact Energy Smart?

Website

Energysmartnola.com

Number of sessions: 446

Average time on site: 2 minutes 8 seconds

Visitor's devices:

1. Desktop 75%
2. Mobile 19%
3. Tablet 6%

Energy Smart Scorecard

Energy Smart Scorecard Summary

The Energy Smart Scorecard program currently has 1,317 enrolled customer accounts. ENO is currently looking into the requirements for making a Single Sign-On link directly to the Energy Smart Card portal available. Enrollment numbers are expected to dramatically increase if/when this feature goes live.

On September 21, 2017, a promotional email that enabled customers to register for the Scorecard program by clicking in the email was distributed to ENO's residential email list, which consisted of more than 110,000 email addresses. This email drove new registrations from just over 400 customers. A screenshot of the email is included at right.

Accelerated Innovations, the Scorecard implementation team, is currently working on plans to launch a program promotional advertising campaign with the New Orleans RTA – to raise awareness about the availability of the program. AI will pursue the opportunity to secure advertising space to display at RTA stops and on RTA vehicles. AI will coordinate with the other Energy Smart implementation vendors to ensure a cohesive, cross-program campaign.

The following metrics reflect the number of customized scorecards distributed to enrolled customers to date:

- April 2017: 908 scorecards distributed
- May 2017: 892 scorecards distributed
- June 2017: 888 scorecards distributed
- July 2017: 892 scorecards distributed
- August 2017: 855 scorecards distributed
- September 2017: 927 scorecards distributed
- October 2017 scorecards are expected to be distributed the week of October 23.

Trade Allies

Key Field Activities

In Q2, the program has continued working to re-engage contractors with high participation data in recent years and increase participation with contractors who have not previously participated in the program.

This has been achieved through direct in person outreach, e-blast outreach, and event outreach.

Improved Processes for Trade Ally Support

- The Energy Smart program opened an electronic Office Hour Request form for contractors to indicate interest and availability for one-on-one project support or calculator assistance. Form access is open to anyone and available [here](#).
- In an effort to support trade ally business development, the Energy Smart program opened an electronic Cobranding Request form for trade allies to indicate interest and submit drafts of cobranding Energy Smart collateral for program review and approval.

Contractor Engagement

The Energy Smart Trade Ally Program continued to develop in Q2 with an elevated focus on direct outreach and general-awareness education paired with outreach efforts that leveraged our partner resources. The Energy Smart Program, in partnership with the Urban League of Louisiana, held both Residential and a Commercial & Industrial-specific training events in Q2.

Additionally, Q2 saw the development of improved processes for trade ally support, frequent project-specific support provided by Energy Smart trade ally and engineering leads, and targeted events aimed at increasing awareness about Energy Smart Program offerings while providing opportunities to learn and network alongside customers with demonstrated interest in pursuing efficiency projects.

Key Metrics:

- 155 contractor companies/189 individuals are currently in the program’s overall trade ally network, meaning they receive e-blasts with program updates and invitations to program events.
- 57 participants from our trade ally network attended a contractor training event in Q2 (Residential Program Orientation, Trade Ally Program Participation Workshop and Increasing Efficiency in Orleans Parish Restaurants training).
- 4 e-blasts were distributed to 330 trade ally contacts in Q2.

Date	Eblast Title	Distribution Total	Distribution Notes
8/15/17	Residential Program Orientation Invite	95	Contractor distribution list at that time
8/24/17	Small Commercial Program Spotlight	16	Distributed to contractors with historical participation in the Small Commercial Program
8/31/17	Trade Ally Restaurant Training Invite	114	Commercial contractors
9/14/17	TA Restaurant Training Registration Reminder	105	Commercial contractors eliminating those who unsubscribed from the original invite

Contractor Participation

Key project participation metrics for commercial & industrial and residential trade ally detailed below.

Commercial & Industrial Program Trade Allies

- 112 C&I contractor companies/144 individuals are currently in the program's C&I trade ally network, meaning they receive C&I specific e-blasts with program updates and invitations to program events.
- 15 C&I contractors submitted project pre-approval applications in Q2.
 - Groom Energy Solutions, LLC
 - Green Coast Enterprises
 - Johnson Controls
 - First Light of New Orleans
 - LED Supply Plus LLC
 - Certified Roofing and Sheet Metal, LLC.
 - Gallo Mechanical Group
 - Bryans United Air Conditioning
 - Note: contributed project later cancelled
 - American Wholesale Lighting
 - Leidos
 - Trane
 - Skylight LED
 - Affinity Lighting Reps
 - NOLA LED
 - Trane - Gulf South District
- 8 C&I contractors completed projects in Q2.
 - Frischhertz Elec.
 - Nu-Lite Electrical Wholesalers
 - Frickeys Construction
 - Groom Energy Solutions, LLC
 - First Light of New Orleans
 - Skylight LED
 - Louisiana LED Lighting
 - LED Supply Plus LLC

Residential Program Trade Allies

The residential program experienced a strong kickoff to the Residential Registered Trade Ally Program in Q2.

- 17 contractors attended Energy Smart's Residential Program Orientation training on 8/17/2017 at the Urban League of Louisiana.
- 5 retail locations became Retail Agreement Trade Allies in Q2.
 - Home Depot (location 1)- Lighting & Appliance supplier
 - Home Depot (location 2)- Lighting & Appliance supplier
 - The Green Project - Lighting supplier
 - Mike's Hardware & Supply - Lighting supplier
 - Costco - Lighting supplier
- 11 companies became Registered Residential Trade Allies in Q2.

Company Name	Supported Residential Programs			
	A/C Program	HPwES Programs	Low Income Program	Multifamily Program
A1 Cold Air Now	X			
AFJ Mechanical LLC	X	X		X
Big Star Conservation		X	X	X
Diversified Energy		X	X	X
Fontenot Insulation		X	X	X
Hinton AC Services, Inc	X			
Home Energy Savers		X		X
Louisiana Home Performance	X	X	X	X
National Air	X			
RM Laplace Insulation		X		X
Wilserv Corporation		X		X

Trade Ally Elevations & Resolution

The Energy Smart program did not receive any customer or client complaints regarding contractors or trade allies in Q2.

Program Training

Overall

Energy Smart continued to support training and development initiatives this quarter for program employees, trade allies, and ENO customers alike. The primary focus of training content in quarter two remained increasing general awareness of program offerings and processes in order to educate unfamiliar parties about Energy Smart incentives and train familiar parties on new program implementer changes.

Training opportunities across all three groups (program employees, trade allies, and ENO customers) were expanded by strategically engaging Energy Smart partners, namely the Urban League of New Orleans and Green Coast Enterprise, to contribute to the creation and facilitation of quality learning opportunities.

Data regarding program training provided by the Energy Smart Program this quarter is contained in the attachments section titled: Training and Education Data.

Q2 Training Highlight

The Energy Smart, in partnership with the Urban League of Louisiana, held “Increasing Efficiency in New Orleans Restaurants,” a customer market segmentation and trade ally training event in Q2.

The Energy Smart program brought together a collaborative group of local and national resources to contribute to the multi-faceted event, including:

- The Urban League of Louisiana’s Contractor Resource Center
 - Event outreach, marketing, and registration support
 - Facility use
 - Event Programming: Contractor Resource Center info session
- Dianne Sclafani, Culinary & Food Service Business Development Consultant
 - Guest Speaker, event promotion
- The Louisiana Restaurant Association
 - Event promotion
- Green Coast Enterprise
- Pel Hughes Printing
 - Event material printing
- National APTIM program support resources
- Local Energy Smart support

Training Objective: This local-focused training aims to increase understanding of how energy efficiency improvement projects can benefit local businesses in the Orleans Parish unique small commercial restaurant market. Contractors and



restaurant-specific business customers have the opportunity to network and learn about common restaurant inefficiencies and their negative business impacts, discuss relevant efficiency improvement projects for Orleans Parish restaurants, and ultimately understand how to leverage available Energy Smart incentives to execute efficiency improvement projects.

Technical Emphasis: Identify qualified Energy Smart efficiency projects and measures relevant to small commercial restaurants, including: commercial kitchen equipment, lighting fixtures that maintain customer design focus and New Orleans ambiance (LED Edison bulbs, etc.), HVAC controls and upgrades, kitchen hood system ventilation systems, occupancy controls, etc.

Session Description:

The session kicked off with an introduction to the Energy Smart program's background and community impact to date and then transitioned to a customer needs focus. Industry notable guest speaker, Dianne Sclafani, Culinary & Food Service Business Development Consultant understands the unique climate and challenges of Orleans Parish's restaurant and hospitality industry. She's been in the industry for over 20 years and serves an impressive list of clientele whom she helps to adapt and develop for growth. Dianne took the training stage and spoke on the current state of the Orleans Parish restaurant market, what she sees "in the field," the consequences for inefficiencies of all kinds, and a business case for restaurants to use the Energy Smart program as an opportunity wholly in their control to become more efficient and more profitable.

At Dianne's conclusion, the main session continued with program analysis of average restaurant energy use based on Energy Star market research. Energy Smart-specific projects with the potential to address common restaurant inefficiencies in the context of the unique Orleans Parish small restaurant market were identified and expected savings discussed.

Following the main session, participants attended breakout sessions best suited for their learning goals and/or interest. Restaurant representatives attended an Energy Management training session facilitated by Jackie Dadakis, Director of Product Development & Delivery at Green Coast Enterprise, where they learned about benchmarking and available Energy Smart resources for energy audits. Contractors attended an Energy Smart program QA/QC training presentation to learn about the pre and post project inspection processes and were introduced to the Urban League of Louisiana's Contractor Resource Center. All participants were invited to a calculator demonstration session led by Energy Smart engineering to become more familiar with required program documentation.

The "Increasing Efficiency in Orleans Parish Restaurants" main session slide deck can be found [here](#).

Financial Update

The overall Energy smart Program portfolio has spent 12% of the total incentive budget from April through September. The program forecasts put together through applications in hand, projects identified and projects anticipated indicates that the portfolio is on track to spend 70% of the incentive budget through the end of PY7.

Administrative Budget Highlights

	ACTUAL INCENTIVE SPENT	INCENTIVE BUDGET*	% TO BUDGET*	Q3 FORECAST	PY7 FORECAST TO BUDGET*
ALGIERS – SMALL C&I	\$14,715	\$36,765	40%	\$12,201	73%
ALGIERS - LARGE C&I	\$0	\$58,284	0%	\$50,000	86%
ALGIERS – PFI	\$0	\$8,107	0%	\$6,173	76%
ALGIERS - RES	\$6,913	\$107,786	6%	\$93,865	86%
N.O. – SMALL C&I	\$45,230	\$395,970	11%	\$174,389	55%
N.O. - LARGE C&I	\$179,119	\$1,109,797	16%	\$675,945	77%
N.O. – PFI	\$0	\$77,198	0%	\$74,854	97%
N.O. - RES	\$137,584	\$1,297,959	11%	\$1,112,517	84%
TOTAL	\$383,560	\$3,091,866	12%	\$2,159,282	70%

* Proposed goals based on July 2017 estimated \$8.45M budget

As of September 30, 2017, ENO-Legacy Energy Smart had a remaining balance of \$10.8M left in the account. This funding is comprised of Rough Production Cost Equalization payments as well as funding stemming from a Community Block Development Grant tax treatment. ENO-Algiers Energy Smart had approximately \$41K remaining in the account.

Attachments

Schools Completed in Quarter 2

School	Date booked this school year	Number of students	Enrollment offering	City Council District	Algiers
ReNEW Schaumburg Elementary	8/23/2017	90	Public	E	
William J. Fischer Accelerated Academy	9/7/2017	45	Public	C	Yes
New Orleans Adventist Academy	9/12/2017	25	Voucher (Private)	E	
St. Joan of Arc Roman Catholic School	9/14/2017	38	Voucher (Private)	A	
KIPP Believe College Prep	9/15/2017	112	Public	A	
McDonogh #42 Charter School	9/18/2017	60	Public	D	
St. Alphonsus School	9/27/2017	36	Voucher (Private)	B	

Community Outreach Completed in Q2

Algiers or Commercial	Location	Date	District					Total Reach
			A	B	C	D	E	
Algiers	Entergy CCC - Westbank	7/6/2017			60			60
Algiers	Entergy CCC - Westbank	7/7/2017			85			85
	LA Green Corps Class	7/11/2017				18		18
	SOUL NOLA	7/26/2017		100				100
Commercial	NOLA Business Alliance Retail Group Breakfast	7/27/2017	20					20
Algiers	NOPS Meeting - Algiers	8/7/2017			40			40
	NOPS Meeting - Treme	8/8/2017			38			38
Algiers	Entergy CCC - Westbank	8/9/2017		60				60
	Lord of the Harvest Resource Fair	8/12/2017				120		120
	NORDC - Joe Brown Park	8/12/2017					150	150
Algiers	NORDC - Behrman Rec Center	8/12/2017			50			50
	NOPS Meeting - Mid-City Library	8/14/2017	40					40

	NOPS Meeting - Broadmoor	8/15/2017	45	45	
	Second Harvest/MQVCDC	8/17/2017		15	
	Jericho Road Workshop - How to conserve water and energy	8/19/2017	4	4	
	NORDC - Rosenwald Rec Center	8/19/2017	70	70	
	NOPS Meeting - Gentilly	8/21/2017		38	
	NORD Seniors - Sanchez Multi-Purpose	8/21/2017		850	
Commercial	Small Business Expo at Delgado	8/24/2017	30	30	
Algiers	Entergy CCC - Westbank	9/1/2017		48	
	NOPS Meeting - St. Mary of the Angels Church	9/6/2017		27	
	NOPS Meeting - Andrew P. Sanchez	9/7/2017		25	
	PRC - Great Neighborhood Sellabration	9/9/2017	120	120	
	Green Project Retrofit	9/13/2017		12	
	Children's Museum	9/16/2017	632	632	
	LA Green Corps	9/21/2017		26	
	Healthy Cities - Sanchez Center	9/25/2017		400	
	NOPS - New Orleans East Hospital	9/27/2017		48	
Algiers	Wednesday's At the Point	9/27/2017	200	200	
				Total Reach	3,391

Training and Education Completed in Q2

Date	Title	Audience	Number of Participants	Length	Objective
7/7/17	Energy Smart Team Communications	All program employees	9	60 min	Introduce program communication standards and best practices. Includes a web demo of google for business accounts.
7/27/17	Intro to Demand Side Management and the Energy Smart Program	Women in Energy Network members	17	50 min	Establish a baseline understanding of Demand Side Management and reintroduce the Energy Smart Program (C&I and residential)
8/4/17	Introduction to Energy Smart	LifeCity and NO Chamber members	25	15 min	Increase general awareness about Energy Smart Commercial & Industrial programs.
8/16/17	Confidentiality Training	New program employee	1	60 mins	Develop a baseline knowledge of confidentiality for program implementation including: general considerations, APTIM standards, and ENO contractual standards. Required training to satisfy ENO initial training and annual reoccurrence training requirement for all program employees.
8/17/17	Residential Trade Ally Orientation	Residential trade allies	17	120 min	Kick-off the residential program and orient interested trade allies by informing them about how to participate as a registered Residential Trade Ally.
8/23/17	Updated Energy Smart Program Overview and Highlights	All program employees	24	120 min	Updated program orientation for new team members and partners, project highlights, and results to date.
8/24/17	Trade Ally Program Participation Workshop	Commercial & Industrial trade allies	10	60 min	Train an engineering/distribution/contractor team on how to leverage the Energy Smart program for their large commercial customers.
9/12/17	Introduction to Energy Smart	School Facility managers	3	30 min	Increase general awareness about Energy Smart Commercial & Industrial programs.
9/13/17	Residential Suite of Programs: Implementer's Perspective	Client/commercial program implementers	4	30 min	Familiarize client/other program implementers with the dynamics of the residential portfolio.
9/19/17	Increasing Efficiency in Orleans Parish Restaurants	Restaurant representative and trade allies	30	210 min	Increase understanding of how energy efficiency improvement projects can benefit businesses in the local small commercial restaurant market and industry; raise awareness about applicable Energy Smart program

offerings and available incentives to help ENO business customers and contractors execute these projects.

9/29/17	Detailed program training	KT Consulting employees	2	90 mins	Establish baseline understanding of all Energy Smart programs with new program outreach staff. Overview of all standards and protocols including brand standards, approval processes, and reporting.
Totals			142	14,035	In Q2, the Energy Smart program provided 1,999.83 training hours to program employees, ENO customers, trade allies, and partners.

Photos

Residential Assessment- French Quarter



Commercial project walk-through- One Shell Square



Retail Lighting Signage



Energy Efficiency for Businesses workshop hosted by LifeCity and the New Orleans Chamber of Commerce, August 5, 2017



Small Business Expo at Delgado City Park, August 24, 2017



Photos from *Increasing Efficiency in NOLA Restaurants and Hospitality* training event, September 19, 2017 at the Urban League of Louisiana



Klassi Duncan, *Director of Urban League Women's Business Resource Center and Entrepreneurship Center*



Dianne Sclafani, Culinary and Foodservice Business Development Consultant









Collateral/Social Media/Digital Marketing

1. Residential bill insert- August 2017
2. Social media post re: community outreach event August 2017
3. Social media post re: community outreach event August 2017
4. Social media post re: general program awareness (Twitter)
5. Social media post re: general program awareness (Twitter)
6. Social media post re: general program awareness (Twitter)
7. Social media post re: general program awareness (Twitter)
8. Retail shelf wobblers- benefits of LEDs
9. Retail shelf wobblers- price
10. Retail employee education flier
11. Easy Cool (direct load control/AC cycling) letter to participants
12. Easy Cool envelope
13. AC Tune-up digital banner ad
14. General ES portfolio digital banner ad
15. Residential lighting digital banner ad
16. Home Performance with Energy Star digital banner ad
17. Income Qualified Weatherization digital banner ad
18. Energy Smart Commercial program overview for restaurants and hospitality businesses
19. Email invitation to 9-19-17 restaurant training event
20. Commercial trade ally co-branding piece
21. Energy Smart Scorecard email
22. Press release: Energy Smart ranked first in savings among low-income participants

Get free products that save energy. Now that's smart.

Improve the efficiency and comfort of your home with help from Energy Smart. Simply sign up for your free home energy assessment and we'll come out to you. You'll receive no-obligation recommendations and **FREE** installation of energy-saving products, such as:



LED
light bulbs



Faucet
aerators



Low-flow
showerheads

Schedule your appointment today.
Call **504-229-6868** or visit energysmartnola.com.



Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, Inc.

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Spend less money to save even more. That's really smart.

Want to lower your bill even more? Upgrade existing equipment in your home to qualifying ENERGY STAR® models. Rebates for projects may include:

- **Central A/C**
Up to \$200 rebate per system.
- **Air Source Heat Pump**
Up to \$250 rebate per system.
- **Mini-split (Ductless Heat Pump)**
Up to \$500 rebate per system.
- **Attic Insulation**
Up to \$.40 per sq. ft.
- **Air Infiltration**
Average \$250 per home for 650 CFM50 reduction.
- **Duct Sealing**
Average \$400 per home for 200 CFM25 reduction.

Receive **up to \$5,000** toward your home energy improvements.

Call **504-229-6868** or visit **energysmartnola.com** for a list of participating retail locations and contractors.



Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, Inc.

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The background of the entire image is a repeating pattern of fleur-de-lis symbols in a light green color. The symbols are arranged in a grid-like fashion, creating a textured, decorative backdrop for the text.

Join Us at the Lord of the Harvest Family Workshop.

Saturday, Aug. 12

10 a.m. - 12 p.m.



Save water. Save watts.

Drop by to learn how.

Saturday, Aug. 19, 10 a.m. - 12 p.m.

Jericho Road Workshop

2919 St. Charles Ave.

EnergySmart 
A New Orleans Program

DID YOU KNOW?



LEDs use
80%
less energy.



**Discounted
energy-saving
light bulbs?
Now that's a
smart idea.**

EnergySmart 
A New Orleans Program



**We're driving
energy savings...
one community
at a time.**

EnergySmart 
A New Orleans Program





**Welcome
energy
savings to
your home.**

EnergySmart 
A New Orleans Program

**Smart reasons to
make the LED switch.**

These LED bulbs:

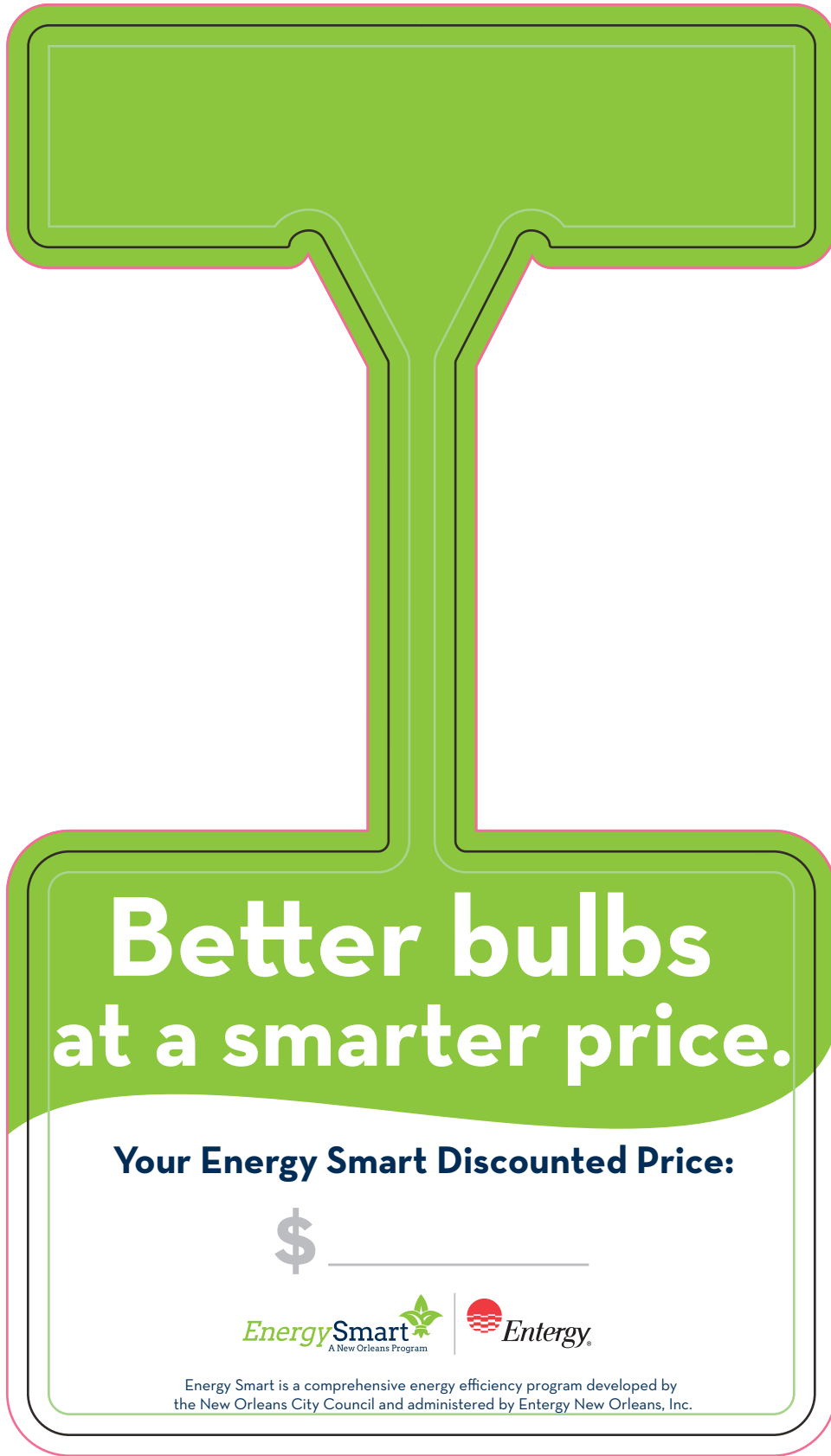
- Use up to **85% less electricity.***
- Last up to **25 years.**
- Come with an **instant Energy Smart discount.**

* When compared to incandescent bulbs.
Energy Smart is a comprehensive energy efficiency program developed by
the New Orleans City Council and administered by Entergy New Orleans, Inc.

Item #**2002 101PU** | Approx. 4.75" X 8.5" **RECTANGLE SHAPE SHELF TALKER**
Rectangle Shape: 4.75" x 3.5"

GRAY LINE represents actual product dimensions
PINK LINE represents .125 inch image bleed margin
GREEN LINE represents .125 inch inside margin



Item #**2002 101PU** | Approx. 4.75" X 8.5" **RECTANGLE SHAPE SHELF TALKER**
Rectangle Shape: 4.75" x 3.5"

GRAY LINE represents actual product dimensions
PINK LINE represents .125 inch image bleed margin
GREEN LINE represents .125 inch inside margin

Give Expert Advice on ENERGY STAR®

Make energy savings and rebates count towards their purchase.

WHY PROMOTE ENERGY STAR?

It's truly the smart choice. ENERGY STAR means higher quality, better performance and more energy savings. By promoting ENERGY STAR, you're not just helping customers save energy and money, you're doing your part for the environment.

HOW TO PROMOTE ENERGY STAR.

It's top rated and saves money. Let customers know ENERGY STAR qualified lighting solutions and appliances are an easy way to lower their energy bills for years to come. Plus, they can receive instant or mail-in rebates to offset the initial cost.



Entergy New Orleans offers the Energy Smart energy efficiency program to help customers, like yours, lower their utility bills at a lower price tag.

These high-efficiency appliances and lighting solutions reduce energy use for better home efficiency and brighter communities. Your store may include the following products with available rebates:

MEASURE	REBATE AMOUNT
ENERGY STAR LED lighting	Manufacturer discount provided
ENERGY STAR qualified window A/C units	\$50 rebate
ENERGY STAR qualified refrigerators	\$50 rebate
ENERGY STAR qualified heat pump water heaters	\$400 rebate
ENERGY STAR qualified pool pumps	\$300 rebate



Selling Stats

LIGHTING

- ENERGY STAR LEDs use only a quarter of the energy standard incandescent light bulbs consume and last up to 25 times longer.
- On average, upgrades save up to \$55 each year.
- Customers receive discounted price from manufacturer.

REFRIGERATOR

- ENERGY STAR refrigerators use half the energy of a 15-year-old refrigerator.
- On average, an upgrade saves up to \$50 each year.
- Customers can receive a \$50 rebate off qualifying refrigerators from Energy Smart.

POOL PUMP

- ENERGY STAR pool pumps run quieter and keep filter systems running longer.
- On average, an upgrade saves over \$300 each year.
- Customers can receive a \$300 rebate off qualifying pool pumps from Energy Smart.

HEAT PUMP WATER HEATER

- ENERGY STAR heat pump water heaters transfer heat from surrounding air to heat the water. If the air is too cold, it effectively uses a heating element to heat the water instead.
- An ENERGY STAR heat pump water heater will save around \$3,500 over its lifespan compared to standard heat pump water heaters.
- Customers can receive a \$400 rebate off qualifying heat pump water heaters from Energy Smart.

ROOM WINDOW AIR CONDITIONER

- ENERGY STAR room window air conditioners give customers more control over their comfort, in addition to energy savings.
- On average, an upgrade uses about 10 percent less energy.
- Customers can receive a \$50 rebate off qualifying room window A/C units from Energy Smart.

**Ask your manager
which products
qualify in your store.**

For more info about the Energy Smart program, visit:
energysmartnola.info

For more info about ENERGY STAR products, visit:
energystar.gov/products/appliances



Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, Inc.



August 2017

[REDACTED]
Or Current Entergy New Orleans Customer
[REDACTED]
[REDACTED]

Dear [REDACTED]

Thank you for participating in Entergy New Orleans' **Energy Smart EasyCool Program**. Now in its second year, the program has helped us manage costs by reducing the need to import electricity or run expensive generators when demand for electricity is at its highest. Relieving the pressure on the electrical system helps to keep the power supply affordable and reliable for all customers. Your continuing participation is making a difference.

Things to remember:

- The program's cycling season is **June 1 through September 30**. During this period, we may call an "event," which means the switch to cycle your cooling system will be activated. During the event, your air conditioner compressor will operate at 50 percent of its normal run time, while allowing the fan to continue to run and circulate already-cooled air.
- These cycling events are limited to weekdays (no weekends or holidays) during times when electricity demand is at its highest - typically for 2 - 4 hours between 2 p.m. and 6 p.m.
- You are permitted to "opt-out" of two events per season and still retain the \$40 annual incentive.
- Event notifications are posted on the Energy Smart EasyCool Program website and on our Facebook and Twitter pages. Typically, notifications are posted the day of a cycling event.

If you have a question about the program, please call the number listed below. Thanks again for participating in the Energy Smart EasyCool Program.

Sincerely,
Your Energy Smart EasyCool Program Team

p.s. Don't forget to tell your family and friends about Energy Smart EasyCool Program. For more information, visit **energysmartnola.com** or call us at **504-229-6868**.





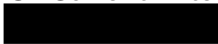
524 Elmwood Park Blvd. Suite 140
New Orleans, LA 70123-3308

Presorted
Standard
U.S. Postage
PAID
Permit No. 665
New Orleans, LA



2 1 253

Or Current Entergy New Orleans Customer



Energy Smart EasyCool Program It's Easy. It's Cool.

See inside for participation details.





Don't sweat your utility bills.

Get a \$150 rebate for your next
Energy Smart A/C Tune-up.

[Get started today. >](#)





**Want to save?
Energy Smart
makes it easy.**



Get rebates for your next home improvement project and save on your utility bills.

Learn more. >



**Less energy.
Longer life.
Lower price.**



Switch to LEDs to start saving. Find a participating store near you. >>



Start saving today.



Welcome energy efficiency into your home with a **FREE** energy assessment and energy-saving products.

Schedule your appointment. >



Looking for ways to save?



Income-qualified customers receive a FREE home assessment and up to \$5,000 in FREE weatherization upgrades.

[Learn more. >](#)



ENERGY SMART FOR RESTAURANTS & HOSPITALITY BUSINESSES

Energy Smart is available for Entergy New Orleans electric customers. The program works with business owners, facility managers and trade ally contractors to identify energy efficiency opportunities, offer technical assistance to develop cost-effective projects and provide cash rebates for completing eligible upgrades with proven energy savings.

Restaurants use as much as five times more energy per square foot than any other commercial building. Outfitting an entire commercial kitchen with a suite of ENERGY STAR® equipment can save about \$4,500 per year (ENERGY STAR Guide for Restaurants 2013) in energy costs.

Let us help you achieve lower energy costs that increase your bottom line.

Saving on your electric bill allows you to:

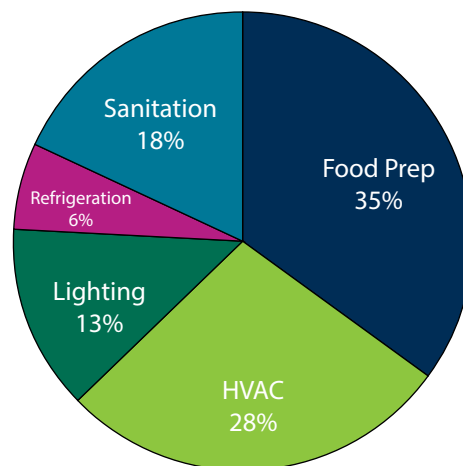
- Invest in company growth.
- Enjoy a higher profit margin.

Energy efficient upgrades help your business:

- Increase comfort for customers and employees.
- Lower maintenance costs with longer-lasting, high-quality technology, like LED lighting.
- Increase occupancy rates.
- Increase property value.

DID YOU KNOW? A typical electric deep fryer uses more electricity than the average U.S. household annually.

Example of the Average Energy Usage in a Full-Service Restaurant



Source: ENERGY STAR 2015



LIGHTING

Replacing incandescent and fluorescent light fixtures with LED technology can result in significant electric energy savings that can greatly reduce your annual utility bill. There will also be significant maintenance savings due to the life cycle of LED vs. standard lighting technology (~3-4 times longer). Participants can receive incentives up to \$50,000 for their lighting projects.

HVAC

Installing high-efficiency HVAC equipment, such as packaged rooftop units, heat pump and split systems will result in electric savings along with an increase in indoor air quality and occupant comfort. Incentives range from \$10-25 per ton for A/C units and heat pumps. Participants can receive incentives up to \$50,000 for their non-lighting projects.

KITCHEN EQUIPMENT

Installing high-efficiency, ENERGY STAR rated commercial kitchen equipment, such as ice makers, steam cookers and fryers, can result in significant electric savings that reduce your utility bill. Incentives can range from \$100 - 1,500 for ENERGY STAR equipment.



PRO TIP Installing occupancy sensors in closets, storage rooms, restrooms and walk-in refrigerators can help save energy by turning off lights automatically in lesser used areas.



Installing LED bulbs doesn't mean you have to sacrifice ambiance. LEDs come in many colors and shapes to fit your decor. Replacing just eight incandescent bulbs with LEDs may save you more than \$200 annually on your utility bill.

For information about this and other Energy Smart programs, visit energysmartnola.com, email info@energysmartnola.com or call **504-229-6868**.

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You're Invited!

Energy Smart New Orleans in partnership with the Urban League of Louisiana invites New Orleans restaurants and hospitality businesses and contractors to this free training event.

Dianne Sclafani, culinary and food service business development consultant, joins Energy Smart to provide Orleans Parish restaurant and hospitality businesses and contractors a unique training workshop. Come learn about exciting opportunities to increase energy efficiency, enhance customer satisfaction and increase your business' bottom line.

Event Information

Tuesday, Sept. 19

Breakfast & Networking: 8:30 a.m.

Training: 9 – 11:30 a.m.

Networking: 11:30 a.m. – 12 p.m.

For more information download the [overview \(PDF\)](#) or email us at info@energysmartnola.com.

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CHILLCO AND ENERGY SMART INCENTIVES

ChillCo works with business owners and facility managers to identify energy efficiency opportunities. We provide technical assistance to develop cost-effective projects, and acquire utility cash rebates for completing eligible upgrades with proven energy savings.



Incentives are available for equipment that results in **verifiable electric usage reduction, such as: lighting, HVAC controls, HVAC systems, variable frequency drives and motors.**

These upgrades can reduce up to 80% of a facility's electricity usage.



Energy efficient upgrades help your business:

- **Increase comfort for employees and customers.**
- **Lower maintenance costs with longer-lasting LED lighting and HVAC Controls.**
- **Invest in company growth and enjoy a higher profit margin.**

ChillCo is a Louisiana-based Company and has been in business over 20 years. We are 100% Employee Owned, which allows us to act quickly and in the clients' best interest.





You're just one click away from free and easy energy savings.

[CLICK HERE TO REGISTER AUTOMATICALLY](#)

The more you know about how your home uses energy the more you can save. The Energy Smart Scorecard makes it **EASY** for you to know more and **SAVE** more.

Your home's energy use is largely based on how it responds to different weather conditions. For instance, if your home had abnormally high A/C usage on a mild day, the Energy Smart Scorecard could indicate an insulation problem and provide specific tips to help you address the issue.

Easily access the **Energy Smart Card Portal** from your computer, tablet or smart phone via energysmartcard.com.

For more information about Energy Smart Scorecard, contact us at info@energysmartcard.com.



WE POWER LIFE™

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Date: Sept. 21, 2017
For Release: Immediately
Contact: Charlotte J. Cavell
504-576-4132
ccavell@entergy.com

News Release

Energy Smart Program Ranked First in Savings among Low-Income Participants *Study year savings per program participant was more than 6,000 kWh of electricity*

NEW ORLEANS – Low-income customers in New Orleans’ Energy Smart program saved more than 6,000 kilowatt-hours of electricity per participant in 2015, according to a recent study by the American Council for an Energy-Efficient Economy.

Ranking Entergy New Orleans first in the nation in “savings per program participant,” the study authors said the average savings per participant among all electric utilities was 1,378 kWh.

Overall, the authors summarize the findings of program design, delivery, spending and savings from utility energy-efficiency programs targeted specifically at low-income customers, and include the 51 largest metropolitan statistical areas in the country. Along with New Orleans, cities such as Los Angeles, Chicago, Dallas, Houston, Memphis, Atlanta, Washington, D.C. and New York also were examined.

Derek Mills, manager of Entergy New Orleans’ demand-side management programs, said taking advantage of ways to reduce energy usage and save money is important for all customers, but particularly for those struggling to make ends meet.

“Although Entergy New Orleans’ residential electric rates have been 15 percent to 20 percent below the national average for some time, more than 25 percent of New Orleanians live in poverty and have to make tough spending choices every day,” said Mills. “Implementing energy-efficient measures – especially in New Orleans’ older housing stock – can make a difference by lowering electric bills even further, and allowing low-income customers to keep more of their money for other needs.”

Becoming more energy-efficient can be as simple as sealing cracks around doors and windows or closing blinds, shades and curtains to keep indoor temperatures consistent. But through Energy Smart, low-income customers can participate for free and [sign up for income-qualified weatherization](#) or [take advantage of other discounts and rebates](#). This is in addition to the [behavioral pilot program](#) available to all customers, the [Nest Learning Thermostat pilot program](#) implemented among low-income renters in Algiers or the [free light bulb upgrade program](#) in partnership with Green Light New Orleans.

“Low-income programs that achieve high energy savings at low cost can be more successful in reducing high household energy burdens and providing benefits to participating households,” said the study authors.

Energy Smart is a comprehensive energy-efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans. For more, visit www.energysmartnola.com.

Entergy New Orleans, Inc. is an electric and gas utility that serves Louisiana’s Orleans Parish. The company provides electricity to more than 198,000 customers and natural gas to more than 106,000 customers. Entergy New Orleans is a subsidiary of Entergy Corporation.

Entergy Corporation is an integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, including nearly 9,000 megawatts of nuclear power. Entergy delivers electricity to 2.9 million utility customers in Arkansas, Louisiana, Mississippi and Texas. Entergy has annual revenues of approximately \$10.8 billion and nearly 13,000 employees.