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October 30, 2018

Via Hand Delivery

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

Re: *Filing of Entergy New Orleans, LLC's Energy Smart Quarterly Report for the Period of July 1, 2018 to September 30, 2018 (Resolutions R-11-52, R-17-31, R-17-176, R-17-177, R-17-623; UD-08-02)*

Dear Ms. Johnson:

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

On behalf of APTIM, Entergy New Orleans, LLC submits the enclosed original and three copies of the Energy Smart Quarterly Report for the period of July 1, 2018 to September 30, 2018. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Thank you for your assistance with this matter.

Sincerely,

Gary E. Huntley

OCT 30 2018

Enclosures

cc: Official Service List UD-08-02 and UD-17-03 (via electronic mail)

RECEIVED
OCT 30 2018

BY:



Quarterly Report

Energy Smart Program

Quarter 3

Submitted: 10/30/2018

Table of Contents

I. Executive Summary	2
Staff List	
II. Program Performance & Activity	4
Residential Offerings	
Energy Smart Scorecard Offering	
Commercial and Industrial Offerings	
III. Marketing and Outreach	15
Residential Marketing and Outreach Highlights	
Algiers Marketing and Outreach Highlights	
Commercial Marketing and Outreach Highlights	
IV. Trade Allies	24
V. Program Training	28
VI. Financial Update.....	30
Incentive Budget Highlights	
VII. Appendices	31
Appendix A: School Kits	
Appendix B: Community Outreach	
Appendix C: Training and Education	
Appendix D: Marketing Collateral	
Appendix E: Photos	

Executive Summary

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

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

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

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

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

Program Year 8 is divided into four quarters:

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

Staff List

Name	Title	Company	Location
Kristin McKee	Program Director	APTIM	New Orleans, LA
Mike Dessilla	Project Lead	APTIM	New Orleans, LA
Nicky Chokran	Project Lead	APTIM	New Orleans, LA
Robyn Munici	Project Lead	APTIM	New Orleans, LA
Spencer Kurtz	Energy Engineer	APTIM	Charlotte, NC
Mobuayo Pedro-Egbe	Energy Engineer	APTIM	New Orleans, LA
Justin Pink	Data and Systems Manager	APTIM	New Orleans, LA
Jessica Wagner	Program Marketing	APTIM	Madison, WI
Nate Warren	Program Support	APTIM	Madison, WI
Philip Russo	QA/QC	APTIM	New Orleans, LA
Tom Quasius	TPA Director	APTIM	Chicago, IL
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Nate Wolf	Residential Program Manager	Franklin Energy Services	New Orleans, LA
Alan Mitchell	Operations Manager	Franklin Energy Services	New Orleans, LA
Atom Davis	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
Karen O'Brien	Program Analyst	Franklin Energy Services	New Orleans, LA
Liz McKinley	Residential Marketing Manager	Franklin Energy Services	Indianapolis, IN
Bernadelle Tilus	Project Coordinator	Franklin Energy Services	New Orleans, LA
James Phillips	Energy Auditor/Specialist	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA
George Leonard	Engineer	ILSI Engineering	New Orleans, LA
Michael Sullivan	Demand Response Installer	TSG Services	New Orleans, LA
Keeley Evans	Project Coordinator	TSG Services	New Orleans, LA
Jackie Dadakis	COO	Green Coast Enterprises	New Orleans, LA
Joe Ryan	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
Jared Sessum	Commercial Energy Manager	Green Coast Enterprises	New Orleans, LA
Jamie Wine	School Kits and Community Outreach	EnergyWise Alliance	New Orleans, LA
Brandon Muetzel	Community Outreach	Energy Wise Alliance	New Orleans, LA
Kim Thomas	Algiers Outreach	KT Consulting	New Orleans, LA
Greg Ravy	Algiers Outreach	KT Consulting	New Orleans, LA
Andreas Hoffman	Direct Install	Green Light New Orleans	New Orleans, LA
Mike Murphy	Residential Technician	Baynham Environmental	New Orleans, LA
Josh Kruebbe	Residential QA/QC	Baynham Environmental	New Orleans, LA
Linda Baynham	Commercial Outreach	Baynham Environmental	New Orleans, LA

Program Performance & Activity

	KWH SAVINGS	KWH GOAL*	% TO SAVINGS GOAL	ACTUAL INCENTIVE SPENT	INCENTIVE BUDGET	% TO BUDGET
Algiers – Commercial	420,736	1,470,573	28.61%	\$51,095	\$223,753	22.84%
Algiers - Residential	283,211	917,500	30.87%	\$71,090	\$184,013	38.63%
Algiers - Behavioral	0	722,424	0.00%	-	\$0	N/A
N.O. - Commercial	10,368,368	28,963,320	35.80%	\$1,083,307	\$4,114,315	26.33%
N.O. - Residential	7,546,615	9,747,914	77.42%	\$1,295,194	\$2,008,703	64.48%
N.O. - Behavioral	0	4,277,576	0.00%	-	\$0	N/A
TOTAL	18,618,929	46,099,307	40.39%	\$2,500,686	\$6,530,784	38.29%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary tables show savings and incentive spend from 7/1/2018 through 9/30/2018.

Residential Offerings

Several residential offerings experienced growth in participation numbers in Q3 thanks to successful targeted marketing and outreach. The Energy Smart team performed 951 assessments and installed over 2,780 direct install measures (faucet aerators, shower heads, light bulbs, power strips, and pipe wrap) through Q3. Trade Allies have submitted 2,291 completed rebates for air sealing, AC tune-ups, and attic insulation measures through Q3. The Residential Portfolio has achieved 77.42% of the savings goal in New Orleans and 30.87% of the savings goal in Algiers. In Q3, an emphasis was placed on increasing focus on the underperforming Residential Lighting and Appliance and EasyCool offerings, specific details regarding initiatives focused on those offerings can be found in their respective sections below. In addition to continued growth in the Program’s digital marketing footprint via social media and targeted email campaigns, the Program launched a newly developed website in August 2018. See the Marketing and Outreach section for metrics and summary reports of specific campaigns.

Home Performance with ENERGY STAR®

In Q3, there were 157 completed assessments in the Home Performance with ENERGY STAR offering. The offering has achieved 75.15% of the kWh savings goal for New Orleans and 62.73% of the kWh savings goal for Algiers through Q3. Community outreach via events and three different local e-newsletters, as well as trade ally and cross-program referrals for this offering continued to drive

enrollments in Q3. Additional marketing avenues include the new Energy Smart website, email campaigns, and direct mail – a bill insert to all residential customers in July. The offering is on track to meet goal in both New Orleans and Algiers by the end of the year.

Residential Lighting & Appliances

The Residential Lighting and Appliances offering has achieved 52.86% of the kWh savings goal for New Orleans and 1.4% of the kWh savings goal for Algiers through Q3. In Q3, the Program Team took steps to increase the performance of this offering in both New Orleans and Algiers territories including introducing additional product offerings, increasing incentives, and expanding participating retail locations. The Program Team targeted the Algiers territory by expanding locations from the lone Dollar Tree store to the addition of a Walmart and a Rouses grocery store to offer additional options for Algiers residents to purchase discounted bulbs in Algiers. The addition of Rouses and Walmart also includes multiple stores within the New Orleans territory.

Low Income Audit & Weatherization

In Q3, there were 109 completed assessments in the Low-Income Audit & Weatherization offering. New Orleans has achieved 106.91% of the kWh savings goal and Algiers completed 68.26% of the kWh savings goal through the end of Q3. These successful numbers have been driven by Trade Ally participation and community outreach efforts, such as Energy Wise partnering with local organizations that focus on senior audiences. Through Q3, trade allies have been delivering high kWh savings relative to the incentive budget. The Program will continue to complete home assessments in the Algiers and New Orleans territories until incentive budgets are exhausted.

High Efficiency Tune-Up

The High Efficiency Tune Up offering continued its positive performance in Q3. The offering has achieved 96.03% of the kWh savings goal in New Orleans and 29.74% of the kWh savings goal for Algiers through Q3. Increased tune-ups in Q3 occurred as optimal temperatures were reached. Outdoor air temperatures need to be at least 75 degrees in order for a tune-up to occur, which causes slow starts and finishes to this offering due to the seasonal temperature changes. The offering also added additional Trade Allies in Q3 which helped support the increase in production. This offering provides a path to have a high efficiency tune-up without a home assessment and is available to gas customers.

Multi-Family Offering

The Multi-Family offering completed 78 assessments in Q3. New Orleans has achieved 133.27% of the kWh savings goal and Algiers achieved 81.61% of the kWh savings goal through Q3. The offering predominantly achieved savings from duplex homes. The Program Team will continue to seek out

eligible multi-family complexes in Q4 and into 2019. The offering has exhausted most of the incentive budget for PY8 but some opportunities still exist in Algiers which could help close out the savings goal for this year.

Direct Load Control (EasyCool)

The cycling event season for direct load control ran from June 1st through September 30th and covered the entire Q3 period. There were five successful cycling events during that time. At the close of Q3 there were 750 installed devices in the field, with 164 switches installed during Q3. There have been 10 switch removals through Q3. As we began Q3, EasyCool promotions were not generating the enrollments as initially expected. In Q2, emails were sent with a high open and average click rate, however the form abandonment rate was still high. For Q3, the Program Team worked to address this on multiple fronts, including a revamped offering enrollment form, a larger quantity of customers targeted via mail and email, and multiple touches using email, nurture email, outbound calling, direct mail post card, Facebook Ads, an EasyCool Video Ad, and increased education at community outreach events. The Program Team will be bringing in additional resources to continue installing switches on homes during the off-season and will continue to actively market the offering throughout the year and into 2019. There is a recognized need for ongoing education and awareness/trust building among New Orleans residents with regard to the Direct Load Control offering. To address this, Energy Wise will be conducting educational workshops on the benefits and impacts that offerings like EasyCool have around the country.

EasyCool/Direct Load Control Cycling Events	
Date	7/23/2018
Start Time	2 p.m.
End Time	6:30 p.m.
# Devices Controlled	638
Cycle Strategy (ex. 40%)	50% STANDARD (15 min. on/15 min off)
Date	8/7/2018
Start Time	2 p.m.
End Time	6:30 p.m.
# Devices Controlled	626
Cycle Strategy (ex. 40%)	50% STANDARD (15 min. on/15 min off)
Date	8/15/2018

Start Time	2 p.m.
End Time	6:30 p.m.
# Devices Controlled	689
Cycle Strategy (ex. 40%)	50% STANDARD (15 min. on/15 min off)
Date	9/13/2018
Start Time	2 p.m.
End Time	6:30 p.m.
# Devices Controlled	716
Cycle Strategy (ex. 40%)	50% STANDARD (15 min. on/15 min off)
Date	9/18/2018
Start Time	2 p.m.
End Time	6:30 p.m.
# Devices Controlled	729
Cycle Strategy (ex. 40%)	50% STANDARD (15 min. on/15 min off)

Green Light New Orleans

Green Light New Orleans installed 352 energy-efficient CFL and LED light bulbs in New Orleans in Q3.

Quarter	kWh Savings – New Orleans	kWh Savings - Algiers
Quarter 1	34,071	6,434
Quarter 2	17,298	1,409
Quarter 3	7,948	0
Total	59,318	7,844
Goal	167,958	97,542
% to Goal	35%	8%

School Kit Offering

Each year, the Program Team reaches out to 100% of Orleans Parish public schools via email, phone, or in-person meeting. The Program Team makes contact at least once, every school year to ensure all students have access to this offering. In July and August, the Program Team focused on recruiting schools in order to meet the targeted number of students for PY8. By early September all remaining

eligible students (approximately 2,200) had been scheduled to participate this year. This includes 6th-8th and 10th-12th grade students in Orleans Parish School District and private schools that participate in the scholarship voucher program. The grade level eligibility is based on where the topic fits within the curriculum and is also designed to help eliminate duplication of kit distribution (i.e. one student getting two kits in separate years) and prevent kWh leakage outside of Orleans Parish.

Residential Stakeholder Advisory Group Meeting

On September 19, the Program Team held its first Residential Stakeholder Advisory Group meeting at the Urban League of Louisiana. Representatives of groups that work on issues that are relevant to residential energy efficiency were invited to participate, including The Alliance for Affordable Energy, the Greater New Orleans Housing Alliance (GNOHA), the Finance Authority of New Orleans (FANO), Enterprise, Jericho Road Housing, the New Orleans Redevelopment Authority (NORA), the City's Office of Neighborhood Engagement, the city's Office of Sustainability and Resilience, 350.org's local chapter, AIA New Orleans and the Council Districts' Constituent Liaisons. During the meeting, the Program Team presented a PY7 review and gave an update on the status of offerings for PY8. Discussion topics included, successes, lessons learned, challenge areas and plans for the future. The attendees provided valuable insight and suggestions for addressing some of the challenges identified. Suggestions from attendees that are being taken into consideration for this program year, next year and/or the next cycle of programs include:

- Refer a friend post cards
- Door hangers for neighbors of participating homes
- Outreach to Algiers President's Council and Council Member Palmer
- Marketing specifically geared toward A/C replacement with language regarding average life cycle of equipment and proactive education to customers about changing out before a unit dies
- Targeted outreach to multi-family complexes for A/C tune-up (likely early 2019)
- Adding refer a friend language to CSAT surveys (next year)
- Increasing HVAC replacement incentive amount (next year)
- Midstream strategies (potentially next program cycle)

The Residential Stakeholder Advisory Group will meet annually, at a minimum.

Residential Offering Summary

	KWH SAVINGS	KWH GOAL*	% TO SAVINGS GOAL	ACTUAL INCENTIVE SPENT	INCENTIVE BUDGET	% TO BUDGET
ALGIERS – HOME PERFORMANCE	93,629	149,257	62.73%	\$22,107	\$38,662	57.18%
ALGIERS – LIGHTING & APPLIANCE	3,713	264,768	1.40%	\$532	\$26,635	2.00%
ALGIERS – MULTI-FAMILY	30,713	37,633	81.61%	\$5,310	\$10,603	50.08%
ALGIERS – LOW INCOME	66,947	98,072	68.26%	\$30,035	\$33,794	88.88%
ALGIERS – HIGH EFFICIENCY TUNE UPS	39,708	133,532	29.74%	\$7,076	\$24,728	28.62%
ALGIERS – DLC	-	-	0.00%	\$0	\$12,040	0.00%
ALGIERS – SCHOOL KITS	40,656	136,695	29.74%	\$5,276	\$23,800	22.17%
ALGIERS – GREEN LIGHT	7,844	97,542	8.04%	\$755	\$13,751	5.49%
ALGIERS – BEHAVIORAL	0	722,424	0.00%	-	\$-	-
N.O. – HOME PERFORMANCE	1,509,173	2,008,202	75.15%	\$336,607	\$521,674	64.52%
N.O. – LIGHTING & APPLIANCE	1,851,961	3,503,824	52.86%	\$135,752	\$350,408	38.74%
N.O. – MULTI-FAMILY	657,446	493,311	133.27%	\$123,635	\$133,363	92.71%
N.O. – LOW INCOME	1,407,301	1,316,362	106.91%	\$349,464	\$452,430	77.24%
N.O. – HIGH EFFICIENCY TUNE UPS	1,643,558	1,711,475	96.03%	\$289,850	\$323,920	89.48%
N.O. – DLC	-	-	-	\$0	\$107,960	0.00%
N.O. – SCHOOL KITS	417,858	546,782	76.42%	\$54,224	\$95,200	56.96%
N.O. – GREEN LIGHT	59,318	167,958	35.32%	\$5,663	\$23,749	23.84%
N.O. – BEHAVIORAL	0	4,277,576	0.00%	-	\$-	-
TOTAL	7,829,826	15,665,413	49.98%	\$1,366,284	\$2,192,717	62.31%

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

Energy Smart Scorecard Offering

Summary

Following the transition to opt-out format in Q2 2018 and the distribution increase from 25,000+ recipients to 50,000 recipients, the Behavioral Energy Smart Scorecard offering progressed through Q3 2018 without remarkable modification or incident. Behavioral Scorecard materials continue to be displayed and distributed along with other Energy Smart offering materials by the Program Team at community events and exhibits. These efforts are primarily to raise awareness of the offering and to drive Entergy New Orleans residents to either enroll in the offering, or to open the Scorecard upon receipt and engage in the offering.

Behavioral Offering Highlights

Following are the delivery metrics of the distribution of Scorecards each week starting on July 13, 2018, upon the release of the additional 25,000 Scorecard recipients, through the last week of the Q3 period, September 21, 2018.

SEND DATE	ACTION	TOTAL	% OF SEND
9-21-2019	Send	27938	100
	Open	4041	14.5
	Click	55	0.20
	Bounce	1289	4.61
	Unsubscribe	17	0.06
9-7-2018	Send	13110	100
	Open	1757	13
	Click	29	0.22
	Bounce	685	5
	Unsubscribe	3	0.02
8-31-2018	Send	7801	100
	Open	1290	16.5
	Click	13	0.17
	Bounce	353	4.53
	Unsubscribe	3	0.04
8-24-2018	Send	13122	100
	Open	2125	16
	Click	39	0.30
	Bounce	589	4.5
	Unsubscribe	59	0.44
8-17-2018	Send	8625	100.00
	Open	1590	18.43
	Click	52	0.60
	Bounce	379	4.39
	Unsubscribe	5	0.03
8-10-2018	Send	14928	100.00
	Open	2480	16.61

8-3-2018	Click	59	0.40
	Bounce	753	5.04
	Unsubscribe	8	0.05
	Send	11937	100.00
	Open	2014	16.87
	Click	43	0.36
7-27-2018	Bounce	610	5.11
	Unsubscribe	8	0.05
	Send	8689	100.00
	Open	1728	19.89
	Click	24	0.28
	Bounce	367	4.22
7-20-2018	Unsubscribe	11	0.07
	Send	10451	100.00
	Open	1951	18.67
	Click	56	0.54
	Bounce	402	3.85
	Unsubscribe	3	0.02
7-13-2018	Send	32950	100.00
	Open	6121	18.58
	Click	155	0.47
	Bounce	1614	4.90
	Unsubscribe	33	0.3

As is represented above, the Open Rate of the Scorecard emails is less than optimal (an open rate of 18% is the goal). In order to address this, AI will begin to sample with different Scorecard Email delivery Subject lines in an effort to entice more customers to recognize the email in their Inbox and engage. It is estimated that the more customers opening Scorecards, the more attributable savings we can ultimately expect.

AI will continue to welcome additional ideas, suggestions and support from the broader Energy Smart team to increase the Scorecard program awareness, benefits and engagement.

Mid-Year Evaluation

The mid-year evaluation conducted by ADM has shown that attributable savings are approximately .07% at this point in the offering. While this is less than what is targeted (2%), having only three months of data is deemed not a sufficient time period to gauge this type of behavioral offering. As noted by ADM, similar offerings generally do not catch on until a few months into the Program year. The mid-year evaluation did show that savings for the initial treatment group of 25,000 recipients are trending higher than those of the second treatment group of 25,000 – which somewhat corroborates the significance of timing issue.

Since PY8 will only include 5-6 months of attributable savings from the behavioral offering, additional savings will need to be drawn from the other Energy Smart offerings to ensure PY8 savings goals are realized. Accordingly, the Program Team is working to re-allocate Program costs accordingly.

Commercial and Industrial Offerings

In Q3, the Program Team continued its efforts to drive new projects into the pipeline as well as close out existing projects. The Program utilized different strategies in Q3 to drive production heading into Q4. One strategy used in Q3 was more direct outreach from the Program. The Program Team strategically performed direct outreach to specific market sectors that historically have had large opportunities for savings. In September, the Program also released an incentive bonus of \$0.03/kWh for all new custom projects received, with the stipulation that they must finish installation in 2018 to be eligible. The goal of this bonus is to drive as much production as possible in Q4 by making custom incentives more appealing to the customer and creating a sense of urgency to complete those projects in 2018.

In Q3, the C&I pipeline in New Orleans grew from an estimated 15 million kWh at the end of Q2 to approximately 21.3 million at the end of Q3. The pipeline in Algiers grew from 516,000 kWh in Q2 to an estimated 550,000 at the end of Q3. These numbers represent approximately 74% and 29% of the PY8 goals for New Orleans and Algiers, respectively. The Program also closed out 60 projects in Q3 accounting for 6,681,872 kWh in savings and \$685,680 in incentives.

Small Commercial

The Small Commercial offering achieved 2,722,450 kWh through Q3 (2,625,273 kWh in New Orleans and 97,178 kWh in Algiers). Through Q3, the Small Commercial Offering has an estimated 4,379,622 kWh in the pipeline for PY8 (4,173,036 kWh in New Orleans and 206,587 kWh in Algiers). The Program Team performed direct outreach in Q3 to specific small commercial market sectors that have historically driven substantial savings into the Program that include warehouses and customers with 24/7 exterior lighting. Ongoing collaboration continues with local groups like the New Orleans Redevelopment Authority (NORA) Small Façade Renew Grant, Stay Local and LifeCity to follow up on leads who were interested in the Program. In addition to the limited time custom bonus referenced above, the Program increased incentives on unitary HVAC upgrades, these increases are aimed at assisting small commercial customers who often have the largest barriers to making upgrades to their facilities

Large Commercial

The Large Commercial offering completed 7,656,234 kWh through Q3 (7,332,676 in New Orleans and 323,559 in Algiers). Through Q3, the Large Commercial offering has an estimated 15,643,133 kWh in the pipeline for PY8 (15,319,575 kWh for New Orleans and 323,559 kWh for Algiers). The Program Team performed direct targeted outreach to the highest C&I users in the service territory and specific

market sectors that have historically driven substantial savings into the Program. These sectors include hospitals, office buildings and universities. The Program Team also conducted email marketing, trainings and events to further bring awareness of the Program to the market and promote participation in Q3. See the Commercial Marketing and Outreach section for metrics and specific details on campaigns. The Retro-commissioning (RCx) kick-off training with prospective Service Providers was held on September 25 and the RCx offering will officially launch in October 2018.

Publicly Funded Institutions

The Publicly Funded Institutions (“PFI”) offering has completed 410,419 kWh through Q3 (all savings attributed to New Orleans). Through Q3, the PFI offering has an estimated 1,891,366 kWh in the pipeline for PY8 (1,876,773 for New Orleans and 14,593 for Algiers). The ongoing outreach campaigns and revised Marketing and Outreach Plan share the same goals between the Large Commercial and Publicly Funded Institutions offerings. Additionally, the Program Team continues to work with existing partners to identify opportunities within the PFI sector.

Commercial & Industrial Offering Summary

	kWh Savings	kWh Goal	% To Savings Goal	Actual Incentive Spent	Incentive Budget	% To Budget
Algiers – Small C&I	97,178	484,792	20.05%	\$11,661	\$91,219	12.78%
Algiers - Large C&I	323,559	766,112	42.23%	\$39,434	\$98,845	27.00%
Algiers – PFI	-	219,669	0.00%	\$ -	\$33,689	0.00%
N.O. – Small C&I	2,625,273	5,309,288	49.45%	\$303,771	\$999,008	30.41%
N.O. - Large C&I	7,332,676	21,047,929	34.84%	\$733,303	\$2,715,623	27.00%
N.O. – PFI	410,419	2,606,103	15.75%	\$46,233	\$399,684	11.57%
Total	10,789,104	30,433,893	35.45%	\$1,134,402	\$4,338,068	26.15%

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

Marketing and Outreach

In Q3, the Program Team focused on improving and increasing direct marketing and outreach across the portfolio. The Residential Program Team focused on engagement through direct mail via post cards, two different bill inserts, new technology including a rebranded Energy Smart Website and video to enhance the narrative for EasyCool, increased Trade Ally engagement through a monthly Trade Ally newsletter, and performing A/B testing that compares different messaging and imagery in the marketing tactics to determine the most effective strategies. Print ads, a customer e-blast, direct targeted outreach and programmatic update communications were the main tactics used to drive participation in the commercial offerings.

Residential Marketing and Outreach Highlights

Digitally, we continued to focus on the monthly Circuit Newsletter to promote Program awareness and drive customers to enrollment forms as we saw these enrollment numbers start to decline in August and September. In reviewing the previous 6 months of posts, we have assessed the decline to be based on similar messaging around Program promotion. In Q4, we have revamped our focus for these articles to highlight new and topical subjects, including, holiday shopping and our new instant rebates platform, as well as energy efficiency and how it relates to the boom of Netflix, Amazon and Uber.

Circuit Newsletter Statistics:

Month	July	August	September
Scheduled Recipients	102,236	101,810	103,371
Delivery Rate	99.48% (101,704)	99.66% (101,642)	99.43% (102,782)
Opt-Out Rate	0.00%	0.00%	0.00%
Open Rate (Newsletter Interest)	24.25% (24,663)	17.57% (17,825)	14.78% (15,187)
Click-to-Open Rate (Detailed Content Interest)	9.75% (2,405)	17.57% (1,142)	7.39% (1,123)
Total Clicks	808	91	56
Unique Clicks	737	79	54
Click Rate	2.99%	.44%	.36%
Ranked Link	2 out of 14	4 out of 13	5 out of 13
Leads Generated	45	N/A	N/A

Across the Energy Smart territory, we know the mix of customers includes those with limited access to technology. To address this customer base we sent two direct mail bill inserts, in July and September, to all eligible residential customers, approximately 125,000 per month. The July bill insert focused on the Home Performance with ENERGY STAR offering and the Retail Lighting & Appliance offering. For September, we focused on EasyCool and the Retail Lighting & Appliance offering. In addition to these two direct mail pieces, we sent a targeted post card using local New Orleans imagery to 50,000 customers across New Orleans and Algiers promoting the EasyCool offering. While tracking results from direct mail pieces is more difficult, our primary focus on these three customer touches was to increase Program awareness.

Facebook ads were continued through Q3 to promote the EasyCool offering, using several different ads and a new A/B test to determine if the simpler Facebook Lead Form would provide less abandonment than our current landing page form. The Lead Form generated a total of 78 form submissions and our outbound call center is in the process of completing the final September calls. In our initial findings, the form submissions results were mixed. With the simpler form we found an increase in completed forms, however this came with an increase of in-eligible customer leads (owned a window air conditioner or were outside the territory).

In Q4, we are trying a new Facebook ad that utilizes our newly created video that can address customer concerns and questions in a more stimulating and engaging method. As we continue to engage customers in the EasyCool offering, we know that we need to continue to educate and build awareness to help decrease the form abandonment rate (82.34%). Since we launched the updated, more intuitive enrollment form, we continue to be able to drive customers to the enrollment form (3,047 views, with only 538 conversions – 17.66% conversion rate). We have learned the marketing is able to drive the customers to the website form, however we need to provide a better source of Program understanding and awareness to get them to complete.

Additionally, we added outbound calling to those customers who opened an email but did not complete the enrollment form. We saw a 26% enrollment rate when contacting customers who visited the form but did not complete the enrollment. Outbound calling offers an additional touch for those customers that require a dialogue and opportunity to ask questions about the offering before they complete the enrollment process. We look to continue this tactic in Q4, as well as offer increased education via the new video ad. In the last week in September, the EasyCool video was added to the landing page to provide greater insight to the customer regarding the offering specifics. We also plan to increase

customer education at outreach events focused on EasyCool and Direct Load Control benefits to the community.

EasyCool Email/Social Media Nurture Campaign Statistics:

EasyCool Campaign / Nurture Campaign (Follow-Up Email)		
Date Sent	7/9/2018	3 days after open of 7/9/2018 email
# Sent	30,827	7,268
Open Rate	23.9 %	57%
Click Rate	2%	10%
Total Clicks	625	723
Total Opens	7340	4138
Unsubscribes	27	11
Time Spent Viewing Email	77.4% Read/ 17.9% Skimmed/ 4.7% Glanced	77.2% Read /19.6% Skimmed/ 3.2% Glanced

EasyCool Facebook Ad - July	
Audience Size	Estimated 280,000
Impressions	43,925
Clicks	537
Click Through Rate	1.25% (industry average .75%)
Cost Per Click	\$.70 (industry average \$.95)
Relevance Score (audience response)	7 out of 10
Conversion Rate	1.3%

EasyCool Facebook Ad - August	
Audience Size	Estimated 280,000
Impressions	18,797
Clicks	176 / Lead Form Submissions - 11
Click Through Rate	.94% (industry average .75%) 46% (lead form submission rate)
Cost Per Click	\$.92 (industry average \$.95) \$3.97 (lead form for submission)
Relevance Score (audience response)	7 out of 10
Conversion Rate	.9%

EasyCool Facebook Ad - September	
Audience Size	Estimated 280,000
Impressions	24,700
Clicks	217 / Lead Form Submissions - 67
Click Through Rate	1.46% (industry average .75%) 68% (lead form submission rate)
Cost Per Click	\$.75 (industry average \$.95) \$2.33 (lead form for submission)
Relevance Score (audience response)	7 out of 10
Conversion Rate	1.15%

EasyCool Outbound Call Campaign	
YTD Enrollments	108
Conversion Rate	26%
Total Answered	421
Total Calls	1938
Non-eligible	39
Not interested	246
Customer Request Callback	110

New residential collateral included additional retail lighting and rebate signage – new appliance box stickers and shelf stickers as well as updated rebate forms based on Program staff and Trade Ally suggestions. Increasing our impact on the Lighting & Appliance offering was a key focus for Q3. Expanding our engagement through new stores as well as heightening the awareness by additional signage has helped drive us towards goal for a successful Q4.

Continuing the focus on omni-channel marketing and increased customer awareness, we added a switch sticker to provide greater customer clarity for those participating in the EasyCool offering. These new switch stickers will provide a reference phone number for customers and trade allies to call if they

have questions. Our goal is to increase customer comfort with the reference phone number as well as decrease HVAC switch removal during maintenance season.

In Q3, the Program Team went to 24 community events across all City Council Districts. The total number of people at these events was 4,091, with staff engaging in 729 one-on-one conversations and generating 183 leads for appointments. The program leveraged existing relationships with three local nonprofits to provide Energy Smart (approved) materials to their own members through their own channels. We focused on community groups typically active in the summertime like Evacuteer, National Alliance on Mental Illness, and the Children's Museum.

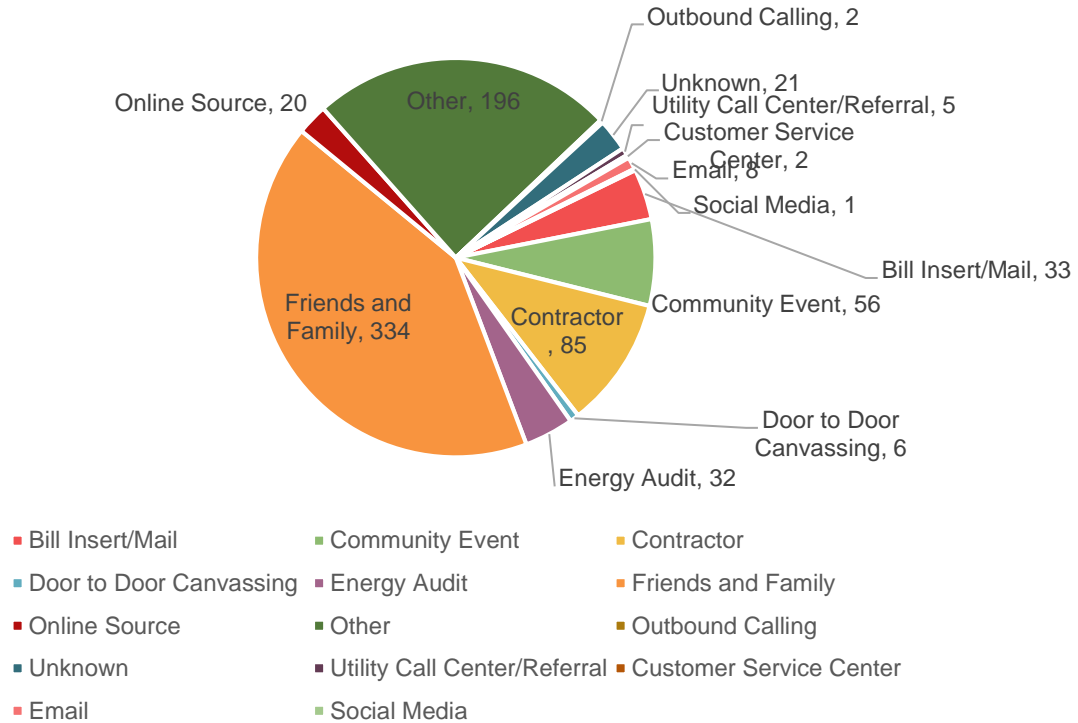
The Program Team also partnered with Gladewaves, a nonprofit in town that does senior meal services at local churches. In Q3, they hosted the Program Team at Broadmoor Community Church. It was a very successful event in terms of attendance, as well as sign ups (about 30% of the attendees). The audience was over 100 seniors, many on fixed incomes that have not yet participated in Energy Smart. The organizer offered to have us attend periodically at their luncheons across Greater New Orleans.

The events in the table below note locations, businesses and events where the Program presented, tabled, or provided free consulting with small businesses and nonprofits about how to sign up for the Program and which offerings they are eligible for.

We also harnessed 3 additional nonprofit networks to promote the program. Young Leadership Council, Luke's House and Restoration Thrift all featured Energy Smart information with approved branding to their own lists to encourage participation by their members for a total reach of 11,925 individual emails.

Analyzing completed projects, we can see in Q3 the lead sources were similar to Q2, with word of mouth marketing being the biggest driver which points to satisfied customers within the Program. There was an increase in direct mail as lead generation based on our efforts utilizing bill inserts and post cards.

New Orleans Lead Source - Q3 2018

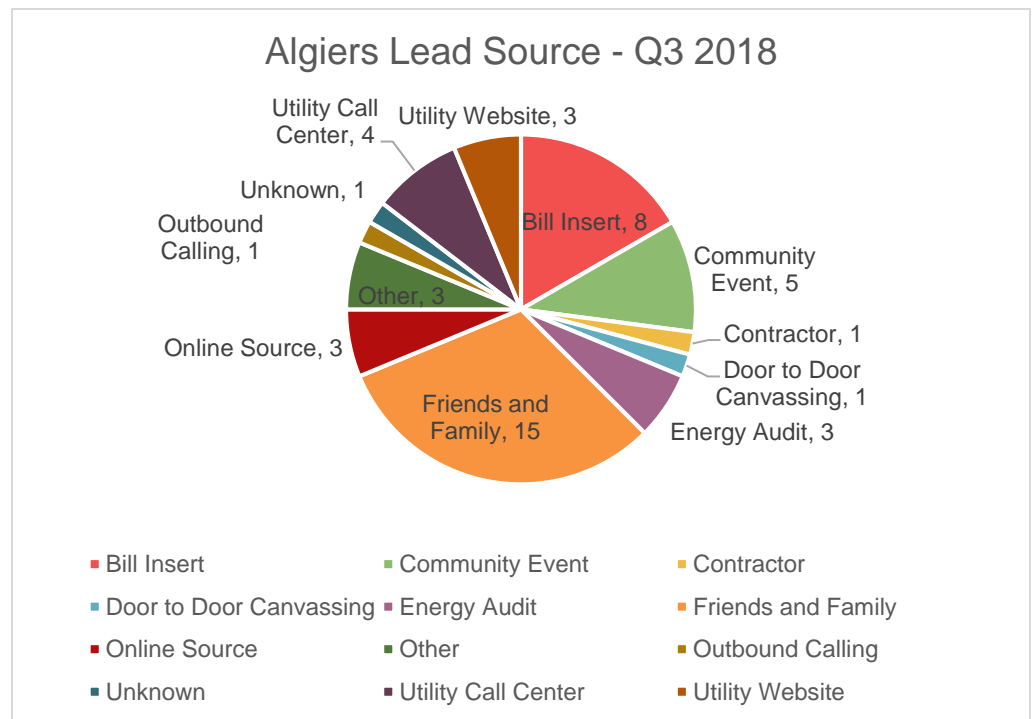


Lead Source	Tracked
Bill Insert/Mail	33
Community Event	56
Contractor	85
Door to Door Canvassing	6
Energy Audit	32
Friends and Family	334
Online Source	20
Other	196
Outbound Calling	2
Unknown	21
Utility Call Center/Referral	5
Customer Service Center	2
Email	8
Social Media	1

Algiers Marketing and Outreach Highlights

Marketing and outreach efforts gained 82 EasyCool enrollments, 15 Home Performance with Energy Star enrollments, 2 Multi-family enrollments and 9 Income-Qualified enrollments in Algiers this quarter. The team also emphasized outreach to the Westbank, with events at Paul Habans Charter School, Algiers Point Neighborhood Association and the Entergy Customer Care Center. Much of the outreach coordination that was conducted during Q3 has resulted in securing upcoming opportunities that will occur in Q4 including, Algiers Library, Wednesdays at the Point, Entergy Customer Care Center and retail lighting specific events planned at Dollar Tree and Rouses. As seen in the lead source report below, word-of-mouth continues to be a large driver of leads for the residential portfolio in Algiers, however for Q3 we see an increase in digital marketing and direct mail. Additional outreach opportunities are targeted for Q4 including several retail lighting events to target Energy Efficiency Month in October.

Lead Source	Tracked
Bill Insert	8
Community Event	5
Contractor	1
Door to Door Canvassing	1
Energy Audit	3
Friends and Family	15
Online Source	3
Other	3
Outbound Calling	1
Unknown	1
Utility Call Center	4
Utility Website	3



Commercial Marketing and Outreach Highlights

In Q3 the Program Team implemented several tactics to continue to raise awareness among the business community about Energy Smart Commercial offerings. These tactics include:

- Ad placed in August issue of Biz New Orleans
- C&I Customer Eblast- Aug 29, 7297 recipients, open rate 18.7%, click rate .7%
- Stay Local membership and SourceNOLA campaign sponsorship, throughout July
- LifeCity Manufacturing Workshop, July 20
- Big Buildings Energy Savings Working Group presentation 7/26
- Black Chamber of Commerce Luncheon, September 10
- Small Business Expo, August 30
- International Facility Managers Association (IFMA) Luncheon, September 11.

In addition to general awareness building, the Program Team continues to specifically target sectors that historically have high usage, have participated in lighting and may have opportunity for non-lighting upgrades or that don't have a high saturation of participation. These tactics include:

- Façade Renew Applicant outreach (the team is doing direct outreach to participants of NORA's Small Commercial Façade Renewal Program to help them determine if there are opportunities for energy efficiency improvements that can be made during the other upgrades they will be completing).
- HVAC incentive increase and custom bonus announcement email- 9/20, 344 recipients, open rate 44.8%, click rate 3.8%. (The HVAC incentive increase is directly aimed at small commercial customers who have more barriers to implementing energy efficiency improvements. The custom bonus increase will likely impact all customer types, with the goal of encouraging customers who may have been planning to wait until next year to do efficiency upgrades to implement them this year).
- Email content submitted to American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) members, many of whom and Trade Allies or potential Trade Allies with commercial customers in New Orleans (targeting largely custom non-lighting opportunities).
 - Energy Smart is expected to present to the ASHRAE members at its October meeting
- Proposal to the Port of New Orleans for a lunch and learn event, to reach out to all Port facilities
- Meeting and communicating with the Archdiocese, a major building owner in New Orleans
- Working with Entergy Key Account Managers to reach hospitals and grocery stores

- Reaching out to major realty companies that manage, own or sell properties. This includes Latter & Blum, Summit Properties, Corporate Realty, Property One, and the Domain Companies

The Commercial Outreach team dedicated 1-2 days per week on door-to-door outreach to Algiers commercial customers. This consisted of first-time touches and follow-up meetings with customers who have expressed interest or have completed projects in the past who may have more opportunities for efficiency upgrades in Algiers.

Higher Education Cohort

Q3 saw a targeted focus on the Higher Education Cohort, with outreach to all customers in the cohort. The third Cohort meeting was held on August 9, 2018 at the Shop at the CAC. We hosted Byron Patterson, Sustainability Center/Director of Physical Plant for Southeastern Louisiana University to speak about the initiatives at that campus and how he got the decision makers on board with investing in energy efficiency. Representatives from Tulane University, Southeastern Louisiana University, Xavier University, The New Orleans Baptist Theological Seminary (NOBTS), the University of New Orleans (UNO), Automated Controls Systems, Flick Engineering, Gallo Mechanical and Star Service were in attendance. Follow-up meetings were done with schools that could not attend. The cohort and ongoing engagement with this sector has led to some application submittals and to an understanding of how to include Energy Smart into future capital projects for higher energy savings.

Trade Allies

Engaging the Registered Trade Ally Network is a key factor in the success of the Program, so the Program Team continued to focus on enhancements to the Trade Ally network in Q3. These efforts, as detailed below and within the Training section of this report, led to a measured increase in residential and commercial trade ally participation this quarter.

Contractor Interest

The Energy Smart team continued to perform outreach with trade organizations and through referrals to raise general awareness in the contractor community about participation in the Energy Smart program.

Category	# of Companies
C&I Network	116
Residential Network	70
Cross-sector Network	12
Total Trade Ally Network	198

**Interest is defined as local contractors who are in contact with the Program and/or have opted into the trade ally distribution list. Total adjusts frequently due to email address bounce backs and individual un-subscriptions.*

Trade Ally Engagement

The Program Team recruited 20 additional registered C&I trade allies and one additional registered residential trade ally in Q3, 2018.

Category	# of Companies
C&I Network	74
Residential Network	22
Total Engagement	96

**Engagement is defined as contractors who have applied and been approved to become Registered Residential Trade Ally and/or Registered Commercial & Industrial Trade Ally. Contractors who register with both are counted in both totals.*

The Commercial & Industrial (“C&I”) Energy Smart team focused on direct outreach to registered C&I trade allies to generate momentum in the network that helped move potential projects from leads or opportunities to submitted program applications. The Energy Smart team consistently assisted trade

allies with calculator file data input and met with trade allies and their customers to provide credibility and support for our trade allies pursuing C&I projects.

Additional C&I trade ally initiatives included beginning to establish an Energy Smart Retro-commissioning Service Provider Network within the existing Registered C&I Trade Ally Network. RCx Service Providers are specialized delivery partners who are selected based on the company’s ability to perform in depth energy audits at facilities, identify low to no cost energy savings opportunities and measures and then implement those measures to achieve deep energy savings. During Q3, Energy Smart held an RCx Service Provider Orientation training and applications launched on September 26, 2018, thus by the end of Q3 registration numbers were not yet reflective of the network’s reach.

The Residential Energy Smart team launched a monthly residential trade ally newsletter that includes survey questions, training opportunities, Program updates and training videos. Throughout Q3 we saw engagement with the newsletter through link clicks and an open rate that remained well above the industry average of 20%. There was a slight decline in the last two months, but we attribute this to an increase in sender quantity, almost doubling the initial send quantity at the start of the launch.

In an effort to increase transparency and generate Trade Ally momentum, the September Trade Ally newsletter featured its first Trade Ally Budget Update Section. The Budget notice is an infographic showing the remaining budgets for each offering in the Residential Portfolio. During Q3, the residential Trade Ally Newsletter began to share relevant news and updates from LifeCity, Urban League of New Orleans, Johnstone Supply of New Orleans, Urban Green, Southeast Louisiana Coalition of the Air Conditioning Industry, Efficiency First, and the Building Performance Institute (“BPI”) to provide a comprehensive monthly list of trainings, webinars, and public events for trade allies to further connect to the industry and community.

Residential Trade Ally Newsletter Engagement Data			
Date Sent	7/11/2018	8/17/2018	9/28/2018
# Sent	35	59	62
Open Rate	60%	44.1%	37.1%
Click Rate	17.1%	15.3%	14.5%
Total Clicks	11	21	23
Total Opens	21	26	23
Unsubscribes	0	0	0
Time Spent Viewing Email	81.3% Read/ 18.8% Skimmed	75% Read / 25% Skimmed	95% Read / 5% Skimmed

Trade Ally Participation

In Q3 the Program experienced a 170% increase in C&I Trade Ally participation with 27 registered trade allies having completed and closed out projects compared to 10 in Q2. Additionally, 14 unregistered contractors have completed and closed out projects through the end of Q3. The Program Team continues to encourage these contractors to register with the Program by increasing the number of value-added benefits of joining the network. Examples of this include planning and arranging for third party certification training opportunities available to registered trade allies in Q4 2018.

The Residential Program also experienced a 20% increase trade ally participation, with 12 registered Trade Allies completing projects in Q3 compared to 10 during Q2. The Program attributes the dramatic C&I Trade Ally participation increase to successful trade ally engagement and outreach efforts that have focused on helping trade allies transition their company’s project leads into Program applications, as described in the Trade Ally Engagement section of this report.

Category	# of Companies
C&I Network	27
Residential Network	12
Total Participation	39

**Participation is defined as registered trade allies who have completed and closed out projects in 2018 as of September 30.*

To encourage additional residential Trade Ally participation, the Program Team implemented improvements to the Residential Trade Ally Portal in response to feedback generated during the Q2 Residential Trade Ally Advisory Group (TAAG) meeting. The Program Team provided residential Trade Allies with fillable PDF rebate forms and one-page marketing collateral designed to help smooth customer education about the scope of the Program and available measures for each customer type during Q3. Building on TAAG success, the Program Team held their Q3 TAAG meeting, which was attended by eight of the twelve registered residential Trade Allies that completed and closed out Energy Smart projects in Q3.

Engaging our Participating Trade Ally Network is a key factor in the success of the Program. To enhance this relationship, we launched a monthly Trade Ally newsletter that includes survey questions, training opportunities, Program updates and training videos. Throughout Q3, we saw engagement with the newsletter through link clicks and an open rate that remained well above the industry average of

20%. We did see a slight decline in the last two months, but we attribute this to an increase in sender quantity, almost doubling the initial send quantity at the start of the launch.

Trade Ally Newsletters			
Date Sent	7/11/2018	8/17/2018	9/28/2018
# Sent	35	59	62
Open Rate	60%	44.1%	37.1%
Click Rate	17.1%	15.3%	14.5%
Total Clicks	11	21	23
Total Opens	21	26	23
Unsubscribes	0	0	0
Time Spent Viewing Email	81.3% Read/ 18.8% Skimmed	75% Read / 25% Skimmed	95% Read / 5% Skimmed

In Q4, the residential Program Team anticipates the implementation of several new software integrations, which should continue to elevate trade ally experiences with customer assignments, scheduling, and rebate submittals and encourage a larger percentage of the 22 registered residential trade allies to participate in the Energy Smart Program.

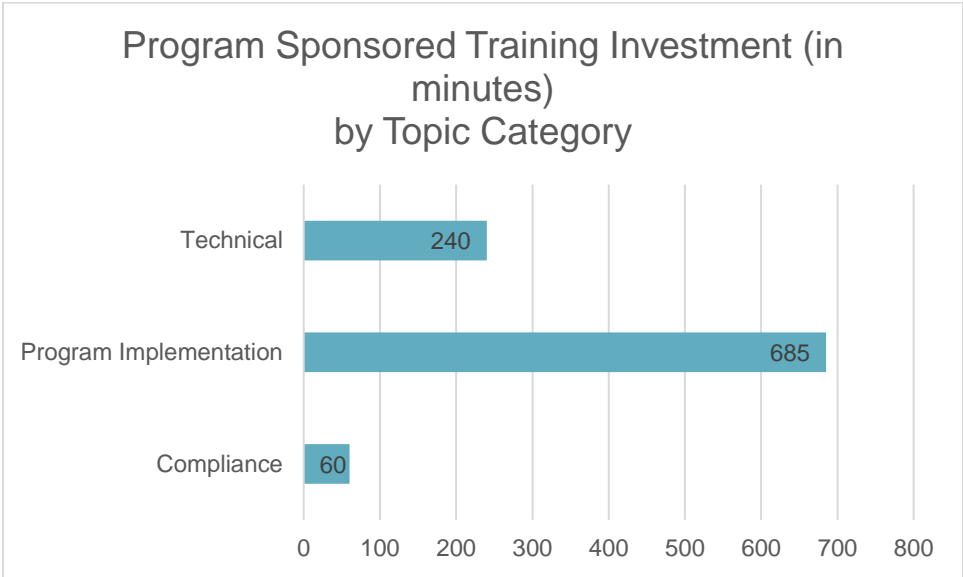
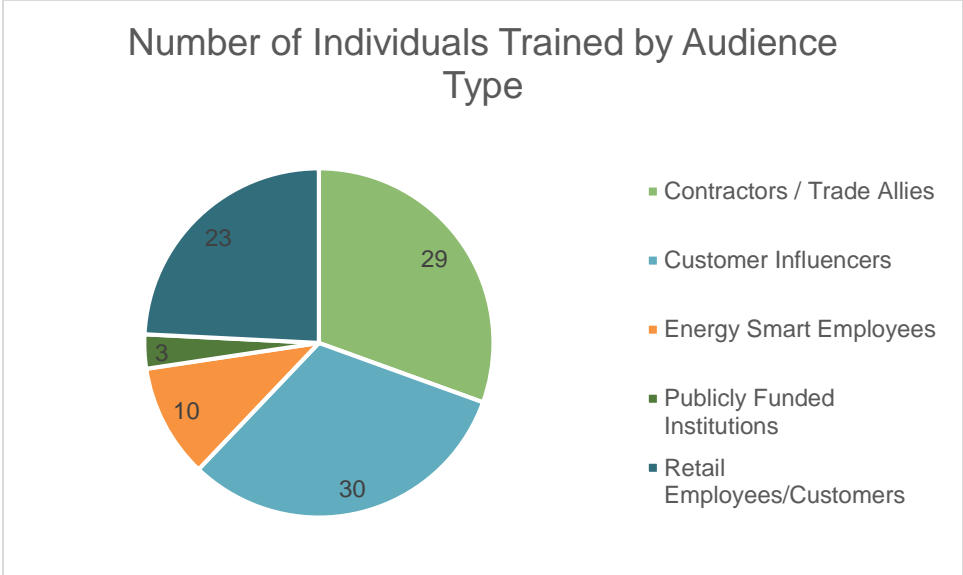
Program Training

In Q3, Program-sponsored training focused on two major areas:

1. Program Implementation training, particularly of Customer Influencers such as a group of facility managers and contractors on 8/29/18 to increase general awareness about the Energy Smart Program and build interest and capacity for savings opportunities in the market. The August Customer Influencers training event at Ralph's on the Park was an excellent example of multiple registered Trade Allies, Synergy and Nu-Lite, joining forces to bring customers together to learn about Energy Smart project opportunities. Customers were able to hear about lighting projects from Nu-Lite, non-lighting projects from Synergy, and Program representatives presented on the Program's processes and procedures for participating customers.
2. Increasing the number of Technical Training opportunities, particularly in support of launching a new C&I Retro-commissioning offering and exposing trade allies to industry project management and construction management software available to them for use by the Urban League of Louisiana's Contractors Resource Center. The 9/11/18 training event, "Building Business Capacity the Energy Smart Way" trained trade allies and local contractors on the resources available to them through Energy Smart to build business capacity. Main software highlights included UVA Construction Suite, QuickBooks and Plan Swift. Similarly, Energy Smart incentives can help a contractor's business build business capacity.

Items that are not captured in our training data include in-person one-on-one trainings with registered Residential Trade Allies conducted by the Program's Residential Trade Ally Liaison. The objectives of these sessions vary based on the needs of each specific trade ally company but generally serve to address the administrative and technical needs of the residential trade allies. Examples include rebate form assistance, schedule considerations and updates and customer communication reviews.

In Q3, in-person one-on-one trainings conducted by the Program's Residential Quality Assurance Inspector continued to take place. These sessions have been instrumental in further engaging technicians to identify and address areas of additional energy saving opportunities within the specific services they provide.



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

Financial Update

At the conclusion of Q3, approximately \$2.58M and approximately \$233,000 remain in funding for Energy Smart New Orleans and Energy Smart Algiers, respectively. The Energy Smart New Orleans balance is comprised of Tax Reform dollars, Rough Production Cost Equalization and Commercial Development Block Grant tax treatment funds.

Incentive Budget Highlights

	ACTUAL INCENTIVE SPENT	INCENTIVE BUDGET*	% TO BUDGET*
ALGIERS – SMALL C&I	\$11,661	\$91,219	12.78%
ALGIERS - LARGE C&I	\$39,434	\$98,845	39.89%
ALGIERS – PFI	\$-	\$33,689	0.00%
ALGIERS - RES	\$71,090	\$184,013	38.63%
N.O. – SMALL C&I	\$303,771	\$999,008	30.41%
N.O. - LARGE C&I	\$733,303	\$2,715,623	27.00%
N.O. – PFI	\$46,233	\$399,684	11.57%
N.O. - RES	\$1,295,194	\$2,008,703	64.48%
TOTAL	\$2,500,686	\$6,530,784	38.29%

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

Appendices

Appendix A: School Kits

School	Date booked	Number of students	Enrollment offering	City Council District	Algiers
St. Rita Catholic School	8/31/2018	25	Voucher	A	
Cohen College Prep High	9/11/2018	65	Public Charter	B	
William J. Fischer Accelerated Academy	9/11/2018	30	Public Charter	C	Algiers
GW Carver High School	9/6/2018	385	Public Charter	D	
ReNEW Schaumburg Elementary	8/20/2018	90	Public Charter	E	
Bishop McManus Academy	9/12/2018	30	Voucher	E	
St Mary's Academy	8/23/2018	125	Voucher	E	
Total Kits Distributed		750			

Appendix B: Community Outreach

Date	Presentation Type	Location/Event Name	District	Algiers Or Commercial	Total Reach
7/2/2018	Table at Public Building	Energy CCC - Canal	B	Residential	250
7/3/2018	Table at Public Building	Energy CCC - Canal	B	Residential	300
7/13/2018	Neighborhood Presentation	LA Green Corps Class	D	Residential	25
7/19/2018	Table/Sponsor	Propeller/Online	B/Citywide	Commercial	50
7/20/2018	Neighborhood Presentation	LA Green Corps Class	D	Residential	25
7/20/2018	Workshop	LifeCity Lean and Green Workshop	C/Citywide	Commercial	20
7/21/2018	Fair or Festival	Paul Habans School Supply Give Away	C	Residential, Algiers	60
7/22/2018	Fair or Festival	Audubon Zoo Kids Triathlon	A	Residential	150
7/26/2018	Presentation	Big Building Energy Saving Working Group	C	Commercial	12
8/2/2018	Neighborhood Presentation	Energy Happy Hour	D	Residential	15
8/3/2018	Table at Public Building	Customer Care Center	B	Residential	250
8/7/2018	Table at Public Building	Customer Care Center	B	Residential	100
8/9/2018	Presentation	Higher Ed Cohort	C	Commercial	20
8/17/18	Neighborhood Presentation	Evacuteer - Keller Library	B	Residential	30
8/25/18	Fair or Festival	Jericho Road Blood Drive	B	Residential	20
8/27/18	Neighborhood Presentation	Lutheran Services - Senior Center	E	Residential	30
8/29/2018	Neighborhood Presentation	NAMI - Mental Health First Aid	A	Residential	12

9/4/2018	Table at Public Building	Customer Care Center - Canal St	B	Residential	150
9/5/2018	Table at Public Building	Customer Care Center -Westbank	C	Residential, Algiers	125
9/6/2018	Nonprofit Retrofit	Longue Vue Assessment	A	Commercial/Nonprofit	4
9/10/2018	Attended Meeting	Black Chamber of Commerce Luncheon	D	Commercial	20
9/11/2018	Neighborhood Presentation	Broadmoor Community Church	B	Residential	113
9/11/2018	Presentation	International Facility Managers Association (IFMA) Luncheon	C	Commercial	20
9/18/2018	Neighborhood Presentation	Dat Dog Consultation	C	Commercial/Small	5
9/19/2018	Fair or Festival	Wednesday's on the Point	C	Residential, Algiers	150
9/20/2018	Neighborhood Presentation	Algiers Point Neighborhood Association	C	Residential, Algiers	21
9/21/2018	Nonprofit Retrofit	McKenna Museum	B	Commercial/Nonprofit	3
9/22/2018	Fair or Festival	Energy Day - Children's Museum	B	Residential	250
9/26/2018	Nonprofit Retrofit	Le Musee Museum	D	Commercial/Nonprofit	3
9/29/2018	Fair or Festival	Girl Scouts - B.I.G. Event	D	Residential	2,000
				TOTAL REACH	4,233

Appendix C: Training and Education

Date	Title	Audience	Number Of Participants	Length (Minutes)	Objective
8/8/2018	Retail training	Retail Employees/Customers	3	15	Dollar Tree Employees: Train the trainer style walk through of Energy Smart and ES retail program offerings including available rebates for sales with retail managers, cashiers, other applicable employees and interested customers who are present
8/8/2018	Retail training	Retail Employees/Customers	3	15	Train Dollar Tree Employees.
8/8/2018	Retail training	Retail Employees/Customers	3	20	Barto Appliance Employees: Train the trainer style walk through of Energy Smart and ES retail program offerings including available rebates for sales with retail managers, cashiers, other applicable employees and interested customers who are present
8/10/2018	Retail training	Retail Employees/Customers	4	15	Train Dollar Tree Employees.
8/10/2018	Retail training	Retail Employees/Customers	5	20	Costco employees. Train the trainer style walk through of Energy Smart and ES retail program offerings including available rebates for sales with retail managers, cashiers, other applicable employees and interested customers who are present
8/14/2018	Retail training	Retail Employees/Customers	5	60	Home Depot employees. Train the trainer style walk through of Energy Smart and ES retail program offerings including available rebates for sales with retail managers, cashiers, other applicable employees and interested customers who are present

8/22/2018	ENO Confidentiality Training	Energy Smart Employees	2	30	Develop a baseline knowledge of confidentiality for program implementation including: general considerations, APTIM company standards, and Energy contractual standards. Required training to satisfy ENO initial training and annual reoccurrence training requirement for all program employees.
8/29/2018	Residential Training	Commercial and residential customers	3	240	New Orleans Baptist Theological Seminary. Review of campus and housing stock, as well as training about services and measures in the program, and energy saving opportunities.
8/29/2018	Synergy Customer Training	Customer Influencers	30	180	Train customers and trade ally partners about how to leverage Energy Smart incentives to help fund efficiency projects
8/29/2018	Q3 Residential TAAG Update	Contractors / Trade Allies	8	120	Formal feedback event; workshop learning
9/4/2018	Legal Training: Gifts and Entertainment	Energy Smart Employees	8	30	Provide information about administration policies that govern the ethics associated with partner and client interactions
9/11/2018	Building Business Capacity the Energy Smart Way	Contractors / Trade Allies	11	120	Train Trade Allies and local contractors on the resources available to them through Energy Smart to build business capacity. Resources include access to the Contractor Resource Center training and development programs, software tools and more.
9/26/2018	RCx Service Provider Training	Contractors / Trade Allies	10	120	Train prospective Retro-commissioning Service Providers on the benefits and implementation processes of the upcoming Commercial & Industrial Retro-commissioning program.
Totals			95		

Appendix D: Marketing Collateral

July Facebook Ad

Energy New Orleans Sponsored Like Page

Receive \$40 after each summer season when you enroll in Energy Smart's EasyCool A/C program. Your participation helps lower electricity demand while keeping your home cool and comfortable.

EnergySmart
A New Orleans Program

Earn \$40 each year with EasyCool
The Energy Smart EasyCool program helps ease the demand on the electrical grid and manages the cost of electricity for you and your community.

SAVE.ENERGYSMARTNOLA.INFO/EASYCOOL Sign Up

20 562 Comments 311 Shares

Like Comment Share

August Facebook Ad

**Entergy New Orleans**
Sponsored Like Page

Receive \$40 after each summer season when you enroll in Energy Smart's EasyCool A/C program. Your participation helps lower electricity demand during the summer.

Find your way to savings.
Enroll in EasyCool. >



Earn \$40 each year with EasyCool.
The Energy Smart EasyCool Program helps ease the demand on the electrical grid and manages the cost of electricity for you and your community.

SAVE.ENERGYSMARTNOLA.COM/EASYCOOL Sign Up

20 562 Comments 311 Shares

Like Comment Share

EasyCool July Email



Join the Energy Smart EasyCool Program and you'll earn \$40 every year.



When you join the Energy Smart [EasyCool Program](#), you can earn \$40 every year while helping to ensure a continual supply of energy for you and your neighbors.

How the [EasyCool Program](#) Works:



We'll come to your home and install an A/C cycling or "smart" switch on your outdoor air conditioning unit or heat pump system — all for FREE.



On select summer weekday afternoons, when electricity demand is at its highest, the EasyCool device may cycle your A/C on and off for short periods.



You will receive \$40 after every summer season for participating in the program.

[Find out if you qualify ▶](#)

Participation in the Energy Smart EasyCool Program is dependent upon Entergy account type and eligibility.

EasyCool July Email Follow-up



Don't miss out on receiving \$40 when you sign up for the EasyCool Program.



Sign up to lower your neighborhood's electricity demand and get rewarded.

Entergy's [Energy Smart EasyCool](#) program is now offering customers a **\$40 bonus** for their participation each summer season. Use that extra money to enjoy the warm summer weather while keeping your home cool and comfortable. Ready to get started? Find out if you qualify below.

[Find out if you qualify ▶](#)

Participation in the Energy Smart EasyCool Program is dependent upon Entergy account type and eligibility.

EasyCool July Nurture (Follow-Up) Email



Energy Smart Spotlight

July 2018



We can help you co-brand your materials.

From Energy Smart brochures to your most effective marketing material, we can help to make promoting Energy Smart programs easier. Our marketing team continues to update and create program materials. Newer items include an updated A/C Tune-up brochure, cobranded with your logo and the Energy Smart and Entergy logos.

[Read more ▶](#)



Four ways to keep your staff safe when it's hot.

Summer heat in Louisiana can be brutal, and for workers in attics the temperature could rise to unsafe levels. Make sure to take precautions against accidents and injuries for you and your staff this summer. Be aware that spending extended periods in the sun or heat can lead to several heat-related illnesses including heat rash, heat cramps, heat exhaustion and heat stroke.

[Read more ▶](#)

August TA Newsletter



August 2018

We hope that the new Trade Ally Portal system is working well for you. Please email [Atom Davis](#), Trade Ally Liaison, with any questions. Remember to check regularly for new assignments and write notes and feedback for assigned customers on your list.



Energy Efficiency Is a Priority For New Orleans.

In June, the U.S. Conference of Mayors met for their 86th Annual Conference in Boston. Among other topics, they discussed energy efficiency and the role that they played in meeting the goals of the Paris Agreement.

[Read more ►](#)



Training Opportunities With Johnstone University.

Johnstone Supply is offering several training opportunities that are relevant to energy efficiency contractors in the next few weeks.

[Read more ►](#)

Share Your Thoughts.

1. Do you currently partner with companies outside of the Energy Smart program?
2. Do you currently provide service to customers outside of Orleans Parish? If yes, where?

[Take our survey ►](#)

September TA Newsletter



September 2018

Our new [Energy Smart website](#) is now live. We built a new website to better serve our customers and you, the programs' trade allies. Please email [Atom Davis](#), Trade Ally Liaison, with any questions.



Quarterly Budget Update - Program Roadmap

The year is moving quickly and we appreciate all the work the Energy Smart trade allies have put into making the programs successful. In the third quarter, we have several programs that are close to goal for the year. These include the Income Qualified Weatherization for Algiers and Multifamily and A/C Tune-Up for New Orleans.

[Read more ►](#)



Don't Miss These New Trainings

October offers many opportunities to attend trainings. Some of these trainings are ongoing and occur every month. Take some time to investigate which trainings offer new insights for your customers and fit into your busy schedule.

[Read more ►](#)

Share Your Thoughts

1. How much of your current work is performed in Orleans parish?
2. How much do you currently spend per bucket of mastic?
3. How much do you currently spend on air sealing foam?

[Take our survey ►](#)

July Bill Insert



Be Energy Smart about your energy bill.

Sign up for the **free** Home Performance with ENERGY STAR® program and you'll be eligible for rebates and incentives. It's easy to participate. Just follow these steps to savings:

1. Schedule an assessment, **get free products** and create a plan for energy-efficient upgrades.
2. Choose a participating trade ally.
3. Explore the available Energy Smart rebates.
4. Let the trade ally install the upgrades.
5. Watch for lower energy usage on your monthly utility bills.

Visit energysmartnola.com or call **504-229-6868** to schedule an appointment.




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What are the benefits of using energy-efficient light bulbs?

Did you know ENERGY STAR® LED light bulbs save you more money and energy and cause less pollution? Here are their benefits vs. traditional incandescent bulbs:

	60W Traditional Incandescent	12W LED
Annual Energy Cost (U.S. Dollars)*	\$4.80	\$1.00
Energy Dollar Amount Saved (Percent)	N/A	~75-80 percent
Bulb Life (Hours)	1,000	25,000

*Based on 2 hours/day of usage and an electricity rate of 11¢/kWh
Source: energystar.gov

Energy Smart offers incentives and rebates when you upgrade to energy-efficient lighting.

Visit energysmartnola.com or call **504-229-6868** to find a participating retailer.




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EasyCool Post Card Mailer

The road to \$40 is easy

The Energy Smart EasyCool Program helps Entergy New Orleans manage higher energy demand in the summer. At no cost to you, a cycling switch is installed on your home's outdoor A/C unit or heat-pump system. During periods or "events" of high demand – usually the hottest days of the summer – the switch to cycle your cooling system will activate. This only occurs on weekdays (Monday-Friday) but never on holidays. The "events" typically last for two to four hours between 2-6 p.m.



EnergySmart  **Entergy** 

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

Indicia
here


WHY ENROLL?

- **Savings:** Receive **\$40 every summer** you participate.
- **Ease:** Energy Smart installs the cycling switch for **free**; no appointment is required if your A/C unit or heat pump is accessible.
- **Quality:** You are **helping manage energy needs** during high-demand periods.
- **Options:** During the summer season, you can opt out of two "events" and **still be eligible for your incentive.**

Enroll in EasyCool today.
Call **504-229-6868** or visit energysmartnola.com.

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EnergySmart  **Entergy** 



Need a sign?

Find your way to savings.

Energy Smart can help you find savings
and an extra \$40 every year.

Enroll in EasyCool today.
Call **504-229-6868** or visit energysmartnola.com.

September Bill Insert

EnergySmart A New Orleans Program | Entergy

Need a sign?

Find your way to savings.

Energy Smart can help you find savings, rebates, in-store discounts **and an extra \$40 every year.**

Call **504-229-6868** or visit **energysmartnola.com**

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You're on your way to savings.

Why enroll in the EasyCool Program?

- **Savings:** Receive **\$40 following every summer** you participate.
- **Ease:** Energy Smart installs the cycling switch for **free**; no appointment is required if your A/C unit or heat pump is accessible.
- **Quality:** You are **helping manage energy needs** during high-demand periods, which are called "events".
- **Options:** During the summer season, you can opt out of two "events" and **still be eligible for your incentive.**

Visit **save.energysmartnola.info/easycool** or call **504-229-6868** to enroll in EasyCool.

The savings continue at your local retailer.

When you purchase an ENERGY STAR® qualified product, you are eligible for rebates and incentives.

- \$50 Rebate** on ENERGY STAR Qualified **Window A/C.**
- \$50 Rebate** on ENERGY STAR Qualified **Refrigerators.**
- Instant rebates available** on ENERGY STAR Qualified **Lighting.**
- \$400 Rebate** on ENERGY STAR Qualified **Water Heater.**
- \$300 Rebate** on ENERGY STAR Qualified **Pool Pump.**

EnergySmart A New Orleans Program | Entergy

EasyCool Switch Sticker



EasyCool Video



Retail Lighting Shelf Sticker

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**.

EnergySmart | Entergy

* When compared to incandescent bulbs.

The sticker features a green header with the text 'Smart reasons to make the LED switch.' Below this, on a white background, are three bullet points highlighting the benefits of LED bulbs: 85% less electricity, 25-year lifespan, and an instant discount. At the bottom, the EnergySmart and Entergy logos are displayed, along with a small asterisked note.

Appliance Rebates Box Sticker

\$50
rebate available for
residents of Orleans Parish

EnergySmart | Entergy

Visit energysmartnola.com or call
504-229-6868 for more information.

The sticker has a dark blue background with a pattern of fleur-de-lis symbols on the right side. The text '\$50 rebate available for residents of Orleans Parish' is prominently displayed in white. Below this, the EnergySmart and Entergy logos are shown. At the bottom, contact information is provided: 'Visit energysmartnola.com or call 504-229-6868 for more information.'

July Circuit Newsletter



ENERGY INSIGHTS FOR YOU, POWERED BY US.

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ALSO IN THIS ISSUE

- [VIDEO: Save Energy with Advanced Power Strips](#)
- [A cool \\$40 isn't the only reason to sign up for EasyCool.](#)
- [Remodeling? Build in Energy Efficiency](#)
- [How Do They Do That? Fireworks](#)

A cool \$40 isn't the only reason to sign up for EasyCool.

The [EasyCool Program](#) is one of the easiest ways Entergy New Orleans customers can earn \$40 every year. Simply sign up, and if you are eligible, we'll install an A/C cycling switch or "smart switch" on your outdoor air conditioning unit or heat pump. For each summer season you participate, we'll give you \$40. There's no need to sign up again next summer, your enrollment is automatic – just keep enjoying your \$40 year after year.



\$40 in your pocket is just the start. Here are four more reasons to sign up:

1. **You'll make a difference.**
When you participate in this program, you help reduce demand on the grid, which benefits the environment, ensures a continual supply of energy and keeps electric costs more affordable.
2. **It only applies to four months of the year.**
During the months of June, July, August and September – and only when demand on the grid is extremely high – your "smart switch" may be activated. If activated, your air conditioner or heat pump will still operate, circulating already cooled air, but will cycle on and off for short periods of time – and only up to four hours.
3. **It's free to participate. And you don't need to be home for the installation.**
We provide the equipment and installation is free. Also, if your outdoor unit is accessible, you don't need to be home during installation.
4. **Signing up is easy.**
Simply call 504-229-6868 or [complete this online form](#). Participation is open to residential homeowners or renters living in the Entergy New Orleans service territory with a central air conditioner or heat pump system on the ground floor. Other terms apply, so call or go online to learn more.

Looking for other ways to save energy this summer? Visit energysmartnola.com or call 504-229-6868.

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August Circuit Newsletter



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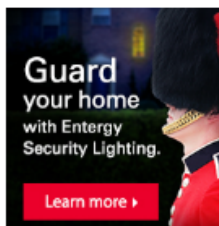
ALSO IN THIS ISSUE

[Smarter Living with Smart Thermostats](#)

[How to Make the Most of Lighting and Appliance Sales](#)

[Get the Facts About LEDs](#)

[The Rise of the SECOND FRIDGE](#)



How to Make the Most of Lighting and Appliance Sales

As fall approaches, August is a great time to find sales on lighting and appliances at your favorite local retailer. Make the following energy-saving purchases even more affordable with Energy Smart rebates.



ENERGY STAR® Window Air Conditioner Units

As retailers prepare for cooler temperatures, many stores offer discounts on their window A/C units. Look for ENERGY STAR-rated models, so you not only earn a \$50 rebate, but also enjoy lower energy costs.

[Learn More](#)

ENERGY STAR Heat Pump Water Heaters

The average home's second largest energy user is the hot water heater. ENERGY STAR Heat Pump Water Heaters are two to three times more energy efficient than conventional electric resistance water heaters – saving an average of \$330 per year on your energy bill. Plus, you can receive a \$400 Energy Smart rebate.

[Learn More](#)

ENERGY STAR Refrigerators

It's refrigerator sale season – wouldn't you love \$50 cash back on top of your deal? Selecting an eligible ENERGY STAR refrigerator can help you save on your bill, month after month.

[Learn More](#)

ENERGY STAR LED Lighting

As the days get shorter, we rely on our home's lighting more and more. That's what makes now the perfect time to update to energy-efficient LED light bulbs. They use up to 80 percent less energy and can last up to 15 times longer than traditional incandescent bulbs. Plus, when you shop at [participating retailers](#), you can receive instant Energy Smart rebates at the register.

[Learn More](#)

Looking for other ways to save energy at home? Visit energysmartnola.com or call 504-229-6868.

ENERGY STAR Pool Pumps

The energy your pool pump uses can be significant and costly – especially if yours is a conventional, one-speed model. An ENERGY STAR-certified pool pump can be programmed to run at speeds to match the pool operation, eliminating wasted energy. In addition, you can earn a \$300 Energy Smart rebate when you purchase a qualifying model.

[Learn More](#)

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Submit

September Circuit Newsletter

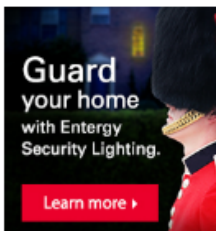


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ALSO IN THIS ISSUE

- [INFOGRAPHIC: Fall For Energy Savings](#)
- [This school year make your favorite subject energy savings.](#)
- [Buying a New Car? 5 Reasons to Go Electric](#)
- [In the Kitchen: How to Load a Dishwasher](#)



This school year make your favorite subject energy savings.

With summer winding down, kids across New Orleans are back in school. With the changing schedule and activities, along with the slight drop in temperature, September brings new opportunities for saving energy at home.



Adjust your thermostat.

Do you now have fewer people in the house during the day? No need to keep your home as cool as before. Increasing your daytime temperature, even by a couple degrees, can make a noticeable difference on your bill.

Switch to efficient products and earn rebates.

Back-to-school typically brings great sales on lighting and equipment. In addition, you can receive rebates from Energy Smart when you purchase qualifying products: [ENERGY STAR® Window Air Conditioner Units](#), [ENERGY STAR Pool Pumps](#), [ENERGY STAR Heat Pump Water Heaters](#), [ENERGY STAR Refrigerators](#) and [ENERGY STAR LED Lighting](#).

Unplug devices or use a smart power strip.

Laptops, tablets, video game consoles and TVs will still use energy, even when no one is using them. Make a habit of unplugging those devices before you leave your home or better yet, plug them into a smart power strip. These energy-saving products prevent electronics and appliances from drawing energy when not in use. If your home is eligible, you can receive a free smart power strip as part of the [Home Performance with ENERGY STAR® program](#).

Block out the sun and the heat.

Temperatures can be very hot in September. On sunny days, closing your blinds or curtains before you leave home can help keep the heat out, which means your air conditioner won't need to work as hard to keep your home cool.

Help your kids be Energy Smart this school year.

[Energy Smart for Kids](#) is a one-of-a-kind, at-school learning opportunity which includes two sessions of hands-on, curriculum-correlated activities. Available for sixth grade or tenth grade classes in Orleans Parish charter schools, the Energy Smart for Kids program teaches how the energy system works and what kids can do to save energy. In addition, each student is provided with an energy efficiency starter kit full of gear that they can install at home. Contact your child's school to see if they have booked their classes.

Looking for other ways to save energy at home? Visit energysmartnola.com or call 504-229-6868.

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Energy Smart Biz New Orleans Advertisement



The advertisement features a dark blue header and footer. The main content area is white. At the top, the Energy Smart logo (green leaves and text) and the Entergy logo (red sun and text) are displayed side-by-side. Below the logos, the text reads: "SAVE ENERGY AND MONEY WITH ENERGY SMART." followed by "Technical Assistance | Local Trade Allies | Cash Back Incentives". A photograph shows two men sitting at a glass table, looking at a tablet. The man on the left is wearing a light-colored polo shirt, and the man on the right is wearing a dark blue polo shirt. Below the photo, the text says: "Call 504-229-6868 or visit energysmartnola.com." The footer contains the following text: "Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2018 Entergy Services, Inc. All Rights Reserved."

EnergySmart
A New Orleans Program

Entergy

SAVE ENERGY AND MONEY WITH ENERGY SMART.
Technical Assistance | Local Trade Allies | Cash Back Incentives

Call **504-229-6868** or visit **energysmartnola.com**.

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Business Leave Behind

Since 2010, Energy Smart has provided over

16 MILLION DOLLARS in incentives → **70,000** New Orleans HOMES & BUSINESSES = **130 million kWh** in electricity saved annually

Incentives available for upgrades that reduce electricity usage:

- LIGHTING AND CONTROLS
- COMMERCIAL KITCHEN
- PC POWER MANAGEMENT
- HVAC
- REFRIGERATION
- AND MORE

Visit energysmartnola.com for more information and to find a trade ally.

“We participated in the Energy Smart Program in 2011 and 2012, and then again in 2017. We have been very happy with how user-friendly it has been. Everyone that we have dealt with has been extremely knowledgeable and helpful.”

—Patrick Maher, Jazz Casino Company (Harrah’s Casino)

PROJECT EXAMPLES

Harrah’s Casino	Project Type	City Donuts
Garage Lighting Upgrade		Restaurant Lighting Upgrade
\$48,339	Gross Project Cost	\$5,000
\$45,788	Energy Smart Incentive	\$4,032
\$2,552	Net Project Cost	\$968
457,879 kWh	Energy Savings	33,602 kWh
\$44,414	Estimated Cost Savings	\$3,360

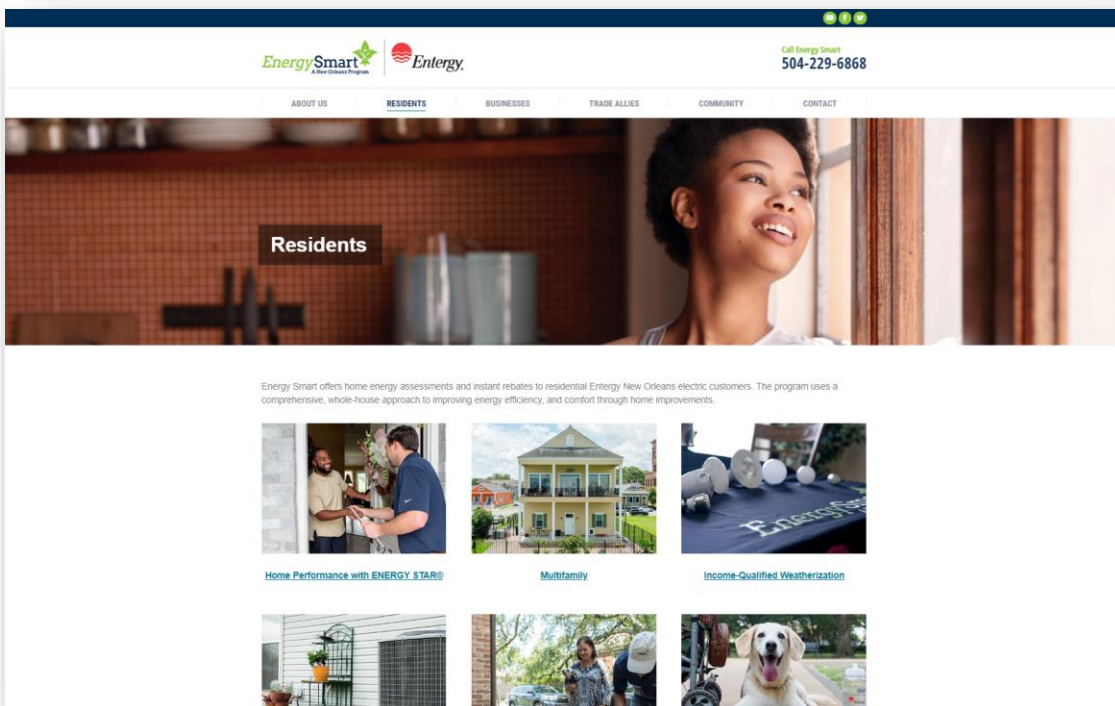
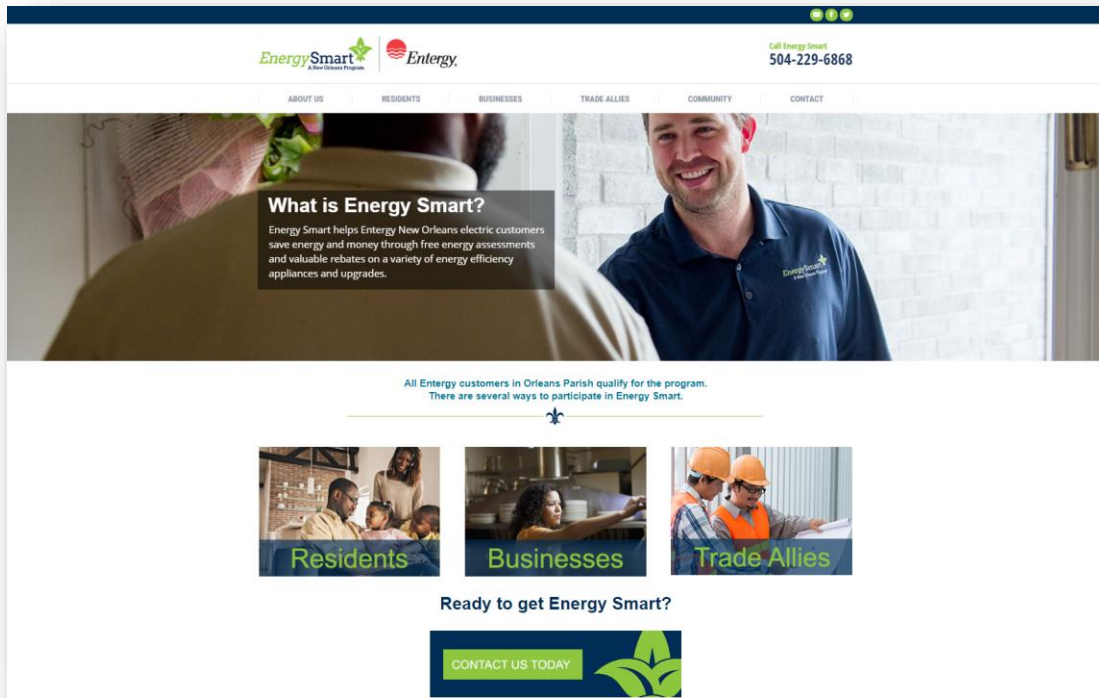
ARE YOU READY TO GET ENERGY SMART?

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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Website Screen Shots



EnergySmart **Entergy** Call Energy Smart 504-229-6868

ABOUT US RESIDENTS BUSINESSES TRADE ALLIES COMMUNITY CONTACT

About Energy Smart

Energy Smart is a comprehensive energy efficiency program developed by the [New Orleans City Council](#) and administered by [Entergy New Orleans](#).

The program incentivizes Entergy New Orleans customers to perform energy saving upgrades in their homes and businesses. Our team works with residents, business owners, facility managers and trade ally contractors to identify opportunities and provide cash incentives for completing eligible upgrades with measurable/verifiable energy savings.

Entergy

2010 Year Started 16 Million Dollars in Incentives 70,000 Homes & Businesses Served 135 Million kWh Saved

Why Choose Energy Smart?

Savings:
Earn valuable cash rebates for saving energy.

EnergySmart **Entergy** Call Energy Smart 504-229-6868

ABOUT US RESIDENTS **BUSINESSES** TRADE ALLIES COMMUNITY CONTACT

Businesses

The Energy Smart Program is available to all commercial customers that receive electrical service from Entergy New Orleans, LLC. The program provides cash incentives for completing eligible upgrades with measurable/verifiable energy savings.

Customers can receive **Prescriptive** or **Custom** incentives based on the type of project and building size. Prescriptive incentives are paid a standard rate for qualifying equipment found on the [prescriptive incentive list](#). If your project is not included on the prescriptive incentive list, it will be considered a custom project.

Participants can receive up to:

- \$50,000 for lighting upgrades.
- \$50,000 for non-lighting upgrades.

*Incentives can cover up to 100 percent of the project cost.

Business customers who complete custom projects before December 31, 2018 are eligible for increased incentives.

C&I Customer E-blast



Important Announcements



Dear Energy Smart Trade Allies and Commercial Customers,

As we approach the last quarter of 2018, [Energy Smart](#) has two important announcements for trade allies and commercial customers.

HVAC and Heat Pump Incentives Increase:

- A/C unit incentives increased from \$10-\$20/ton to **\$66/ton across all capacities.**
- Heat pump incentives increased from \$10-\$25/ton to **\$71/ton across all capacities.**
- Submit a completed Energy Smart Commercial Application, prescriptive calculator, one recent Entergy bill and spec sheets to commercialapps@energysmartnola.com. If estimated incentive is less than \$5,000, pre-approval is not required.

Custom Project Incentive Bonus:
For a limited time only, Energy Smart is offering increased incentives on commercial custom projects. Custom projects installed by Dec. 31 will receive an additional \$0.03/kWh.

- Small Commercial custom incentives increased from \$0.12/kWh to **\$0.15/kWh.**
- Large Commercial custom lighting increased from \$0.10/kWh to **\$0.13/kWh.**
- Large Commercial custom non-lighting increased from \$0.12/kWh to **\$0.15/kWh.**

Additional details regarding the custom incentive bonus include:

- All standard requirements listed on the Energy Smart Commercial Application apply.
- Custom bonus calculators are available at energysmartnola.com/businesses.
- Bonus eligible for new projects received on or after Sept. 17.
- Project must be fully installed and operational with the *Project Completion Notice* submitted by Dec. 31.
- Bonus limited to a first-come, first-served basis until Dec. 31 or until funds are exhausted.
- Application submittal does not guarantee bonus.
- Bonus will be paid to the recipient of the incentive check.

We hope that these changes will help New Orleans commercial customers take advantage of even greater energy savings.

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

Thank you,
The Energy Smart Program



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Our mailing address is:
Energy Smart
900 Camp Street, Suite 364
New Orleans LA, 70130

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

RCx Materials



ENERGY SMART RETRO-COMMISSIONING PROGRAM

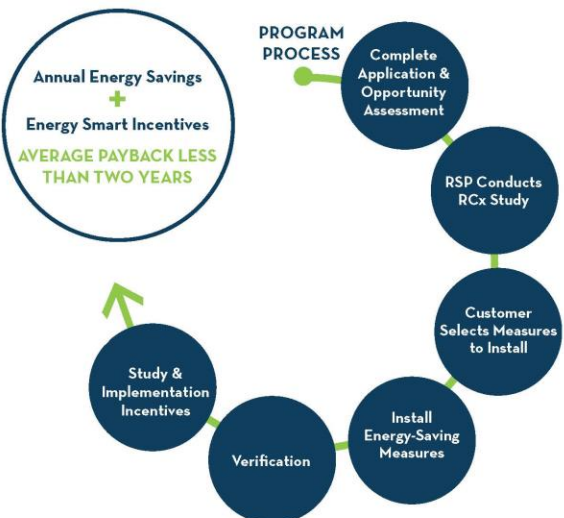
Buildings need regular maintenance checks and tune-ups in order to maintain optimal efficiency. Energy Smart connects facility owners and managers with experts and provides financial incentives to ensure that their buildings and the equipment within it are in peak operating conditions for prime energy savings.

Energy Smart's Retro-commissioning program helps large commercial and industrial customers save a significant amount of energy and produce paybacks of less than two years with the help of incentives. Through retro-commissioning (RCx), you can manage energy use more effectively, increase tenant comfort and catch small maintenance needs before they become costly repairs.

RETRO-COMMISSIONING
RCx is the simple process of improving the performance and energy efficiency of building systems, equipment and operations as a whole. Specialized Trade Allies, called RCx Service Providers, work directly with facility managers to examine all facets of a building, including the structural envelope, building controls, lighting, HVAC, equipment choices, workplace habits, maintenance schedules and operational policies.

The Energy Smart Retro-commissioning program includes low cost measures such as adjustments, recalibrations and process changes that provide quick paybacks. Saving money now can help your company invest in more projects later. Your RSP conducts an RCx Study at your facility, which make recommendations to changes in your systems, equipment and practices that can lead to significant energy and cost savings.

READY TO GET ENERGY SMART?
Visit energysmartnola.com to view a list of qualified RSPs, and then contact the RSP of your choice to get started on the program process or call us at 504-229-6868.





ENERGY SMART RETRO-COMMISSIONING PROGRAM



The Energy Smart Retro-Commissioning Program is available to Large Commercial and Industrial Entergy New Orleans electric customers, including publicly funded institutions.

TERMINOLOGY

RSP: A Retro-commissioning Service Provider is a specialized Energy Smart Trade Ally who is qualified to assist customers through the RCx process.

Opportunity Assessment: A set of screening questions designed to determine well-qualified candidates for RCx.

Enrollment Application: A form that when completed and approved, admits a customer into the Retro-commissioning Program and allows the RSP to conduct a study.

Study: A comprehensive audit that inspects, assesses and analyzes energy usage. The study identifies and provides savings and cost analysis of low-cost RCx measures.

Measure Selection Form: A form detailing a set of recommended measures to be implemented.

INCENTIVE STRUCTURE

Incentives are paid for both the cost of the approved RCx study performed and for the implementation of qualified energy saving measures. Both incentives are paid at the completion of the project. Incentive rates and structure are below:

INCENTIVE PHASE	INCENTIVE RATE
Approved RCx Study and Workbook	50 percent of study cost ¹
Verification of Implemented Savings	\$0.12/kWh

- ¹ Up to \$15,000
- Customers are eligible for up to \$100,000 per site per year, up to \$50,000 for custom lighting and \$50,000 across all custom non-lighting projects.
 - In order to be eligible for the study incentive, customers must implement at least one of the measures recommended in the approved study.

ELIGIBILITY

Eligibility is limited to large commercial and industrial Entergy New Orleans electric customers that meet facility requirements and are determined to be good candidates through the results of an Opportunity Assessment. Examples of good candidates include customers that have:

- Over 100,000 sq. ft. of conditioned space.
- A high average electric energy intensity.
- Robust building control systems.
- Other equipment where RCx can make a difference and are motivated to implement projects and train staff.

Participants in the Retro-commissioning Program will also potentially identify other energy saving opportunities that qualify for custom or prescriptive incentives. Energy Smart will assist in guiding you to these energy saving opportunities and programs.

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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ENERGY SMART RETRO-COMMISSIONING PROGRAM



OPPORTUNITY ASSESSMENT

Mark your selection with a check mark. Select one answer per question unless otherwise instructed.

COMPANY INFORMATION

Company Name:

Facility Address:

Company Contact Name:

Company Contact Title:

Company Contact Phone Number:

Company Contact Email:

ENERGY INFORMATION

1. What is the total annual kWhs used by the facility?

2. What is the average electric intensity of the facility (kWh/Sq. f.t)?

3. What percentage of the utility budget is:

Electricity _____

Natural Gas _____

Steam _____

Other _____

4. What is the estimated percent use reduction that you hope to achieve?

Electricity _____

Natural Gas _____

Steam _____

Other _____

PROJECT PARAMETERS

5. What is the building type:

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Office. | <input type="checkbox"/> Education. |
| <input type="checkbox"/> Industrial. | <input type="checkbox"/> Warehouse. |
| <input type="checkbox"/> Faith-Based. | <input type="checkbox"/> Lodging. |
| <input type="checkbox"/> Food Service. | <input type="checkbox"/> Service. |
| <input type="checkbox"/> Health Care. | <input type="checkbox"/> Other. |
| <input type="checkbox"/> Publicly Funded. | |

6. What is the square footage of the facility?

7. What is the percentage of the facility that is:

Heated _____

Air Conditioned _____

8. What is the number of floors in the facility (including those below grade)?

9. How old is your facility or what year was your facility built?

10. What are the annual hours of operation of the facility?

11. What is the fuel source for the heating of domestic water?

- | | |
|---------------------------------------|---------------------------------|
| <input type="checkbox"/> Electric. | <input type="checkbox"/> Steam. |
| <input type="checkbox"/> Natural Gas. | <input type="checkbox"/> Other. |

12. What is the fuel source for the building heat?

- | | |
|---------------------------------------|---------------------------------|
| <input type="checkbox"/> Electric. | <input type="checkbox"/> Steam. |
| <input type="checkbox"/> Natural Gas. | <input type="checkbox"/> Other. |

13. What are the measures that will be investigated as part of your project? Check all that apply.

- Air Handler Optimization.
- Chiller Optimization.
- Compressed Air Optimization.
- Lighting Sensor/Controls Optimization.
- Pump and Motor Savings.
- Industrial Processes.
- Domestic Water Heating Systems.
- Building Controls.

OPPORTUNITY SCREENING

14. How would you describe your current energy policy?

- We don't have an energy policy.
- We have an energy policy but it lacks goals or processes for meeting them.
- We have an energy policy that includes goals and processes for meeting them.

15. What is your current approach to analyzing your energy bill to track cost and usage?

- Energy use and cost metrics are not tracked.
- Energy use is tracked and may be reviewed regularly.
- Energy costs are tracked and may be reviewed regularly.
- Both energy use and costs are tracked and reviewed at least annually.

16. What level of funding is your management willing to commit to energy saving recommissioning projects?

- There is no funding available.
- Less than \$5,000 per year.
- Less than \$10,000 per year.
- Over \$10,000 per year.

17. What documentation is currently available (blue prints, balance reports, sequence of operations schedules, etc.)?

- No documentation is available.
- Some documentation, but it is not complete.
- All documentation is available and it is up-to-date.

18. Which type of ventilation distribution is most common in your facility?

- Constant Volume Variable Air Volume.
- Volume Variable Air Volume with Occupancy Sensor.



OPPORTUNITY ASSESSMENT - CONT.

OPPORTUNITY SCREENING - CONT.

19. Which type of air handling unit is most common in your facility?

- Unit Vents.
- Make-up Air Units.
- Rooftop Units.
- Air Handling Units.
- Rooftop Unit or Air Handling Unit with Heat.
- Recovery.

20. Which type of economizer is most common in your facility?

- No Economizer.
- Water-side Economizer.
- Air-side Economizer.

21. Which type of heating system is most common in your facility?

- District Steam Heating.
- Steam Boilers Direct-fire Roof Top Unit.
- Hot Water Boilers.
- Condensing Hot Water Boilers.

22. Which type of cooling system is most common in your facility?

- No Cooling or District Cooling.
- Packaged Direct Expansion Units.
- Custom Air Handling Units
Air Cooled Chiller Water Cooled Chiller.

23. How would you describe your current controls for your lighting systems?

- This facility's lighting system has been recently upgraded and is controlled by the facility's Emergency Management System or other control system.
- The majority of the facility's lighting system has not been upgraded within the past three years but it is controlled by the facility's Emergency Management System or other control system.
- This facility's lighting system has been recently upgraded but it is manually controlled by staff.
- The majority of the facility's lighting system has not been upgraded within the past three years and no controls are present.

24. What level of building controls is currently in use?

- Central plant only.
- Central plant and air handling units, roof top units, etc.
- All equipment including zone level.
- All equipment including zone level and lighting.

25. What type of building controls are currently in use?

- Local controllers or all-pneumatic controls.
- Direct Digital Control with pneumatic actuation.
- Direct Digital Control with digital actuation.

26. What type of building scheduling is currently in use?

- Scheduled to match occupancy with optimum start programs in place.
- Scheduled to match occupancy with preset warm-up time.
- No scheduling program exists.

27. What type of trending data is currently available?

- No trending data available.
- Trending data is available but not set up to trend specific points.
- A majority of points are trended with look-back capabilities.

Contact Us

Visit energysmartnola.com, email info@energysmartnola.com or call **504-229-6868**.



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Custom Bonus Half Sheet

ENERGY SMART IS OFFERING INCREASED INCENTIVES ON CUSTOM PROJECTS

Custom projects installed by Dec. 31 will receive an additional \$0.03/kWh.

- \$ Small Commercial custom incentives increased from \$0.12/kWh to \$0.15/kWh.
- \$ Large Commercial custom lighting increased from \$0.10/kWh to \$0.13/kWh.
- \$ Large Commercial custom non-lighting increased from \$0.12/kWh to \$0.15/kWh.



Additional details regarding the custom incentive bonus include:

- All standard requirements listed on the Energy Smart Commercial Application apply.
- Bonus eligible for new projects received on or after Sept. 17.
- Project must be fully installed and operational with the Project Completion Notice submitted by Dec. 31.
- Bonus limited to a first-come, first-served basis until Dec. 31 or until funds are exhausted.
- Application submittal does not guarantee bonus.
- Bonus will be paid to the recipient of the incentive check.

ARE YOU READY TO GET ENERGY SMART?

For information about Energy Smart programs and to find a participating trade ally, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.



CUSTOM INCENTIVE BONUS POTENTIAL PROJECT EXAMPLES

Small Commercial custom project:

100,000 kWh saved x \$0.12 (standard incentive)	+	100,000 kWh x \$0.03 (bonus)	=	Total Incentive
\$12,000		\$3,000		\$15,000

Large Commercial custom lighting project:

250,000 kWh saved x \$0.10 (standard incentive)	+	250,000 kWh x \$0.03 (bonus)	=	Total Incentive
\$25,000		\$7,500		\$32,500

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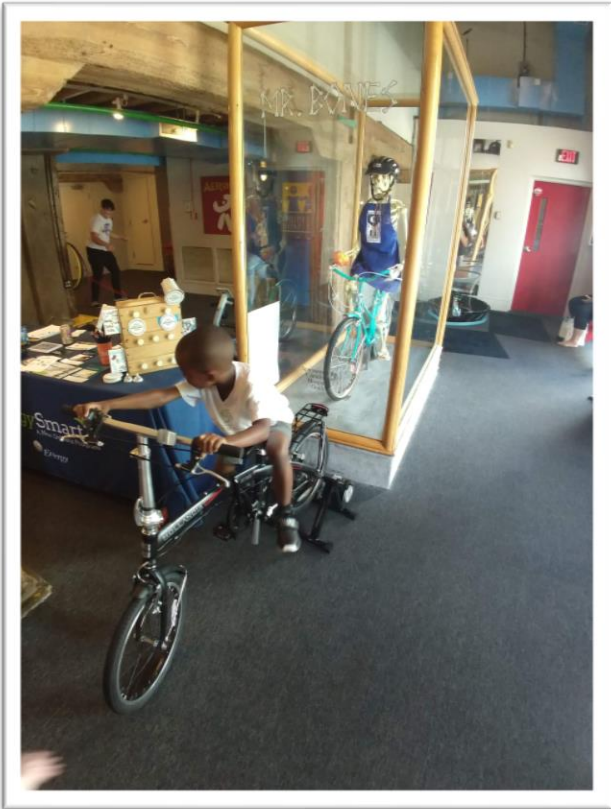
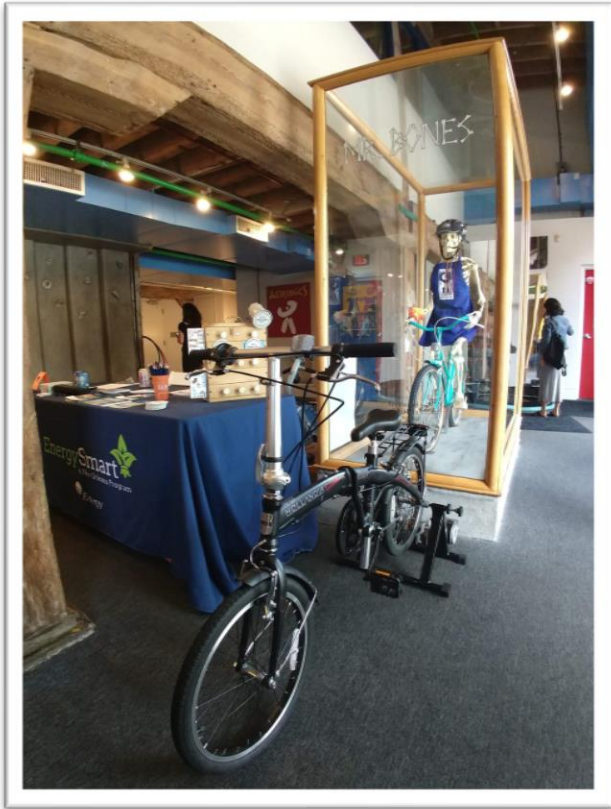
Appendix E: Photos

Gladewaves Senior Luncheon

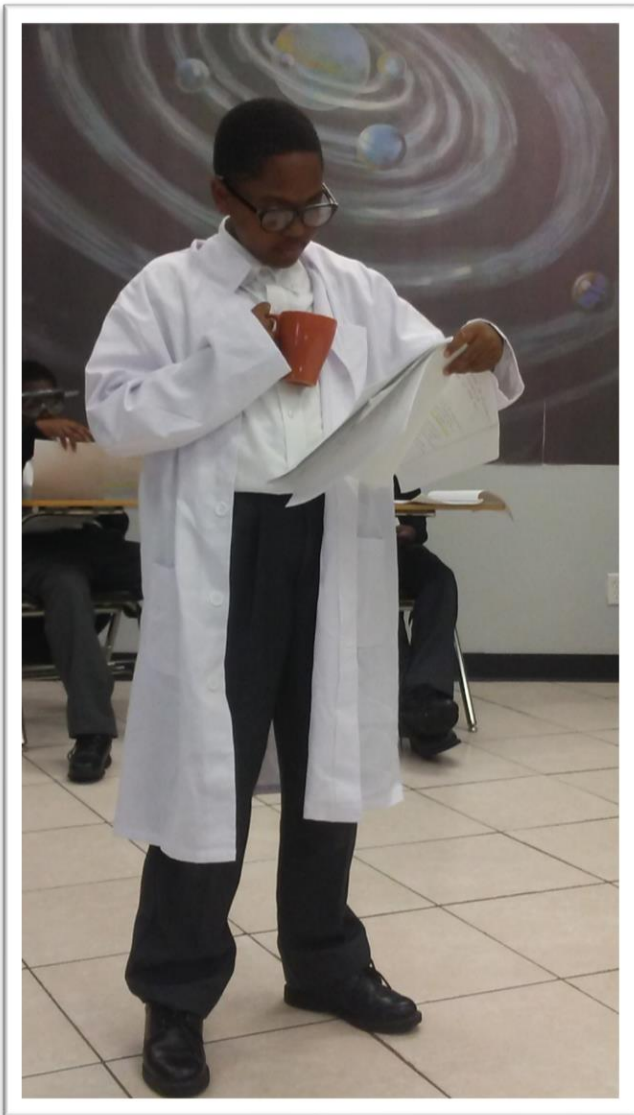




Louisiana Children’s Museum Outreach



Bishop McManus School Program



Higher Ed Cohort



Ben Franklin Festival Outreach



RCx Training



Residential Trade Ally Advisory Group Meeting

