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April 30, 2021

**VIA ELECTRONIC MAIL ONLY**

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

**Re: Filing of Entergy New Orleans, LLC's Energy Smart Quarterly Report for the Period of January 1, 2021 to March 31, 2021 (Resolutions R-11-52, R-20-51; UD-08-02, UD-17-03)**

Dear Ms. Spears,

On February 3, 2011, the Council of the City of New Orleans ("Council") adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. Council Resolution R-19-516 approved the continuance of the Energy Smart for Program Years 10-12. Council Resolution R-20-51 adopted on February 20, 2020, approved the PY10-12 Implementation Plan and APTIM, Environmental and Infrastructure ("APTIM") as the Third Party Administrator.

On behalf of APTIM, Entergy New Orleans, LLC ("ENO") submits the Energy Smart Quarterly Report for the period of January 1, 2021 to March 31, 2021. As a result of the remote operations of the Council's office related to COVID-19, ENO submits this filing electronically and will submit the requisite original and number of hard copies once the Council resumes normal operations, or as you direct. ENO requests that you file this submission in accordance with Council regulations as modified for the present circumstances.

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,

A handwritten signature in black ink that reads "Becky Knox".

Becky Knox

cc: Service List of UD-08-02 and UD-17-03



# Quarterly Report

Energy Smart Program  
Program Year 11 - Quarter 1  
Submitted: April 30, 2021

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## Executive Summary

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The Energy Smart Program (Program) was developed by the New Orleans City Council (Council), is administered by Entergy New Orleans, LLC (ENO) and is implemented by APTIM, the Third-Party Administrator (TPA). This report contains data on the Program and evaluation results from ENO's Third-Party Evaluator's (TPE) Evaluation, Measurement and Verification (EM&V) report. This report includes pre-evaluated gross savings, verified gross savings and net savings.

To ensure success in current and future programs, APTIM has engaged several subcontractors that have extensive experience in energy efficiency programs and in the New Orleans market to implement the program, including:

- EnergyHub
- Energy Wise Alliance
- Franklin Energy Services
- Green Coast Enterprises
- Honeywell
- ILSI Engineering
- Legacy Professional Services
- Spears Consulting
- ThreeSixtyEight
- Urban League of Louisiana

This report contains data on the Energy Smart program offerings, including:

- Summary of activities by offering
- kWh savings achieved, kW reduction and incentives spent
- Marketing, outreach and engagement
- Training and workforce development activities
- Supplier diversity highlights

Program Year 11 (calendar year 2021) 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

An emphasis on working collaboratively with ENO, the Council's Advisors, and numerous stakeholders, including local policy advocacy stakeholders, local trade ally stakeholders, and local higher education stakeholders, has been important for the implementation of the Energy Smart Program. ENO and APTIM view collaborative teamwork among the large number of stakeholders with diverse interests as a critical component to the overall success of the program.

## Staff List

Name	Title	Company	Location
<b>Tom Quasius</b>	TPA Director	APTIM	Chicago, IL
<b>Dan Reese</b>	Director of Program Operations	APTIM	Portland, OR
<b>Jenny Riley</b>	National Marketing Director	APTIM	Chicago, IL
<b>Kristin McKee</b>	Program Director	APTIM	New Orleans, LA
<b>John Krzystowczyk</b>	Commercial Program Manager	APTIM	New Orleans, LA
<b>Dawn Ellerd</b>	Marketing & Outreach Lead	APTIM	New Orleans, LA
<b>Kevin Fitzwilliam</b>	Training & Development Specialist	APTIM	New Orleans, LA
<b>Spencer Kurtz</b>	Energy Engineer	APTIM	Charlotte, NC
<b>Philip Russo</b>	Project Analyst	APTIM	New Orleans, LA
<b>Tamzen Jenkins</b>	Marketing & Communications Specialist	APTIM	New Orleans, LA
<b>Michael Slaughter</b>	Finance	APTIM	Baton Rouge, LA
<b>Monica Thilges</b>	Program Design	APTIM	Madison, WI
<b>Pragya Niraula</b>	Energy Engineer	ILSI Engineering	New Orleans, LA
<b>Keeley Evans</b>	Commercial Project Coordinator	ILSI Engineering	New Orleans, LA
<b>Jackie Dadakis</b>	Chief Operating Officer	Green Coast Enterprises	New Orleans, LA
<b>Joe Ryan</b>	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
<b>Jared Sessum</b>	Commercial Energy Manager	Green Coast Enterprises	New Orleans, LA
<b>Matt Augustine</b>	Benchmarking Associate	Green Coast Enterprises	New Orleans, LA
<b>Craig Henry</b>	Demand Response Program Manager	Honeywell	San Antonio, TX
<b>Benjamin Cavell</b>	ADR Business Consultant	Honeywell	New Orleans, LA
<b>Alcide Tervalon III</b>	Principal	Legacy Professional	New Orleans, LA
<b>Bernadelle Tilus</b>	Project Specialist	Legacy Professional	New Orleans, LA
<b>Denzel Harry</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Louis Bart</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Joshua Kruebbe</b>	Residential QA/QC	Legacy Professional	New Orleans, LA
<b>Jacob Pohlman</b>	Residential QA/QC	Legacy Professional	New Orleans, LA
<b>Nate Wolf</b>	Residential Program Manager	Franklin Energy Services	New Orleans, LA
<b>Alan Mitchell</b>	Field Manager	Franklin Energy Services	New Orleans, LA
<b>Karen O'Brien</b>	Operations Manager	Franklin Energy Services	New Orleans, LA
<b>Jhané Wilcox</b>	Residential Marketing Manager	Franklin Energy Services	New Orleans, LA
<b>Atom Davis</b>	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
<b>Raven Carr</b>	Operations Analyst	Franklin Energy Services	New Orleans, LA
<b>Daniel Franklin</b>	Field Supervisor	Franklin Energy Services	New Orleans, LA
<b>James Herman</b>	Energy Advisor	Franklin Energy Services	New Orleans, LA
<b>James Phillips</b>	Energy Advisor	Franklin Energy Services	New Orleans, LA
<b>Dwayne Haley</b>	Energy Advisor	Franklin Energy Services	New Orleans, LA
<b>Jamie Wine</b>	School Kits & Education Director	Energy Wise Alliance	New Orleans, LA
<b>Emily Snyder</b>	School Kits, Education Manager	Energy Wise Alliance	New Orleans, LA
<b>Nayshma Jones</b>	School Kits, Education Coordinator	Energy Wise Alliance	New Orleans, LA
<b>Brandon Muetzel</b>	Community Outreach Manager	Energy Wise Alliance	New Orleans, LA

## **Offerings Overview**

### **Residential**

#### **Energy Efficiency**

- Home Performance with ENERGY STAR®
- Retail Lighting & Appliances
- Income-Qualified Weatherization
- A/C Solutions
- Multifamily Solutions
- School Kits & Education
- Behavioral
- Rewards

#### **Demand Response**

- EasyCool for Residents

### **Commercial & Industrial**

#### **Energy Efficiency**

- Small Commercial & Industrial Solutions
- Large Commercial & Industrial Solutions
- Publicly Funded Institutions
- Commercial & Industrial Construction Solutions

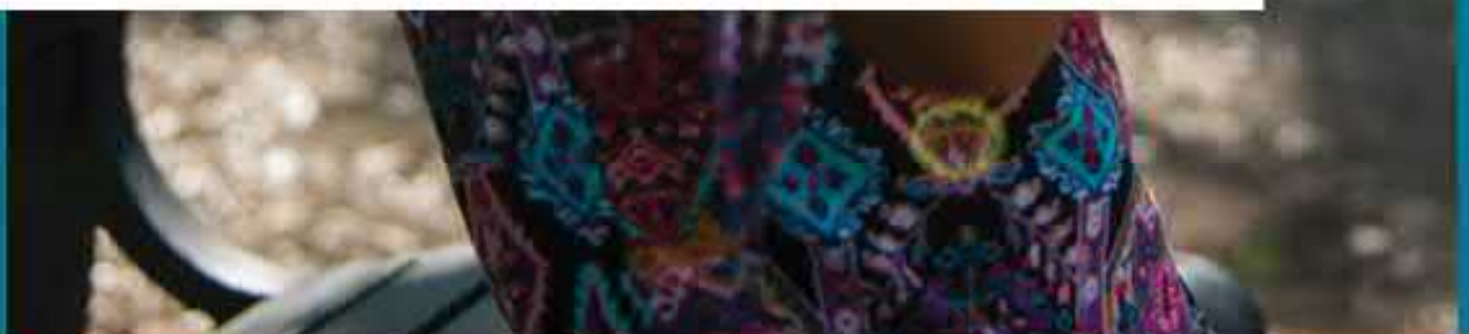
#### **Demand Response**

- Large Commercial & Industrial Demand Response
- EasyCool for Business





## **PROGRAM PERFORMANCE & ACTIVITY**



# Program Performance and Activity

**Table 2.1**

	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
Commercial & Industrial - Energy Efficiency	777,039	46,889,018	1.66%	121.56	7,429.79	1.64%	\$ 80,232	\$9,925,322	0.81%
Commercial & Industrial - Demand Response	-	-	N/A	-	3,918.00	0.00%	\$625	\$146,802	0.43%
Residential - Energy Efficiency	1,594,828	39,140,597	4.07%	1,005.74	3,983.83	25.25%	\$625,341	\$6,205,347	10.08%
Residential - Demand Response	-	-	N/A	-	3,493.60	0.00%	\$20,305	\$182,715	11.11%
<b>Total</b>	<b>2,371,867</b>	<b>87,511,515</b>	<b>2.71%</b>	<b>1,127.30</b>	<b>19,407.62</b>	<b>5.81%</b>	<b>\$726,503</b>	<b>\$16,460,186</b>	<b>4.41%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentive spend from 1/1/2021 through 3/31/2021.

**Table 2.2**

	PROGRAM COSTS**	PROGRAM BUDGET	% OF PROGRAM BUDGET
Commercial & Industrial - Energy Efficiency	\$906,636	\$14,332,822	6.33%
Commercial & Industrial - Demand Response	\$110,361	\$992,046	11.12%
Residential - Energy Efficiency	\$1,089,168	\$9,130,825	11.93%
Residential - Demand Response	\$117,901	\$329,678	35.76%
<b>TOTAL</b>	<b>\$2,224,066</b>	<b>\$24,521,771</b>	<b>9.07%</b>

**Table 2.3**

EM&V SPENT	EM&V BUDGET	% OF EM&V BUDGET
-	\$712,675	0.00%

\*\*There have not been EM&V expenses incurred through Q1 as the third-party evaluator has been focused on completing the PY10 Annual EM&V report.

## Residential Summary

The first quarter of Program Year 11 (PY11) focused on driving program participation while maintaining high standards for COVID-19 safety as the team continued to address pandemic challenges. The Energy Smart team continued to implement the safety guidelines that were established when field activities resumed in PY10. This included the use of additional personal protective equipment, hygiene protocols, equipment and vehicle sanitation and pre-visit questionnaires. These protocols will continue if necessary, to ensure the health and safety of staff, customers and trade allies.

The Income-Qualified Weatherization offering continued to perform strongly in Q1. This momentum started in PY10 and continued to exceed expectations as a result of the COVID-19 pandemic, as the demand for Income-Qualified Weatherization remained high. This has impacted the Home Performance with ENERGY STAR® offering as more customers who respond to marketing are qualifying for the Income-Qualified Weatherization than the Home Performance with ENERGY STAR offering. Multifamily Solutions continued work on a large apartment complex, which started in PY10, for duct sealing measures. The team completed assessments and direct installation for a second apartment complex early in PY11. Both complexes will continue to generate savings in Q2 as trade allies complete deeper follow-up measures.

A/C Solutions and Retail Lighting and Appliance both generated savings in Q1, but the team expects to see increased activity in Q2 for both offerings. A/C Solutions has a seasonal correlation to savings as demand increases when temperatures rise in the spring and into the summer months. Retail Lighting and Appliance will begin in-store point-of-purchase rebates in Q2, in addition to the first promotional period of manufacturer rebates through the Energy Smart Online Marketplace. Marketing campaigns for both offerings were developed in Q1 and will be launched in Q2 to promote the offerings as demand increases.

The team also began startup activities for the Appliance Recycling and Replacement Pilot offering that will launch in Q2. The team began developing a new landing page for the Energy Smart website, an online scheduling portal, marketing materials and data collection requirements.

The School Kits & Education offering continued to provide virtual education in a modular fashion in order to accommodate the unique needs of each teacher. Community outreach events were also strictly virtual, and the team has initiated discussions about returning to in-person events when it is safe to do so.

Behavioral and Rewards continues to build up cohorts and is actively working to increase participation to meet annual savings goals. The Direct Load Control component (DLC) of EasyCool has not been marketed because the offering will be transitioning customers to Bring Your Own Thermostat (BYOT). Beginning in PY12, customers will only be able to participate in EasyCool through BYOT. The team

continued to provide maintenance functions on DLC devices and is developing the preseason notification letter for all PY11 EasyCool participants during the cycling season of June through September.

## **Commercial & Industrial Summary**

The Energy Smart team focused efforts in Q1 on building the project pipeline and raising Program awareness. Large Commercial & Industrial outreach was directed towards higher education, healthcare and commercial real estate segments, and project applications were received for all three customer types in Q1. An outreach firm was added to the team in Q1 to further increase outreach efforts and generate a strong pipeline early in the Program Year. Trade ally recruitment was also an important focus and several new trade allies were registered and onboarded. Energy Smart also began offering ACH incentive payments to trade allies in Q1 and 17 trade allies signed up for the service by the end of the quarter. ACH direct deposit payments will streamline the payment process resulting in less physical checks needing to be processed and will substantially reduce the time to process trade ally incentive payments.

Program participation by Small Commercial & Industrial customers continued to be slow relative to pre-COVID program years. Most of the Small Commercial & Industrial energy savings came from door-to-door distribution of Small Business Energy Efficiency Kits, and the team distributed more kits in Q1 than in all of PY10. The Energy Smart team established a goal of distributing 100 kits per month in order to produce energy savings and generate leads with small business customers for deeper energy-saving projects. The team will continue to follow up with customers who receive a Small Business Energy Efficiency Kit to educate them on other offerings, such as the Small Business Online Store, and the team will be passing leads along to participating Small Business Direct Install service providers. The Small Business Online Store also saw increased participation through higher total users, total sessions, calls and orders. Additional focus has been placed on Small Commercial & Industrial trade ally recruitment which resulted in three new registered Small Business Direct Install service providers in Q1.

Large Commercial & Industrial customers continued to show interest in the Energy Smart Program, and momentum gained towards the end of PY10 is being utilized to encourage participation in PY11. The Large Commercial & Industrial offering tends to see energy savings further into the year and the team has focused efforts in Q1 on building the project pipeline. Project leads for Large Commercial & Industrial customers were created in Q1 based on initial contacts made in PY10. The team held the quarterly Higher Education Cohort meeting at the end of March to update members on the PY11 goals and budgets and encourage program participation. The Energy Smart team also enhanced collaboration across energy efficiency and demand response opportunities and began coordinating with Entergy's Electric Technology Program team in Q1.

The project pipeline for Publicly Funded Institutions (PFI) has exceeded the PY11 goal by the end of Q1, reaching 120% to goal. Nearly all PFI savings in the pipeline have come from non-lighting measures with Retro-commissioning savings accounting for 86% of PFI non-lighting savings. The three PFI Retro-commissioning projects in the pipeline account for 3,503,265 kWh and \$143,608 in incentives. The team also developed additional Retro-commissioning project leads in Q1.

The team held several discussions about the Commercial & Industrial Construction Solutions offering with large business in Q1. The team also met with architects, project managers and mechanical contractors to discuss new construction projects with casinos, hospitals, hotels and multifamily properties. Establishing new construction project leads was a priority in Q1 due to the large lead time of projects and increased goals in PY11 and PY12.

The EasyCool for Business demand response offering reached 13.59% of the PY11 enrollment target by the end of Q1. The team is focused on direct outreach to Small Commercial & Industrial customers to raise awareness of the offering and generate enrollments. The team continues to reach out to customers who submit project applications for eligible smart thermostats or purchase them through the Small Business Online Store to discuss enrolling their thermostat in EasyCool for Business. Trade ally recruitment has focused on recruiting Small Commercial & Industrial trade allies who are trained on EasyCool for Business in order to further raise customer awareness of the offering.



## RESIDENTIAL OFFERINGS

# Residential Offerings Summary

**Table 3.1**

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
Home Performance with ENERGY STAR	438,910	4,027,638	10.90%	146.86	1,228.69	11.95%	\$ 133,734	\$1,522,446	8.78%
Retail Lighting & Appliances	10,404	7,384,715	0.14%	0.99	1,062.27	0.09%	\$2,637	\$1,401,764	0.19%
Multifamily Solutions	125,037	1,289,414	9.70%	35.29	349.05	10.11%	\$21,515	\$ 527,144	4.08%
Income-Qualified Weatherization	858,196	1,669,023	51.42%	783.01	575.50	136.06%	\$ 406,072	\$1,318,369	30.80%
A/C Solutions	146,063	2,388,674	6.11%	37.26	687.42	5.42%	\$59,522	\$651,891	9.13%
Appliance Recycling & Replacement Pilot	-	1,481,900	0.00%	-	181.90	0.00%	-	\$135,00	0.00%
School Kits & Education	16,219	681,132	2.38%	2.33	80.91	2.88%	\$1,861	\$498,733	0.37%
Behavioral**	-	21,700,000	0.00%	-	-	0.00%	-	\$0	N/A
Rewards	-	-	N/A	-	-	N/A	-	\$150,000	0.00%
EasyCool - Direct Load Control	-	-	N/A	-	622.6	0.00%	\$5	\$47,750	0.01%
EasyCool - Bring Your Own Thermostat	-	-	N/A	-	2,871.00	0.00%	\$20,300	\$134,965	15.04%
<b>Total</b>	<b>1,594,828</b>	<b>40,622,497</b>	<b>3.93%</b>	<b>1,005.74</b>	<b>7,659.33</b>	<b>13.13%</b>	<b>\$645,646</b>	<b>\$6,388,062</b>	<b>10.11%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentive spend from 1/1/2021 through 3/31/2021.

\*\*Behavioral program results are determined and evaluated after completion of the program year.

# Home Performance with ENERGY STAR®

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## Description

This offering will achieve long term, significantly cost-effective electric savings through the use of local auditors and contractors who will help residential customers analyze their energy use and identify opportunities to improve efficiency, install low-cost energy-saving measures, and identify and implement more comprehensive home efficiency projects. Home Performance with ENERGY STAR (HPwES) will offer three levels of home energy audits. The Level I Assessment will include a “walk-through” inspection and direct installation of low-cost measures, such as LEDs and water conservation measures. To generate additional savings at the time of the audit, demand response-enabled smart thermostats were added as a direct install measure. The Level II and III Assessments are comprehensive home inspections with diagnostic testing, performed by a qualified contractor, targeted to achieve deeper savings within the home.

To meet the needs of New Orleans’ unique housing stock of double shot-gun homes and smaller multifamily configurations, the offering now includes all buildings with four or fewer units in the HPwES offering. Structures of this size and construction type often behave and function more like single-family homes, with owners often occupying one of the units, thus minimizing the split-incentive barrier.

## Highlights

The Home Performance with ENERGY STAR offering performed 179 assessments in Q1 resulting in 11% of the kWh goal reached. Direct installation measures made up 27% of the total savings and follow-up measures from trade allies produced the remaining 73% of savings. The follow-up measures included air sealing, duct sealing and attic insulation. The Energy Smart team installed 80 smart thermostats, 18 power strips, 20 aerators, 122 feet of pipe insulation and 3,033 LED light bulbs in Q1.

High-bill customers were the main target segment for program marketing. Homeowners who had the highest usage were targeted with an opportunity to reduce their bills by participating in Home Performance with ENERGY STAR. A PY10 trend that has continued into PY11 Q1, is that more customers are qualifying for Income-Qualified Weatherization than Home Performance with ENERGY STAR. Due to this trend, 38% of all single-family assessments were completed as Home Performance with ENERGY STAR and the remainder were completed under the Income-Qualified Weatherization offering.



# Performance

Table 5.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
438,910	4,027,638	10.90%	146.86	1,228.69	11.95%	\$133,734	\$1,522,446	8.78%

# Retail Lighting & Appliance

## Description

The objective of the Retail Lighting and Appliance offering is to increase awareness and sales of efficient lighting and appliances to ENO’s residential population. The offering will provide customers the opportunity to purchase a variety of discounted products that are ENERGY STAR qualified or better.

The Energy Smart Online Marketplace features energy efficiency products as discounted prices. This allows Entergy New Orleans customers to purchase energy efficiency products online and have them shipped directly to their home.

## Highlights

The Retail Lighting and Appliance offering achieved 10,404 kWh in savings in Q1. Mail-in rebates made up 75% of the savings in Q1, which included rebates for 22 smart thermostats, 15 refrigerators, four window air conditioner units, one dehumidifier, one pool pump and one heat pump water heater. The Energy Smart Online Marketplace made up the additional 25% of savings with sales of 112 LED light bulbs, three water measures and three power strips.

During Q1, the Program Team developed the plan for launching the in-store point-of-purchase rebates at multiple retailers within the Entergy New Orleans footprint. In Q1, the team also developed a marketing campaign for Earth Day that will promote smart thermostat sales through the Energy Smart Online Marketplace during the month of April. During Earth Day promotions, manufacturers will offer additional discounts that the Energy Smart team promoted to maximize cost savings and incentivize the purchase of energy-efficient products. Emerson Sensi and ecobee smart thermostats have been the main focus in past campaigns. The team added Google Nest smart thermostats to the product mix on the Energy Smart Online Marketplace and will promote this product for Earth Day.

## Retail & Appliance Sales Quantities

Table 6.1

PARTICIPATION TYPE	
<b>Online Marketplace</b>	<b>QTY</b>
Advanced Power Strips	3
Smart Thermostats	0
Smart Thermostat Accessories	0
Insulation	1
Lighting	112
Water Savers	3
<b>Mail-In Rebates</b>	<b>QTY</b>
Pool Pump	1

Heat Pump Water Heater	1
Refrigerator	15
Window AC	4

**Table 6.2: Participating Retailers**

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Barto Appliance		X	1400 Airline Dr
Costco Wholesale		X	3900 Dublin St
Home Depot (Bullard)		X	12300 I-10 Service Rd
Home Depot (Central)		X	1100 S Claiborne Ave
Lowe's (Central)		X	2501 Elysian Fields Ave
Lowe's (Read)		X	5770 Read Blvd

## Performance

**Table 6.3**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
10,404	7,384,715	0.14%	0.99	1,062.27	0.09%	\$2,637	\$1,401,764	0.19%

# Multifamily Solutions

## Description

This offering targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The offerings will address their unique needs through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education. A property must have a minimum of five units to qualify for Multifamily Solutions. This allows for the Multifamily Solutions offering to be more focused on the unique needs of owners, managers and renters of larger buildings.

## Highlights

The Multifamily Solutions offering performed work at two complexes resulting in the offering reaching 10% of the kWh savings goal. Direct installation products accounted for 16% of total savings, with follow-up measures by trade allies making up the remaining 84% of savings. The Energy Smart team continued to reach out directly to property groups that have expressed interest in participating in the offering.

The Energy Smart team worked with a 440-unit property in Q4 of PY10 and completed the direct installation of energy-efficient products and a portion of the duct sealing. In PY11, the savings generated by this property is a result of the ongoing work of trade allies performing duct sealing, and this work will continue into Q2.

The Energy Smart team also worked with a 110-unit property that generated 31,360 kWh in savings through direct install measures. The direct installation included 120 water measures and 670 LED lights installed at the property. Trade ally work will begin in Q2 with measures for air sealing, duct sealing and air conditioner tune-ups.

## Performance

Table 7.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
125,037	1,289,414	9.70%	35.29	349.05	10.11%	\$21,515	\$527,144	4.08%

# Income-Qualified Weatherization

## Description

The Income-Qualified Weatherization offering is designed to offer qualifying customers free energy efficiency projects ranging from direct install measures, such as LED bulbs and water savings measures, to demand response enabled smart thermostats and comprehensive envelope measures.

## Highlights

The Income-Qualified Weatherization offering performed 287 assessments in Q1 resulting in 51% of the kWh goal reached. Direct installation measures made up 24% of the total savings with follow-up measures from trade allies producing the remaining 76% of savings. The follow-up measures include air sealing, duct sealing and attic insulation. The Energy Smart team installed 65 smart thermostats, 12 power strips, 61 aerators, 150 feet of pipe insulation and 6,311 LED light bulbs in Q1.

One result of the COVID-19 pandemic has been the increase in customers meeting the income qualifications. In Q1, 62% of single-family assessments were processed under the Income-Qualified Weatherization offering.

## Performance

**Table 8.1**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
858,196	1,669,023	51.42%	783.01	575.50	136.06%	\$406,072	\$1,318,369	30.80%

# A/C Solutions

## Description

The A/C Solutions offering provides residential customers with a more comprehensive set of options to help lower the energy consumption associated with keeping their homes cool and comfortable in the summer. Customers with functioning air conditioning can improve the efficiency of their units with the help of a comprehensive air conditioning tune-up or replacement. The offering also includes the installation of new Demand Response (DR)-enabled smart thermostats. The program works to enhance the ability within the territory’s HVAC contractor network to provide value-added services to customers.

## Highlights

The A/C Solutions offering performed 262 air conditioner tune-ups and installed 214 smart thermostats during Q1 resulting in 6% of the kWh goal reached. Historically, air conditioner tune-up demand increases as temperatures increase. Q2 and Q3 are traditionally strong periods for savings in this offering. In Q1, the team prepared marketing that will launch when demand is expected to increase in Q2.

In Q1 46% of kWh savings was generated by air conditioner tune-ups. Smart thermostat installation accounted for 46% of savings and the remaining 8% of savings came from ductless heat pump replacements and duct sealing.

## Performance

Table 9.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
146,063	2,388,674	6.11%	37.26	687.42	5.42%	\$59,522	\$651,891	9.13%

# Appliance Recycling & Replacement Pilot

## Description

The Appliance Recycling and Replacement Pilot offering will encourage early recycling of qualifying low efficiency appliances, such as refrigerators and freezers, for residential customers. The Pilot will also offer a refrigerator replacement option for income-qualified residential customers. This new offering will go beyond federal recycling requirements using environmentally friendly best practices for recycling all components of each appliance.

## Highlights

The Appliance Recycling & Replacement Pilot offering is currently in development and will launch in Q2. The team has been focusing on developing a new landing page for the Energy Smart website that will direct customers to an online portal for scheduling their appliance pickup. The team is also developing marketing materials and data collection requirements.

## Performance

Table 9.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	1,481,900	0.00%	-	181.90	0.00%	-	\$135,000	0.00%

# School Kits & Education

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## Description

The School Kit & Education offering targets 6<sup>th</sup> and 10<sup>th</sup> grade school age students in New Orleans to deliver a hands-on lesson and in-person instruction about energy efficiency concepts. Students are sent home with a home energy kit and forms with installation data are returned to the team. During the pandemic, these in-person methods were swapped with live video conference classes, new material for classroom teachers to add to their own lessons and an online, asynchronous platform to engage classes in an inter-school competition.

## Highlights

The Energy Smart team distributed 667 kits to students at five schools: RENEW Schaumburg, McDonogh #35 Senior High School, The NET- Central City, Fannie C. Williams Charter School and Dwight Eisenhower Academy for Global Studies. The team also conducted outreach to 100% of eligible Orleans Parish schools in Q1. The increased emphasis on outreach resulted in a new partner, McDonogh #35 Senior High School, and a lapsed partner, Dwight Eisenhower Academy for Global Studies, participating in the program.

Modal teaching changes (i.e., virtual and in-person classroom modifications) due to the COVID-19 pandemic have allowed remote teaching to continue in PY11, however, recruitment is lower than in previous program years. By the end of Q1 in previous years, about 1,000 students had been recruited, but the team has only signed up 867 students so far. Adding summer camp students in Q3 could help address the shortfall, or an increase in bookings in the Fall 2021 semester.

Other strategies adopted due to the COVID-19 pandemic have continued, unchanged during this period. The team continued to adhere to CDC guidelines that limit 'non-essential' visitors to K-12 school campuses through the end of COVID-19 Phase 3 reopening. During Q1, the Energy Smart team delivered live learning workshops presented over Zoom and supplied schools with classroom teacher-led lesson plans and activities that allowed classroom teachers to adapt Energy Smart content to their teaching style and plans.

The team also developed a new lesson for virtual instruction called Environmental Mindsets. This lesson highlights how minor contributions to energy and environmental sciences and simple behaviors (i.e., walking) can improve environmental outcomes. This lesson was very popular, coming second only to Introduction to Energy Efficiency. The lesson has been requested by 20% of teachers and will be delivered in Q2.



**Table 10.1: School Kit Distributions**

SCHOOL	DATE	# OF KITS	ENROLLMENT OFFERING
ReNew Schaumburg Elementary	2/11/2021	70	Charter
McDonogh #35 Senior High School	2/26/2021	301	Charter
The NET: Central City	3/5/2021	20	Charter
Fannie C. Williams Charter School	3/9/2021	60	Charter
Dwight Eisenhower Academy for Global Studies	3/23/2021	225	Charter
<b>TOTAL</b>		<b>676</b>	

## Performance

**Table 10.2**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
16,219	681,132	2.38%	2.33	80.91	2.88%	\$1,861	\$498,733	0.37%

# Behavioral & Rewards

## Description

The Behavioral offering provides customers a Home Energy Report/Scorecard (HERs) through Entergy New Orleans’ new Customer Engagement Portal (CEP). Residential customers will receive a monthly HER that compares them to similar and efficient households, shows their usage over time, provides tips for saving energy, rewards them for taking actions and directs them to other program offerings. All residential customers that have provided email addresses are automatically opted into the offering and can opt-out at their discretion.

The Rewards offering enables residential customers to sign-up for Rewards through the CEP. Participants can receive eGift cards from their choice of available retailers for accumulating points for taking specific actions.

## Highlights

The Behavioral offering sent a total of 144,055 Home Energy Reports (HER) to 62,839 customers in Q1. Much of the increase in customer participation was due to a new treatment group being added to the program in March. The Rewards offering also saw its first 11 gift card redemptions in Q1 for a total of \$65. In addition, ENO customers held a total of 8,482,300 rewards points at the end of the quarter. Along with the increase in HERs treatment and Rewards participation, the HER template was updated with several links to the Customer Engagement Portal (CEP) and Energy Smart program website, including the Rewards offering page. These changes were made to further drive customer engagement and savings in the Energy Smart program.

## Performance

Table 11.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh* Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	21,700,000	0.00%	-	0	N/A	-	\$150,000	0.00%

\*Behavioral offering results are determined and evaluated after completion of the program year.

# EasyCool for Residents

## Description

### *Direct Load Control (DLC)*

The Direct Load Control offering is a load management program, designed to reduce peak demand. Enrolled customers will receive a DCU that can receive a radio signal from Entergy New Orleans during times of peak demand. This device is installed on a customer's air conditioning compressor to cycle off the unit during times of peak demand. The device can be installed on central air conditioning units and heat pumps. This program has been offered to Entergy customers since 2016.

### *Bring Your Own Thermostat (BYOT)*

The residential BYOT DR offering taps into the existing installed base of connected thermostats in the ENO territory. Through technical integrations with the leading thermostat manufacturers in the industry, ENO will have the ability to enroll, monitor, and control connected thermostats and leverage the enrolled aggregation as a capacity resource for peak demand reduction. When a DR event is dispatched, targeted devices will experience a temperature adjustment (an “offset” or “setback”) that will in turn curtail HVAC usage during the peak period.

## Highlights

The EasyCool Direct Load Control offering continues to maintain and support participating customers. Due to high subscription levels, the Energy Smart team is not actively promoting DLC to new participants. The team began developing the preseason letter for PY11 which will inform active participants about the upcoming cycling season. Following cycling season, the team will inform DLC customers that the DLC component of EasyCool will be ending after PY11. In PY12, only the BYOT component will be offered, and the team will work to transition DLC customers to BYOT.

## Performance

**Table 11.1**

EASYCOOL FOR RESIDENTS	DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET		
	kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget	Incentives Spent	Incentive Budget	% to Budget
DLC	-	622.60	0.00%	\$5	\$3,750	0.00%	-	\$44,000	0.00%
BYOT	-	2,871.00	0.00%	\$20,300	\$20,125	100.87%	-	\$114,840	0.00%

*\*Demand Response program results are determined and evaluated after completion of the program year.*



## **COMMERCIAL & INDUSTRIAL OFFERINGS**



# Commercial & Industrial Offerings Summary

**Table 14.1**

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions	142,040	8,120,295	1.75%	30.87	1,715.89	1.80%	\$11,109	\$1,935,605	0.57%
Large Commercial & Industrial Solutions	341,173	33,169,760	1.03%	80.77	4,833.95	1.67%	\$34,052	\$6,357,478	0.54%
Publicly Funded Institutions	293,825	3,385,031	8.68%	9.92	445.06	2.23%	\$ 35,071	\$909,712	3.86%
Commercial & Industrial Construction Solutions	-	2,213,933	0.00%	-	434.89	0.00%	-	\$722,527	0.00%
Large Commercial & Industrial Demand Response	-	-	N/A	-	3,918.00	0.00%	-	\$131,522	0.00%
EasyCool for Business	-	-	N/A	-	400.50	0.00%	\$625	\$15,280	4.09%
<b>TOTAL</b>	<b>777,039</b>	<b>46,889,018</b>	<b>1.66%</b>	<b>121.56</b>	<b>11,748.29</b>	<b>1.03%</b>	<b>\$80,857</b>	<b>\$10,072,124</b>	<b>0.80%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentive spend from 1/1/2021 through 3/31/2021.

# Small Commercial & Industrial Solutions

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## Description

The Small Commercial & Industrial Solutions offering provides small businesses (100 kW demand or less) and other qualified non-residential customers the opportunity to achieve electricity savings through strategies designed specifically for this sector. This offering helps small business customers analyze facility energy use and identify energy efficiency improvement projects. Program participants are advised on applicable offerings through the program as well as financial incentives for eligible efficiency measures that are installed in their facilities by trade allies.

## Highlights

In Q1, the Small Commercial & Industrial offering completed 142,040 kWh, achieving 1.75% of the goal. At the end of Q1, the offering had an estimated 775,155 kWh in the pipeline, resulting in a current forecast of 9.55% to goal for PY11. Small Commercial & Industrial customers continue to be impacted by operating guidelines established by the City of New Orleans in response to the COVID-19 pandemic. Small Commercial & Industrial participation is low compared to pre-COVID program years and the Energy Smart team continues to find ways to encourage program participation and promote no-cost or low-cost measures.

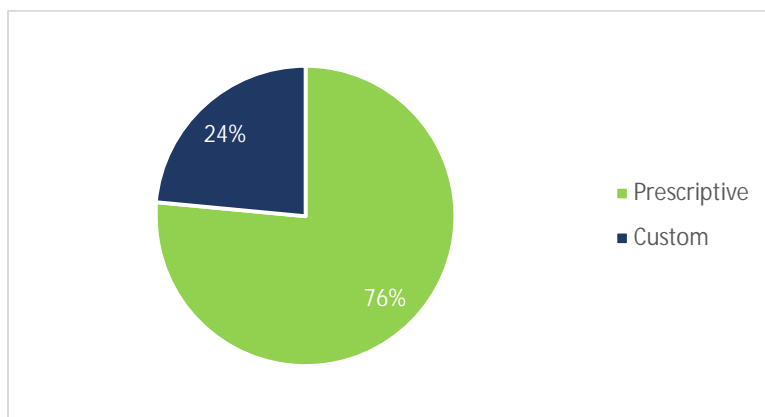
The distribution of Small Business Energy Efficiency Kits proved to be an effective strategy in PY10, and the Energy Smart team has increased in-person kit distribution significantly in PY11. By the end of Q1, the Energy Smart team had distributed 327 Small Business Energy Efficiency Kits which exceeds the total number of kits distributed in all of PY10. The team established a goal of distributing 100 kits per month in PY11. Small Commercial & Industrial customers are educated on additional offerings available to them via kit inserts and direct outreach shortly after receiving a kit. Small business customers are strongly encouraged to visit the Energy Smart Small Business Online Store where they can take advantage of instant discounts on products ranging from lighting to smart thermostats. The Small Business Online Store has seen a significant increase in the number of users, sessions and orders in the first quarter of PY11 compared to Q4 of PY10.

The Energy Smart team is also focusing on outreach to trade allies who specialize in implementing energy-saving projects for small business customers. Outreach staff is focusing their efforts on recruiting new trade allies and re-engaging trade allies who were previously active but have not participated in the Program for various reasons. Three new Small Business Direct Install trade allies joined the Program in the first quarter of PY11, increasing the number of trade allies by 50%. While onboarding new trade allies,

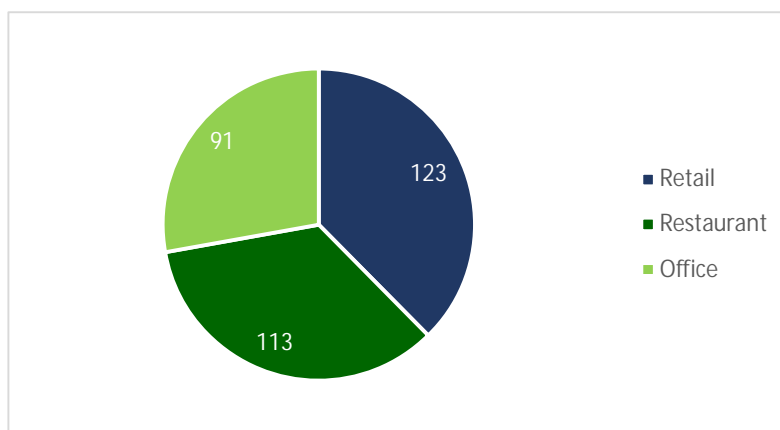
the team continues to encourage trade allies to educate their customers on other incentives and offerings available to Small Commercial & Industrial customers.

- A total of 4 projects were completed during the first quarter of PY11.
- The offering reached 1.75% of the kWh goal, achieving 142,040 kWh.
- The offering reached 1.80% of the kW target, achieving 30.87 kW.
- 327 Small Business Energy Efficiency Kits were distributed.

**Chart 15.1: Energy Savings by Measure Type**



**Chart 15.2: Small Business Kit Type**



# Performance

Table 15.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
142,040	8,120,295	1.75%	30.87	1,715.89	1.80%	\$11,109	\$1,935,605	0.57%



# Large Commercial & Industrial Solutions

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## Description

The primary objective of the Large Commercial and Industrial Solutions offering is to provide a solution for larger (greater than 100 kW demand) non-residential customers interested in energy efficiency through a prescriptive or custom approach. The Large Commercial & Industrial offering is designed to generate significant energy savings, as well as a longer-term market penetration by nurturing delivery channels, such as design professionals, distributors, installation contractors and Energy Service Companies (ESCOs).

## Highlights

In Q1, the Large Commercial & Industrial offering completed 341,173 kWh, achieving 1% of the goal. At the end of Q1, the offering had an estimated 12,557,916 kWh in the pipeline, resulting in a forecast of 37.86% to goal for PY11. The offering has seen an increase in participation for certain Large Commercial & Industrial customer segments as COVID-19 restrictions were reduced.

The Large Commercial & Industrial energy savings goal increased nearly 40% from PY10 to PY11. To meet this goal, the Energy Smart team is focusing on direct customer outreach to build the project pipeline. The Energy Smart team is focusing on several customer segments such as higher education facilities, hospitality, commercial real estate and healthcare. During the first quarter of PY11 the Energy Smart team received two project applications for higher education institutions and generated several new leads with other institutions. Encouraging participation with commercial real estate customers proved to be a challenge in PY10 but the Energy Smart team is following up on leads during the first quarter of PY11 and have received four project applications and several other leads for commercial real estate customers. Healthcare facilities submitted four applications in the first quarter and strong leads have also been established with this customer segment.

The Energy Smart team hosted a Higher Education Cohort Meeting on March 30 which included an update on PY11 budgets and goals as well as presentations from three guest speakers. The first guest speaker was Andrew Jaspen of Blue Box Air, a recently registered trade ally who educated customers on his company's patented HVAC coil cleaning technology. Next, Craig Henry from Honeywell reviewed the Large Commercial & Industrial Demand Response offering and last was Scott Barrios from Entergy who provided information about Entergy's Electric Technology Program. The Electric Technology Program promotes the adoption of electric-powered alternatives to applications that traditionally require fossil fuels and provides customer support and financial incentives to customers who purchase electric

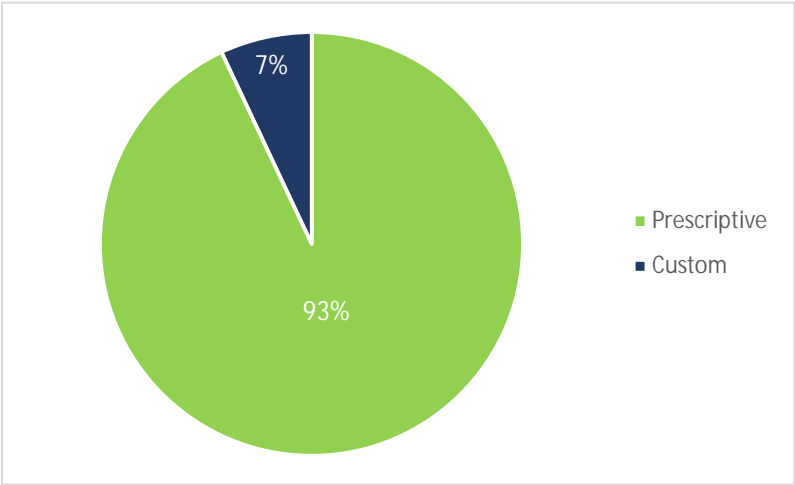
equipment. Energy Smart is sharing leads with the Electric Technology Program team to coordinate efforts and introduce customers who have taken advantage of the program to the energy-saving offerings provided by the Energy Smart Program.

The Energy Smart team also continued to provide benchmarking services through a comprehensive Energy Advisor support service for owners of multi-tenant buildings. An Energy Advisor provides qualifying customers with comprehensive energy efficiency assistance that includes initial building performance analysis, energy efficiency measure recommendations and Energy Smart incentive application support.

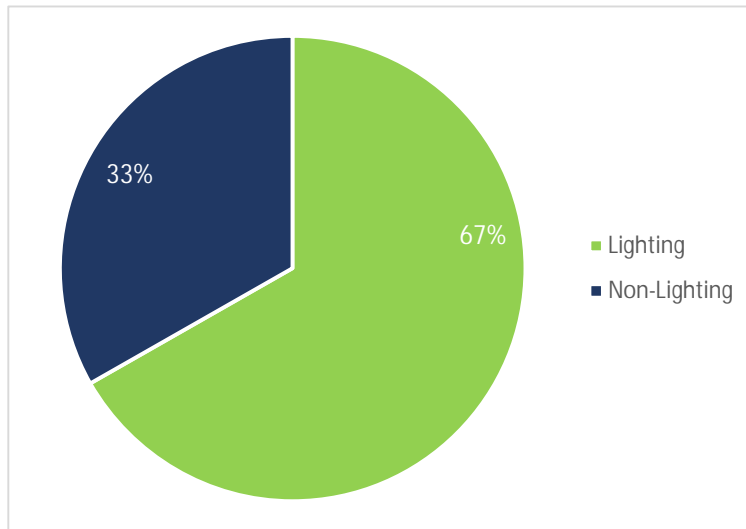
**Performance**

- A total of 2 projects were completed during the first quarter of PY11.
- The offering reached 1.03% of the kWh goal, achieving 341,173 kWh.
- The offering reached 1.67% of the kW target, achieving 80.77 kW.

**Chart 16.1: Energy Savings by Measure Type**



**Chart 16.2: Lighting and Non-Lighting Mix**



**Table 16.1**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
341,173	33,169,760	1.03%	80.77	4,833.95	2.23%	\$34,052	\$6,357,478	0.54%

# Publicly Funded Institutions

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## Description

The Publicly Funded Institutions offering is targeted at local publicly funded institutions. The offering assists end-use customers in overcoming barriers that are specific to publicly funded groups. Through hands-on expertise and consulting, the program benchmarks the institution's energy use and identifies a roadmap to success. Customers are given guidance throughout their engagement with the program.

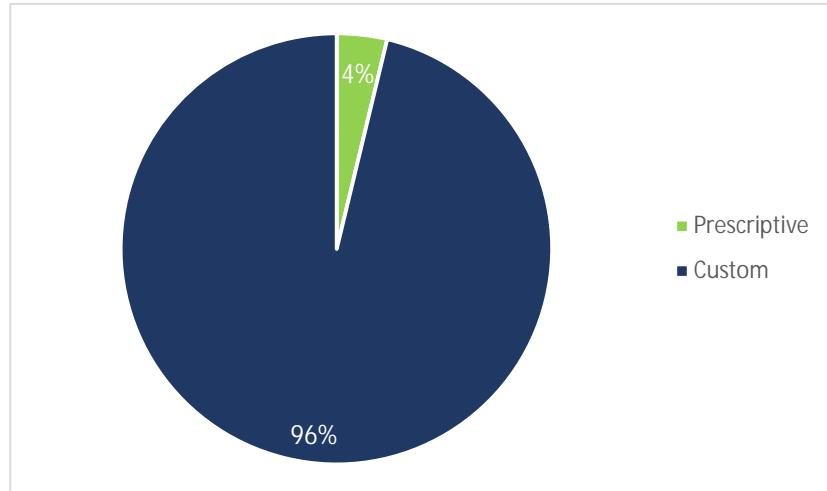
## Highlights

The Publicly Funded Institutions offering completed 293,825 kWh of energy savings achieving 8.68% of the goal. At the end of Q1, the offering had 4,044,098 kWh in the pipeline, which surpasses the PY11 goal and equates to a current forecast of 119.47% to goal and 71.91% of budget for PY11. Non-lighting projects make up nearly all the savings in the pipeline with lighting projects accounting for less than 1% of energy savings.

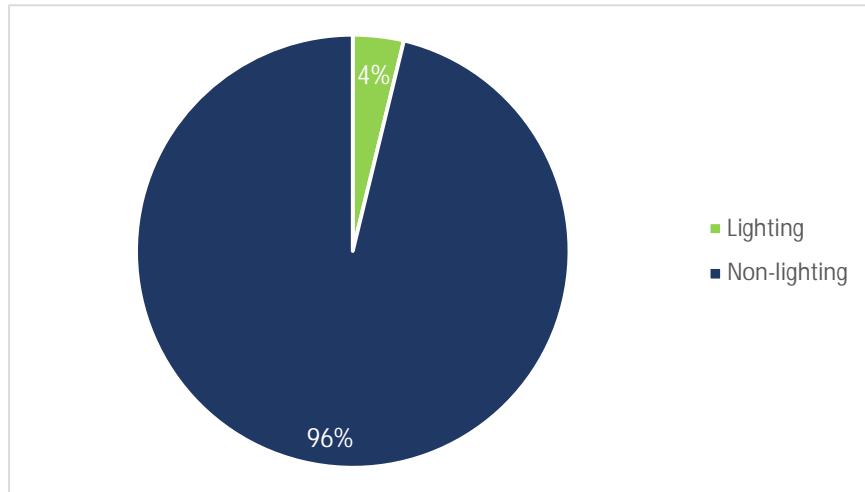
The Energy Smart Retro-Commissioning offering was re-designed in PY10 to streamline the application process and reduce upfront project and study costs. Customer interest in the offering has increased, especially among publicly funded institutions customers, and the Energy Smart team currently has three retro-commissioning projects in the pipeline. These projects have significant energy savings with relatively low project costs and will be used to generate a case study to encourage other customers to consider implementing similar retro-commissioning projects at their facilities.

- 2 projects were completed during the first quarter of PY11.
- The offering reached 8.68% of the kWh goal, achieving 293,825 kWh.
- The offering reached 2.23% of the kW target, achieving 9.92 kW.

**Chart 17.1: Energy Savings by Measure Type**



**Chart 17.2: Lighting and Non-Lighting Mix**



## Performance

**Table 17.1**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
293,825	3,385,031	8.68%	9.92	445.06	2.23%	\$35,071	\$909,712	3.86%

# Commercial & Industrial Construction Solutions

## Description

The new Commercial & Industrial Construction Solutions offering encourages customers to design and construct higher efficiency facilities than building code or planned designs. This offering is available to ground-up construction, additions or expansions, building repurposing and commercial building restorations. The New Construction offering provides incentives for design assistance, prescriptive measures and custom upgrades tailored to the customer’s building operations.

## Highlights

The Commercial & Industrial Construction Solutions offering did not complete any projects in Q1, but the Energy Smart team continued to focus on generating leads for projects that will be completed in PY11 and PY12. At the end of Q1, the offering had 177,483 kWh in the pipeline, resulting in a forecast of 8.02% of the goal for PY11. The Commercial & Industrial Construction Solutions offering was a new addition in PY10 so building awareness and educating customers has been the priority in PY10 and 11. Meetings with customers and trade allies have generated strong project leads with estimated completion dates in PY11, PY12 and beyond.

The Energy Smart team continued to meet with customers and trade allies to educate them on the Commercial & Industrial Construction Solutions offering in the first quarter of PY11. There are currently two Commercial & Industrial Construction Solutions projects in the PY11 pipeline which account for 5% of the incentive budget and 8% of the energy savings goal. There are two additional projects with estimated completion dates in PY11 and Energy Smart staff are working with the architects and mechanical contractors for these projects to submit the necessary project documentation. The Energy Smart team continued to engage with architectural firms in order to encourage participation and register new firms in the Trade Ally Network.

In order to meet the PY11 Commercial & Industrial Construction Solutions energy savings goal, the team is encouraging customers to submit project documentation as soon as possible in the design phase.

## Performance

Table 18.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	2,213,933	0.00%	-	434.89	0.00%	-	\$722,527	0.00%

# Large Commercial & Industrial Demand Response

## Description

The Large Commercial & Industrial Demand Response (DR) offering launched in April 2020 with an objective to secure a total of 9.3 megawatts (MW) of curtailable commercial demand over the [three year?] term of the program cycle. Large commercial customers (exceeding 100kW peak demand) are being recruited and enrolled for an automated turn-key DR solution.

An advanced software platform, Concerto®, was deployed for dispatch, control and optimization of all DR resources enrolled in the offering. Concerto is utilized to advance goals of maximizing customer satisfaction for participants in the offering while being adaptable to new and changing technologies that can provide flexibility and reliability, such as batteries, electric vehicles and distributed solar.

## Highlights

During Q1 the team conducted twenty-one building ADR surveys, five retail outlets surveys, two industrial site surveys and one manufacturing site survey totaling 7.6 mW in demand reduction after project installation. Surveys are the first step in the project cycle and are used to identify large energy-consuming equipment that can shed load during energy-savings events. There are currently two active customers enrolled in the program and four additional customers in the project installation or final testing phase totaling an estimated 882 kW.

An effort to integrate with Entergy electrical meters is in progress. Integration will allow Concerto® to produce same day consumption and demand baselines to monitor customer performance in the offering. Daily monitoring will allow the customer and the Program to maximize energy savings.

## Performance

**Table 17.1**

DEMAND REDUCTION (kW)			INCENTIVE BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	3,918.00	0.00%	-	\$131,522	0.00%

*\*Demand Response offering results are determined and evaluated after completion of the program year.*

# EasyCool for Business

## Description

The EasyCool for Business offering is a Bring Your Own Thermostat (BYOT) demand response offering that leverages the built-in capabilities of many connected thermostats to slightly adjust the HVAC temperature setbacks of enrolled customers' thermostats. In response to a peak load event called in advance by Entergy New Orleans, participants' thermostats will be adjusted during the peak event, and in the aggregate will shave load peaks during periods where generation and transmission capacity is stressed. Small businesses participating in the offering will receive an incentive upon enrollment, as well as an additional annual incentive upon confirmation of ongoing involvement.

## Highlights

Energy Smart focused marketing efforts on promoting the \$150 rebate for the purchase and installation of new smart thermostats and enrolling in the EasyCool for Business demand response offering. Small Commercial & Industrial customers who purchase qualifying thermostats on the Energy Smart Small Business Online Store or who have projects that include smart thermostats are contacted by Energy Smart team to encourage enrollment in the EasyCool for Business offering. Small Business Kits also include an insert that provides an overview on the EasyCool for Business offering in order to raise awareness and increase enrollment numbers. New and existing trade allies are also encouraged to discuss the offering with their small business customers.

At the end of Q1 there were 25 customers enrolled in the EasyCool for Business offering which brought the offering to 13.59% of the PY11 enrollment target.

## Performance

**Table 18.1**

DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget	Incentives Spent	Incentive Budget	% to Budget
-	400.50	0.00%	\$625	\$4,600	13.58%	-	\$10,680	0.00%

*\*Demand Response offering results are determined and evaluated after completion of the program year.*





**MARKETING, OUTREACH  
& ENGAGEMENT**

# Marketing, Outreach & Engagement

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## Residential Marketing and Outreach

The first quarter of PY11 began with the Energy Smart team providing support for the joint Entergy New Orleans and Entergy Louisiana Association of Energy Services Professionals (AESP) presentation. The presentation, titled 'Using Energy Efficiency as a Necessary Cost-Saving Tool through Economic Hardship,' focused on the marketing tactics used to help residential and small business customers navigate the financial burdens of COVID-19. Heather LeBlanc of Entergy Louisiana and Ross Thevenot of Entergy New Orleans presented the session virtually on January 28 at the 31<sup>st</sup> Annual AESP Conference.

In January, the Energy Smart team migrated the home energy assessment report to a new software program. The team developed a branded layout for the Home Performance with ENERGY STAR® and Income-Qualified Weatherization reports and designed graphic elements for the report. Throughout January, the team worked with the Entergy Branding team to design the new report, which launched at the end of January.

To address customer concerns about higher bills early in the new year, the team developed a Home Fitness email campaign. The campaign targeted customers whose January 2021 bill increased at least 50% over their November and December average spend and those whose bill doubled year over year. In addition, the Energy Smart team planned to develop a bill insert and direct mail postcard to deploy later in Q1.

The Q1 Trade Ally Newsletter launched on February 19. The newsletter included information on the new trade ally tiering system, badge ordering information and upcoming trainings. The newsletter was sent to 72 trade ally contacts.

The first email for the Home Fitness campaign was sent on February 23 to 7,803 residential customers. The other assets of the Home Fitness campaign, such as streaming radio ads on Pandora and Spotify, Google search and display ads, Facebook digital ads and a print ad in the Gambit March Home insert, launched on March 1.

**Table 21.1: Home Fitness Campaign Results**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/SENDS	AUDIENCE REACH/OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
<b>Email (version 1)</b> <i>Targeted to High Bill Users</i>	Feb 23	7,803	1,120	14.4%	58	5.2%
<b>Google Search</b>	March 1-31	3,020	N/A	N/A	152	5.03%
<b>Google Display</b>	March 1-31	118,000	N/A	N/A	975	0.83%
<b>Spotify</b>	March 1-31	89,000	36,400	N/A	128	0.35%
<b>Pandora</b>	March 1-14	69,500	43,300	N/A	58	0.13%
<b>Facebook</b>	March 1-14	80,114	N/A	N/A	809	1%
<b>Gambit Weekly Print Ad</b>	March 2	80,000	N/A	N/A	N/A	N/A
<b>Email (version 2)</b> <i>Targeted to High Bill Users</i>	March 16	7,992	1,189	15%	78	6.60%

The team developed a series of monthly social media posts titled ‘Energy Efficiency Tip of the Month’. The tips and corresponding images are included in the monthly Circuit Newsletter.

In conjunction with the plan to reach customers with higher utility bills, the Energy Smart team developed a Home Performance with ENERGY STAR bill insert. The two-sided bill insert messaged the benefits of the Home Performance with ENERGY STAR offering and was distributed to 110,000 customers from March 12 to April 8. The team also developed a direct mail postcard targeted to customers whose January bill increased at least 50% over their November and December average spend and those whose bill doubled year over year. The postcard messaged the benefits of the Home Performance with ENERGY STAR offering and was mailed to 3,000 customers on March 26. The Energy Smart team plans to continue mailing the postcard to the remainder of the target audience in Q2.

In Q1, the Energy Smart team provided additional support for outreach activities. On March 8, an email was sent to 115 community leaders messaging the Power Trip webinar on March 9. The email included a printable flyer that messaged the Power Trip webinars taking place through June and included a vanity URL to the scheduling page. The Energy Smart team plans to continue the monthly email invites to the list of community leaders in Q2 and Q3.

In March, the Energy Smart team updated the trade ally tiers on the website and revised the trade ally badge design. An email reminding trade allies to supply their logo and all staff images was sent on March 30.

A study of the Energy Smart residential webpages was implemented in March. The study was conducted with 20 participants who provided their feedback on navigating the site and completing tasks related to

marketing materials. The study's findings will help guide the redesign and sitemap for the residential pages in Q2 and Q3.

Lastly, the team developed vehicle magnets for the Energy Smart program staff vehicles. The vehicle magnets were distributed on March 30, along with the daily takedown procedure developed to prevent theft, damage or loss of the vehicle magnets.

### **Marketing Collateral/Assets**

- AESP Presentation.
- Branded Clipboard Report.
- Smart Thermostat Rebate Application.
- Window Air Conditioner Rebate Application.
- Dehumidifier Rebate Application.
- Refrigerator Rebate Application.
- Water Cooler Rebate Application.
- In-ground Pool Pump Rebate Application.
- Home Fitness Email Version One.
- Home Fitness Email Version Two.
- Home Fitness Streaming Radio Audio Ad.
- Home Fitness Digital 500x500 and 640x640 Banner Ads.
- Home Fitness Google Search Ad.
- Home Fitness Google 300x250, 320x100 and 728x90 Display Ads.
- Home Fitness Facebook Ad.
- Home Fitness 9.22 in. x 4.94 in. Print Ad.
- Home Performance with ENERGY STAR Bill Insert.
- Home Performance with ENERGY STAR Spring Postcard.
- Trade Ally Q1 Email.
- Trade Ally Badge Design.
- Power Trip Email.
- Power Trip Flyer.
- Residents Page User Study.
- Program Staff Vehicle Magnets.
- Vehicle Magnet Daily Takedown Procedure.

## Marketing Tactics

- Content For Circuit E-Newsletter.
- Digital Advertising.
- Streaming Radio Ad And Digital Banners.
- Print Ad.
- Bill Inserts.
- Direct Mail/Postcard.
- Social Media Posts.
- Email Campaigns To Residential Customers And Trade Allies.

**Table 21.2: Email Campaigns**

EMAIL NAME	DATE SENT	SENT	OPEN RATE	CLICK RATE	CLICK THROUGH RATE
<b>Q1 Trade Ally Newsletter</b>	Feb 19	72	50.7%	22.5%	44.4%
<b>Home Fitness Email (Version 1)</b>	Feb 23	7,803	14.4%	0.7%	5.2%
<b>Power Trip Email</b>	March 8	115	14.4%	0%	0%
<b>Home Fitness Email (Version 2)</b>	March 16	7,992	15%	1%	6.6%
<b>Trade Ally Badge Reminder Email</b>	March 30	72	42.3%	5.6%	13.3%

## Community Outreach

Due to the Stay-at-Home order, all in-person community events the Energy Smart team planned on attending were cancelled. Community outreach in Q1 was strictly online via webinar presentations and training sessions. The Energy Smart team presented virtually at 22 webinars, which included two trainings and 20 presentations. These presentations were virtual meetings run by community groups or hosted as an Energy Smart webinar. Training sessions were energy efficiency lessons with the intention of job training.

The Energy Smart team continued to host the workshops called ‘Power Trip, Your Journey to Energy Efficiency.’ The team increased marketing for Power Trip and about eight participants attended each session. The team also conducted training through Louisiana Green Corps virtually and began discussions about safely teaching in-person beginning in Q2. Neighborhood associations represented a higher portion of outreach events during this period and include Carrollton Riverbend, Mid City, Faubourg

St John, Lower Garden District, Central City, Fairgrounds, Algiers Point, Audubon Riverbend, Harmony Oaks, and Delassize.

## **Commercial Marketing and Outreach**

### **Marketing**

In the first quarter of PY11, the Energy Smart team focused on developing the 2021 marketing plan and searching for local Disadvantaged Business Enterprise advertising agencies to assist the Energy Smart team with its marketing and outreach to increase program awareness and program participation. The agencies will focus on research, developing marketing and creative strategies, media strategy, outreach and public relations.

The Energy Smart team added no-cost Small Business Energy Efficiency Kits to the Small Business Online Store on January 19. To prepare for this addition, the team revised the Small Business Online Store website to include a navigation tab for the kits and a Small Business Energy Efficiency Kit landing page. The kit landing page showcased the restaurant, retail and office kits and detailed the products included in each kit. The checkout page was also updated to include a 'How Did You Hear About Energy Smart' question with a drop-down menu of answer options.

Collateral for Small Business Direct Install and Prescriptive measures were updated in Q1 to reflect changes to incentive rates. The incentive application was also updated to reflect the incentive rate changes. The Energy Smart team utilized a bill insert to target small business customers. The bill inserts messaged the small business offerings and was sent to over 20,000 small businesses during the billing cycle of March 3 through April 1. The team will continue to test the viability of bill inserts as a messaging channel for small business customers in Q2 and Q3.

The Energy Smart team continued to utilize paid advertising in Q1. Google ads, Facebook, digital banners and print ads were implemented. The no-cost Small Business Energy Efficiency Kits and general awareness ads for the Small Business Online Store ran continuously on Google Search and Facebook and continued to generate clicks to the website. In celebration of President's Day, an email campaign and Google search ads promoting the \$69 deal on the Google Nest Smart Thermostat were developed and ran February 15 –17. The President's Day campaign and ad targeted small business customers. Print and digital ads messaging the customer incentive caps were developed and ran in City Business Journal and Biz New Orleans publications during Q1. Earned media in Q1 consisted of partnering with the Mayor's Office to add a navigation tile to the Energy Smart Business landing page on the Mayor's website. The tile resides within the Small Business Resources section of the Mayor's website and

redirects prospects to the Energy Smart Business landing page that showcases all the offerings available to business customers.

The Energy Smart team worked collaboratively with the New Orleans Convention Center in drafting a press release regarding the Convention Center's sustainability and energy efficiency upgrades. The Energy Smart Program was cited for providing over \$100,000 in incentives to complete nine energy-saving projects.

### **Marketing Collateral/Assets**

- Small Business Direct Install Incentive List Update.
- Small Business Direct Install Application Update.
- Small Businesses Solutions Bill Insert.
- Small Business Online Store revised to include Small Business Kits.
- Small Business Online Store Updated to Include Free Small Business Kit Landing Page.
- Small Business Online Store Updated the Check-Out Page to Include a "How Did You Hear About Energy Smart" question.
- Combined Calculator Update.
- Prescriptive Incentive List Update.
- Digital Banner Ads.
- Print Ads.
- President's Day Email.
- President's Day Google Search Ads.
- Newsletter Content for Small Business Kits Available on Small Business Online Store

### **Marketing Tactics**

- 2/3 Page Print Ad in March Biz New Orleans.
- 300x250 Digital Banner Ad in March Biz New Orleans.
- 728x90 Leaderboard Digital Banner Ad in February and March City Business Journal.
- President's Day Eblast to Small Business Customers.
- President's Day Google Search Ads.

- Small Business Solutions Bill Insert in March 3 – April 1 Billing Cycle.
- Facebook Ads Promoting Free Energy Efficiency Kits.
- Facebook Ads Promoting Small Business Online Store.
- Prescriptive Incentive Rate Change Eblast.
- Energy Smart for Business Tile added to the Mayor’s website.

**Table 21.3: C&I Eblasts & Newsletters**

NAME	DATE SENT	OPEN RATE	CLICK THROUGH RATE
Prescriptive Incentive Rate Change Eblast	Feb 15	48.6%	18%
President’s Day Google Nest Eblast	Feb 15	28.2%	1.5%
Q1 Higher Education Cohort Meeting	March 15	34.5%	17.2%
LifeCity Newsletter	Jan 7	N/A	N/A

**Table 21.4: C&I Digital Advertising**

CHANNEL	MESSAGE	DATE	IMPRESSIONS	CLICKS
Facebook	Free Small Business Kits	Jan 1 – Feb 28	7,142	N/A
Facebook	Small Business Online Store	Jan 1 – Feb 28	9,800	N/A
Google Search	Free Small Business Kits	Jan 1 – March 31	133,921	1,035
Google Search	Small Business Online Store	Jan 1 – March 31	43,177	747
Google Search	President's Day Sale	Feb 15 - 17	15	7
City Business Journal	Customer Incentives	Feb 1 – March 31	N/A	29
Biz New Orleans	Customer Incentives	March 1 – 31	N/A	27

**Outreach Events, Presentations and Tactics**

Small business outreach in Q1 continued to focus on in-person distribution of the Small Business Energy Efficiency Kits throughout major commercial corridors in Orleans Parish. This tactic has proven to be an excellent lead generator for future projects while increasing awareness of the other small business solutions available through the Energy Smart Program. During Q1, the Energy Smart team distributed 329 kits.

Large commercial outreach in Q1 focused on targeting universities, K-12 schools, government facilities, large commercial properties, warehouses, hotels and healthcare.



**Table 21.5: Outreach Events/Presentations**

Date	EVENT
<b>Jan - March</b>	Small Business Kit In-Person Distribution
<b>Jan 28</b>	Poydras Properties
<b>Jan 28</b>	Silocaf
<b>Jan 29</b>	LSU Health
<b>March 16</b>	VA
<b>March 16</b>	LSU Health
<b>March 16</b>	Harrah's
<b>March 17</b>	LCMC
<b>March 17</b>	NASA
<b>March 17</b>	Children's Hospital
<b>March 24</b>	Louisiana Public Charter School
<b>March 24</b>	NOMAR-CID
<b>March 25</b>	Loyola
<b>March 25</b>	Jones Lang LaSalle
<b>March 25</b>	Southern University
<b>March 25</b>	NASA
<b>March 25</b>	Poydras Properties
<b>March 25</b>	Hertz Group
<b>March 25</b>	Xavier

**Program Presentations:**

- Small Business – 1
- Education – 5
- Hospital – 2
- Casino – 1
- Commercial Real Estate – 4
- Government – 3
- Large Industrial – 1
- Association – 1
-

## Higher Education Cohort Meetings

Table 21.6

DATE	LOCATION	TOPIC
March 30	Webinar	Energy Smart PY11 Overview

### Participating Institutions and Organizations:

- Dillard University.
- Louisiana State University Health Science Center.
- Louisiana State University Health Foundation.
- Southern University at New Orleans (SUNO).
- Tulane University.
- University of New Orleans (UNO).
- Xavier University.
- New Orleans Baptist Theological Seminary (NOBTS).
- Archdiocese of New Orleans.
- Loyola.
- University of Holy Cross.
- NOLA Public Schools.
- NOCCA.
- Collegiate Academics.

# Trade Allies

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## Overview

The overall mission of the Trade Ally Network is to develop and increase the local residential, commercial and industrial contractor base by facilitating training and marketing engagement opportunities, aiding with program participation and providing support with obtaining supplier diversity certifications.

Engaging the registered Trade Ally Network is a key factor in the success of the Energy Smart program as trade allies bring in a substantial portion of program savings.

## Network Development & Highlights

In Q1 the Energy Smart team recruited new C&I and Residential trade allies into the program through these methods:

- Working with outside organizations such as Southeast Louisiana Coalition of the Air-Conditioning Industry (SELACACI) and JohnStone Supply of New Orleans to engage local contractors within the air conditioning and weatherization industry. These initiatives include introductory presentations, cross promotion, staff attendance of events and enrolling interested organization members as new residential trade allies.
- Direct outreach to local contractors working in the energy efficiency industry who had not previously engaged with the Program.
- Direct outreach to business owners to inquire about their existing electrical contractors.
- Engagement with participating contractors that have not registered as trade allies.

The Energy Smart team launched a residential trade ally tier system in Q1. Trade allies are grouped into two categories and ranked according to their performance in quality reviews, kWh savings contribution and response time to customers. The tier system will support the program's goal of continuous improvement and foster growth for participating trade allies.

The team directly contacted new potential trade allies through community partner JohnStone Supply of New Orleans. Through these meetings, three potential trade allies were introduced to the residential offerings and one previous trade ally was re-enrolled.

The Commercial & Industrial Network welcomed nine trade allies in Q1. The team also removed 25 trade allies in Q1 who had not submitted a project in the last two years.

**Table 23.1: Residential Trade Ally Tiers**

TIER	# OF TRADE ALLIES
Gold	5
Silver	5
General	3

**Table 23.1: C&I Trade Ally Tiers**

TIER	# OF TRADE ALLIES
Platinum	2
Gold	4
Silver	27
General	75

## Trade Ally Advisory Group (TAAG)

### Residential Trade Ally Advisory Group

The Q1 TAAG meeting took place on February 25, with a total of 33 individuals from 13 trade ally companies attending. The Energy Smart team discussed the following topics:

- New rebate and incentive amounts.
- New trade ally tiering system.
- COVID-19 safety protocols for all trade allies when working in or around customer homes.
- Virtual site inspections remain an option to ensure customer safety and smooth operation.

### Commercial & Industrial Trade Ally Advisory Group

Energy Smart hosted the Q1 Commercial & Industrial TAAG webinar on February 2, and 37 trade ally representatives were in attendance. The Energy Smart team provided the following updates:

- Review of the program kWh goals, budget, incentive caps and values for prescriptive measures.
- Updated PY11 trade ally tier rankings and the benefits associated with the tiers.
- Reminder that most current program applications can be found on the Energy Smart website.
- Announcement about a new direct-deposit payment system.
- Review of badge request process.
- Summary of program outreach efforts to small and large commercial customers.

- Promotion of upcoming educational opportunities.
- Introduction to guest speakers from two local workforce-development agencies which train young adults interested in careers in energy efficiency.

## Measuring the Network

### *Contractor Engagement*

Engagement is defined as contractors who have applied and been approved to act as a Residential or Commercial & Industrial trade ally. Contractors who register with both are counted in both totals.

**Table 23.2: Trade Ally Engagement**

CATEGORY	# OF COMPANIES
C&I Network	109
Residential Network	13
<b>Total Engagement</b>	<b>122</b>

### *Contractor Participation*

Participation is defined as registered trade allies who have completed and closed out projects in Q1.

**Table 23.3: Trade Ally Participation**

CATEGORY	# OF COMPANIES
C&I Network	11
Residential Network	10
<b>Total Engagement</b>	<b>21</b>

# Training Program

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## Overview

The Residential program team offers one technical or soft skills webinar training each quarter of the program year for all participating trade allies. These trainings cover topics related to performing services in the Energy Smart Program, communicating with and selling to customers, as well as capitalizing on opportunities to help trade allies grow their businesses.

In addition to webinar trainings, the Energy Smart team performs regular field-based and virtual trainings with residential trade ally staff while performing quality assurance inspections on services being performed in residences throughout Orleans Parish. In Q1 these trainings included weatherization on historic homes, software troubleshooting and best practices for performing program services.

Energy Smart trained nine new Commercial & Industrial trade allies in Q1. The onboarding of individual Commercial & Industrial trade allies consisted of the following overview of the project-submission process:

- Lessons on using the incentive application.
- An overview of the items required for project submission, such as a utility bill and verification of energy efficiency requirements of the items.
- Ensuring trade allies understand the custom and prescriptive measure rates.
- Emphasizing the importance of communicating effectively about all Energy Smart offerings, including services which the individual trade allies do not offer themselves.

Energy Smart also provided initial program overviews for 16 other Commercial & Industrial contractors during Q1, with a focus on HVAC technicians. Energy Smart staff will follow up with them in Q2 and encourage them to register as trade allies.

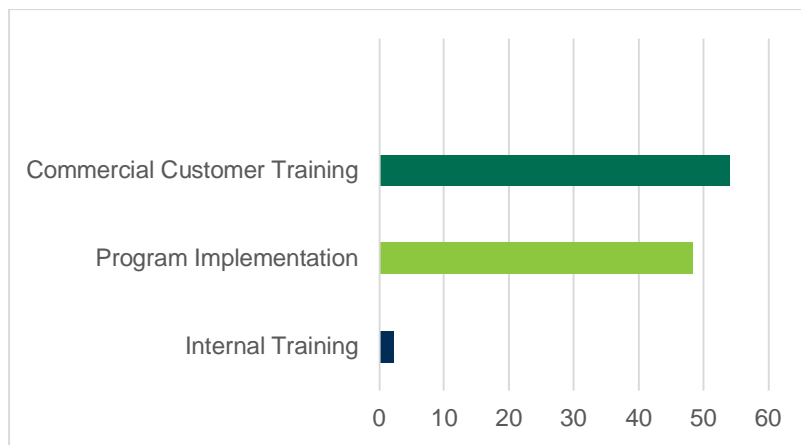
## Highlights

The Residential trade ally training 'A/C Tune-ups Year-Round' was held on February 23, with 15 members from seven trade ally companies attending the training.

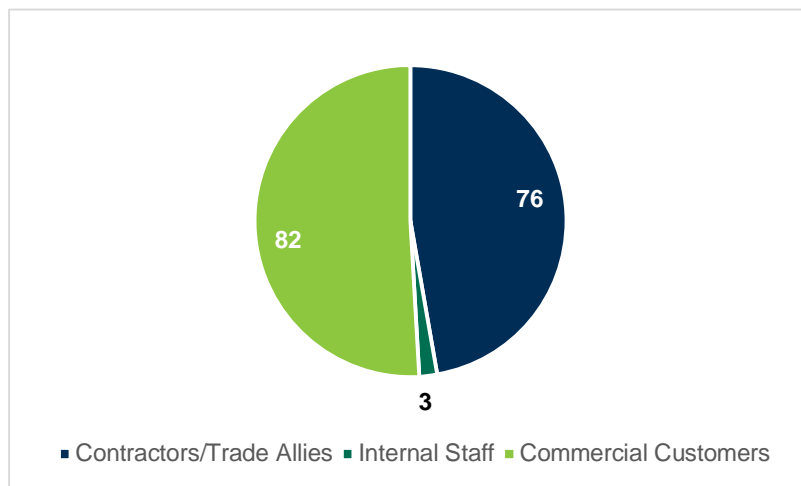
This training included in-depth breakdowns of testing procedures for before and after an air conditioner service in warm temperatures, as well as in temperatures as low as 50 degrees Fahrenheit. This included the methods to determine British Thermal Units per Hour (BTUH) and Energy Efficiency Ratio (EER) using multiple forms of testing equipment. The training also covered the steps to take with air conditioner units that are hard to service and systems that are in poor condition and risk breaking during a cleaning.

On February 9, the Energy Smart team facilitated a Commercial & Industrial training on commercial lightbulb recycling, evidence of the program’s commitment to promoting sustainability. Energy Smart welcomed both trade allies and commercial customers to attend this training. Representatives from a local recycling company as well as regulators from the Louisiana Department of Environmental Quality discussed recycling options for lightbulbs as well as state regulations to ensure that lightbulbs do not unlawfully end up in landfills. Attendees learned how the State defines universal, solid and hazardous waste. Attendees learned who is responsible for the disposal of these wastes as well as how to lawfully store and dispose of the waste.

**Chart 23.1: Hours of Training by Type**



**Chart 23.2: Training by Audience Type**



# Initiatives

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## Workforce Development

A key component of Energy Smart's delivery model is to continuously improve and elevate trade ally skills and capabilities through training and workforce development initiatives. Energy Smart's core training and workforce development partner is the Urban League of Louisiana (ULLA), a national organization with significant experience with workforce development and training initiatives.

In Q1, Energy Smart worked with the ULLA Vice President of Workforce Development and an administrator in the workforce development division with Delgado Community College (DCC) to kickstart a discussion regarding ways Energy Smart and DCC could partner. Follow-up meetings occurred with other Delgado administrators, and several action items were taken in Q1:

- DCC administrators reviewed survey responses from trade allies specializing in building automation.
- DCC administrators researched potential curriculum for building automation instruction.
- Energy Smart spoke to students in two DCC electrical classes regarding careers in energy efficiency and the Trade Ally Network.
- DCC Workforce Development administration surveyed students in various electrical disciplines regarding their interest in pursuing careers in energy efficiency.

In March, the Energy Smart team also spoke about careers in energy efficiency at two tech career fairs. TECHCharge Nola 2021 and the YouthForce Nola +Junior Achievement Career Expo were attended by both students and mid-career job seekers. Program staff not only described the type of careers that exist in energy efficiency but also announced job openings available with trade allies.

## Supplier Diversity & Inclusion

Energy Smart partners with multiple small and disadvantaged businesses to help deliver the program. These partners create a dynamic and diverse program delivery model. Energy Smart invests in the development of these businesses, providing them with necessary experience to thrive and grow in the energy efficiency sector. These small, minority, and/or disadvantaged businesses that supported Energy Smart are meaningful contributors to the program design and delivery. Their scopes are developed to increase their skills and capabilities in the energy efficiency field.

In total, Energy Smart spent over \$414,000 of non-incentive program funds with diverse suppliers.





# FINANCIAL PERFORMANCE

# Incentive Budget Highlights

**Table 25.1**

<b>PROGRAM</b>	<b>INCENTIVES</b>	<b>BUDGET</b>	<b>% TO BUDGET</b>
Small Commercial & Industrial Solutions	\$11,109	\$1,935,605	0.57%
Large Commercial & Industrial Solutions	\$34,052	\$6,357,478	0.54%
Publicly Funded Institutions	\$35,071	\$909,712	3.86%
Commercial & Industrial Construction Solutions	-	\$722,527	0.00%
Large Commercial & Industrial Demand Response	-	\$131,522	0.00%
EasyCool For Business	\$625	\$15,280	4.09%
Home Performance with ENERGY STAR	\$133,734	\$1,522,446	8.78%
Retail Lighting & Appliances	\$2,637	\$1,401,764	0.19%
Multifamily Solutions	\$21,515	\$527,144	4.08%
Income Qualified Weatherization	\$406,072	\$1,318,369	30.80%
A/C Solutions	\$59,522	\$651,891	9.13%
Appliance Recycling & Replacement Pilot	-	\$135,000	0.00%
School Kits & Community Outreach	\$1,861	\$498,733	0.37%
Behavioral	-	\$0	N/A
Rewards	-	\$150,000	0.00%
EasyCool - Direct Load Control	\$5	\$47,750	0.01%
EasyCool - Bring Your Own Thermostat	\$20,300	\$134,965	15.04%
<b>TOTAL</b>	<b>\$726,503</b>	<b>\$16,460,186</b>	<b>4.41%</b>

*\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentive spend from 1/1/2021 through 3/31/2021.*

A table tracking the monthly Energy Smart expenses, EECR credits, and account balances is included in Appendix F.

## Appendices

### Appendix A: School Kits & Education Summary

DATE	SCHOOL	RIVER BANK	CITY COUNCIL DISTRICT	# KITS ORDERED	ENROLLMENT OFFERING
February 26, 2021	RENEW Schaumburg	East	E	70	Charter
March 5, 2021	McDonogh #35 Senior High School	East	D	301	Charter
March 9, 2021	The NET-Central City	East	B	20	Charter
March 23, 2021	Fannie C. Williams Charter School	East	E	60	Charter
February 11, 2021	Dwight Eisenhower Academy for Global Studies	West	C	225	Charter
February 26, 2021	<b>TOTAL</b>			<b>676</b>	

### Appendix B: Community Outreach Summary

DATE	GROUP	LOCATION	ATTENDANCE AT EVENT
January 11, 2021	MCNO Meeting (Mid City)	Webinar	37
January 13, 2021	LA Green Corps	Webinar	16
January 14, 2021	CRNA Meeting (Carrollton Riverbend)	Webinar	28
January 14, 2021	LA Green Corps	Webinar	16
January 25, 2021	Jane Place Renter's Rights	Webinar	15
January 27, 2021	Central Circle Presentation	Webinar	17
February 3, 2021	Jane Place Renter's Rights Assembly	Webinar	12
February 8, 2021	Mid City Neighborhood Association	Webinar	35
February 9, 2021	Faubourg St. John Neighborhood	Webinar	28
February 9, 2021	Power Trip	Webinar	8
February 18, 2021	Jane Place Renter's Rights Assembly	Webinar	14
February 20, 2021	Councilmember Nguyen District E Coffee and Conversations	Webinar	22
February 24, 2021	Central Circle Meeting	Webinar	16
March 4, 2021	Energy Future - Energy and You	Webinar	25
March 9, 2021	Power Trip	Webinar	6
March 10, 2021	Jane Place Renter's Rights	Webinar	19
March 10, 2021	Jericho Road	Webinar	23
March 15, 2021	Fairgrounds Neighborhood Association	Webinar	28
March 18, 2021	Algiers Point Association	Webinar	26
March 31, 2021	Central Circle	Webinar	18

## Appendix C: Training and Education

DATE	TITLE	AUDIENCE	ATTENDEES	LENGTH	OBJECTIVE	DESCRIPTION
January 6, 2021	Customer training -- House of Beauty on St. Claude	Commercial Customer	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 11, 2021	Customer Training -- Next Generation Church	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 12, 2021	Contractor -- HD Supply	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 13, 2021	Trade ally individual training -- Bernhard MCC	C&I Trade Allies/Contractors	2	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 13, 2021	Contractor -- Taylor and Tyler	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 20, 2021	Customer training -- Sally's Beauty Supply	C&I Trade Allies/Contractors	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 21, 2021	Customer Training -- Kreative Barber	C&I Trade Allies/Contractors	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 22, 2021	Customer -- Castnet Seafood	C&I Trade Allies/Contractors	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 22, 2021	Customer training -- Mark Goldstein, owner of strip mall on Read Blvd.	C&I Trade Allies/Contractors	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives

<b>January 25, 2021</b>	Contractor -- B&B Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>January 26, 2021</b>	LSU Health N. O. (Services)	Large Commercial Customers	2	60	Discussion of potential 2021 projects	Met with facility director to review 2021 projects and beyond
<b>January 28, 2021</b>	Contractor -- Grillo's	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>January 28, 2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics discussed: Door frame sealing opportunities
<b>January 28, 2021</b>	Contractor -- Babin Electric	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>January 29, 2021</b>	Customer training -- House of Beauty on St. Claude	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>January 29, 2021</b>	Contractor -- Richard's Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>January 29, 2021</b>	Trade ally individual training -- Concentrica	C&I Trade Allies/Contractors	1	15	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>February 2, 2021</b>	Customer training -- Ben Franklin High School	Large Commercial Customers	2	15	Program overview for an existing commercial customer	Reviewed incentives for auditorium lighting as well refrigeration, HVAC, and sports-field lighting
<b>February 2, 2021</b>	Customer training -- Mag's Bar	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits,

						lighting, and non-lighting incentives
<b>February 2, 2021</b>	Residential Field Training - Diversified Energy	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Topics discussed: How to do ACTU ENO in weather below 70 degrees Fahrenheit.
<b>February 2, 2021</b>	Commercial training -- Riteway Seafood	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>February 2, 2021</b>	Customer training -- Bayou Bistro	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>February 2, 2021</b>	Quarter 1 Trade Ally Advisory Group meeting	C&I Trade Allies/Contractors	37	45	Provide program updates and announcements about PY11 goals and procedures to existing trade allies	Reviewed direct-deposit process, badges, program goals, and workforce development objectives
<b>February 3, 2021</b>	Residential Field Training - Magnetite Window Panels	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Topics: Duct Sealing and Best Practices
<b>February 5, 2021</b>	Contractor -- A-Bear Refrigeration	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>February 5, 2021</b>	Contractor -- Graci Hart Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>February 5, 2021</b>	Contractor -- Romar Maintenance	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program

<b>February 5, 2021</b>	Residential Field Training - Public Construction Inc.	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Topics: Safety Issues Best Practices, Air Sealing Best Practices
<b>February 5, 2021</b>	Residential Field Training - Public Construction Inc.	Residential Field Training	3	15	A technical training with trade ally staff while performing services	Topic: Locating hard-to-find large leak sources.
<b>February 5, 2021</b>	Residential Field Training - Public Construction Inc.	Residential Field Training	3	15	A technical training with trade ally staff while performing services	Topic: PPE Requirements (mask over mouth and nose), gloves, etc.
<b>February 5, 2021</b>	Residential Field Training - J&R AC & Heating	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Topic: Air sealing options in historic homes
<b>February 5, 2021</b>	Residential Field Training - Big Star Conservation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics: Teaching Technician on Air Sealing cracks and gaps of panel walls
<b>February 5, 2021</b>	Contractor -- Ekco Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>February 5, 2021</b>	Contractor -- A1 Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>February 5, 2021</b>	Contractor -- Adams A/C	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>February 8, 2021</b>	Archdiocese of N. O. - Microsoft Teams Meeting	Large Commercial Customers	4	30	Discussion of potential 2021 projects	Met with facility director to review 2021 projects and beyond



<b>February 9, 2021</b>	Commercial Lightbulb Recycling Webinar -- Customers	Program Staff	3	60	Provide an overview of commercial lightbulb recycling programs and regulations	Guests from a local recycling company as well as state regulators provided an overview or lightbulb recycling to ensure bulbs do not end up in landfills
<b>February 9, 2021</b>	Commercial Lightbulb Recycling Webinar -- Customers	Commercial Customer	7	60	Provide an overview of commercial lightbulb recycling programs and regulations	Guests from a local recycling company as well as state regulators provided an overview or lightbulb recycling to ensure bulbs do not end up in landfills
<b>February 9, 2021</b>	Commercial Lightbulb Recycling Webinar -- Trade Allies	C&I Trade Allies/Contractors	7	60	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>February 11, 2021</b>	Residential Field Training - Big Star Conservation	Residential Field Training	2	60	A technical training with trade ally staff while performing services	Topics: Insulation best practices and marker placement
<b>February 11, 2021</b>	Residential Field Training - Big Star Conservation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Topics: Air sealing best practices and material usage
<b>February 12, 2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics discussed; Air Sealing Best Practices
<b>February 12, 2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics discussed; Air Sealing Best Practices
<b>February 15, 2021</b>	Customer training -- Jonathan Ferrara	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>February 15, 2021</b>	Trade Ally individual training -- Studio West	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program

<b>February 17, 2021</b>	NASA Teams Meeting	Large Commercial Customers	8	60	Discussion of potential 2021 projects	Met with facility director to review 2021 projects and beyond
<b>February 17, 2021</b>	Residential Field Training - H&E Comfort Services	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Topics: AC tune-up best practices, explaining program details, trade ally communication requirements
<b>February 17, 2021</b>	Customer training -- Shear Luxury	Commercial Customer	2	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>February 18, 2021</b>	Residential Field Training - Duct Pro	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Topics: Attic insulation best practices and material usage
<b>February 18, 2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics: Air sealing best practices
<b>February 18, 2021</b>	Residential Field Training - H&E Comfort Services	Residential Field Training	2	60	A technical training with trade ally staff while performing services	Topics: AC Tune-Up Best Practices, Safety Issues, Explaining Program Details, Trade Ally Communication Requirements
<b>February 18, 2021</b>	Residential Field Training - Big Star Conservation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Topics: Blower door usage, including zeroing (with door on), 5 second, reference placement
<b>February 18, 2021</b>	Contractor -- Woodward Design	C&I Trade Allies/Contractors	1	60	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>February 19, 2021</b>	Residential Field Training - Duct Pro	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: Duct Sealing Best Practices

<b>February 19, 2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: AC Tune-Up Best Practices
<b>February 20, 2021</b>	Residential Field Training - Diversified Energy	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Topic: Attic Insulation Best Practices
<b>February 22, 2021</b>	Residential Field Training - Diversified Energy	Residential Field Training	3	15	A technical training with trade ally staff while performing services	Topic: Air Sealing Best Practices
<b>February 22, 2021</b>	Residential Field Training - Big Star Conservation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Topics: Duct Sealing Best Practices, Air Sealing, documentation
<b>February 22, 2021</b>	Customer -- Ben Franklin High School	Large Commercial Customers	2	30	Program overview for an existing commercial customer	Reviewed incentives for auditorium lighting as well refrigeration, HVAC, and sports-field lighting
<b>February 23, 2021</b>	Residential Trade Ally Training - AC Tune-ups Year-Round	Residential Field Training	15	120	A formal technical training for trade ally staff	Topics: The acceptable quality standards for eligible A/C tune-up rebates and how to perform many of the tasks associated with an A/C tune-up.
<b>February 23, 2021</b>	Customer -- NASA	Large Commercial Customers	7	60	Discussion of potential 2021 projects	Teams conference call with NASA stakeholders regarding PY11 potential projects
<b>February 23, 2021</b>	NASA - Project Submittal Walkthrough	Large Commercial Customers	4	60	Discussion of potential 2021 projects	Walkthrough of potential projects
<b>February 24, 2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics: How to participate in Virtual QA inspections. Used Facetime as the video software

<b>February 24, 2021</b>	Southern University of New Orleans (SUNO) Microsoft Teams Meeting	Large Commercial Customers	4	30	Discussion of potential 2021 projects	Teams meeting to discuss potential PY11 projects and an overview of the program
<b>February 25, 2021</b>	Q1 Residential Trade Ally Advisory Group	Residential Field Training	33	120	Program Implementation	Provide updates and have discussions with trade allies about the current state of the Energy Smart program.
<b>March 1, 2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: Duct Sealing Best Practices
<b>March 2, 2021</b>	Contractor -- Commercial Green Solutions	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 3, 2021</b>	Trade ally individual training -- Bryan with Achary Electric	C&I Trade Allies/Contractors	1	15	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 5, 2021</b>	LCMC Retro-Commissioning Program Discussion	Large Commercial Customers	8	45	Discussion of potential 2021 projects	Teams meeting to discuss potential PY11 projects and an overview of the program
<b>March 6, 2021</b>	Residential Field Training - Diversified Energy	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: Software Training
<b>March 8, 2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Topic: Air Sealing Best Practices
<b>March 8, 2021</b>	Customer training -- Sacred Heart	Commercial Customer	1	30	Discussion of potential 2021 projects	Initial overview of the program and Large Demand Response program, in advance of group meeting later in March

<b>March 8, 2021</b>	Customer training -- P&G Homestyle Restaurant	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>March 8, 2021</b>	Customer training -- Big Pie Pizza	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>March 8, 2021</b>	Customer training -- Auction House (Amy)	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>March 8, 2021</b>	Trade ally individual training - E1 Electric	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 9, 2021</b>	Customer training -- Moe's Original Barbeque	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>March 11, 2021</b>	Residential Field Training - Diversified Energy	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: Duct Sealing Best Practices
<b>March 11, 2021</b>	Residential Field Training - Fontenot Insulation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics: Attic Insulation Best Practices, Safety Issues Best Practices
<b>March 11, 2021</b>	Trade ally training -- Ideal Lighting	C&I Trade Allies/Contractors	1	15	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 12, 2021</b>	Customer training -- Nolavore	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives

<b>March 12, 2021</b>	VA Hospital Energy Smart Microsoft Teams Meeting on Retro-Commissioning Program	Large Commercial Customers	6	30	Review potential PY11 projects	Discuss lighting incentives, HVAC incentives, automation, and RCx on the hospital campus
<b>March 12, 2021</b>	Customer training -- House of Broel	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>March 12, 2021</b>	Customer training -- Waggonner and Ball	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>March 12, 2021</b>	Customer training -- Blackstar Diversified Energy	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>March 15, 2021</b>	Trade ally individual training -- Energywise Solutions	C&I Trade Allies/Contractors	2	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 15, 2021</b>	Residential Field Training - J&R AC & Heating	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: AC Tune-Up Best Practices
<b>March 15, 2021</b>	Trade ally training -- BAM	C&I Trade Allies/Contractors	1	15	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 15, 2021</b>	Trade ally training -- Advance Electrical	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 16, 2021</b>	Residential Field Training - J&R AC & Heating	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Topics: Duct Sealing Best Practices, AC Tune-Up Best Practices, Material Usage

<b>March 18, 2021</b>	Contractor -- MacLean's AC	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 18, 2021</b>	Trade ally training -- Climate Tamers	C&I Trade Allies/Contractors	1	60	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 19, 2021</b>	Customer training -- Soule Cafe	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>March 22, 2021</b>	Contractor -- General Heating and Air	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 25, 2021</b>	Trade Ally individual training -- AC Ambulance Sidney	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 25, 2021</b>	Contractor -- Premiere AC	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 26, 2021</b>	Contractor -- Calloway and Sons	C&I Trade Allies/Contractors	1	45	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 29, 2021</b>	Residential Field Training - J&R AC & Heating	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Topics: Duct Sealing Best Practices, AC Tune-Up Best Practices, Material Usage
<b>March 30, 2021</b>	Customer training -- Sacred Heart	Commercial Customer	4	45	Program overview with different scenarios for project submissions on campus	Discuss lighting incentives, HVAC incentives, and other first potential projects on campus

<b>March 31, 2021</b>	Contractor -- Mighty's AC	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>March 31, 2021</b>	Customer training - Josh Herlands of 7611 Maple Street	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non- lighting incentives



# Appendix D: Marketing Collateral

## Residential Marketing Collateral

### Home Fitness Campaign Radio Banner Ads



Get Your Home in Tip-Top Shape

For more information, visit [energysmartnola.com/savenow](http://energysmartnola.com/savenow) or call 504-229-6868.

EnergySmart  Energy 

This radio banner ad features a photograph of a yellow house with green shutters and a red door, with the number '1001' above the door. The right side of the banner is a dark blue triangle containing the headline 'Get Your Home in Tip-Top Shape'. Below the photo, the text provides contact information: 'For more information, visit [energysmartnola.com/savenow](http://energysmartnola.com/savenow) or call 504-229-6868.' At the bottom, the EnergySmart logo (with the tagline 'A New Orleans Program') and the Entergy logo are displayed.



Get Your Home in Tip-Top Shape

For more information, visit [energysmartnola.com/savenow](http://energysmartnola.com/savenow) or call 504-229-6868.

EnergySmart  Energy 

This radio banner ad is identical to the one above, featuring the same house photo, headline, contact information, and logos.

### Radio Audio



Streaming Radio Ad  
with music v2.mp3

### Google Ads

Get Your Home in Tip-Top Shape

**NO-COST**  
ENERGY-EFFICIENT  
PRODUCTS

LEARN MORE ►

*EnergySmart*  
A New Orleans Program

 *Entergy.*

This banner features a photograph of a house with green shutters and a red door. The text is arranged in a dark blue box on the left, with the logos for EnergySmart and Entergy on the right.

**NO-COST**  
ENERGY-EFFICIENT  
PRODUCTS

Get Your Home in Tip-Top Shape

LEARN MORE ►

*EnergySmart*  
A New Orleans Program

 *Entergy.*

This banner features a photograph of a house with green shutters and a red door. The text is arranged in a dark blue box in the center, with the logos for EnergySmart and Entergy on the right.

Get Your Home in Tip-Top Shape

**NO-COST**  
ENERGY-EFFICIENT PRODUCTS

LEARN MORE ►

*EnergySmart*  
A New Orleans Program

 *Entergy.*

This banner features a photograph of a house with green shutters and a red door. The text is arranged in a dark blue box in the center, with the logos for EnergySmart and Entergy on the right.

## Facebook Ad

 **Entergy New Orleans**  
Sponsored Like Page

Get your home in tip-top shape with Energy Smart. We offer a variety of ways to help you save energy, including no-cost energy-efficient products.



**Get Your Home  
in Tip-Top Shape.**

**Start Your Energy Efficiency Journey**  
Discovery energy-saving upgrades for your home.

[ENERGYSMARTNOLA.COM](http://ENERGYSMARTNOLA.COM) Learn More

70 562 Comments 311 Shares

Like Comment Share

## Gambit



# Get Your Home in Tip-Top Shape



A fit home is an energy-efficient one. Energy Smart offers no-cost whole-home energy assessments and rebates on energy-saving products.


For more information, visit [energysmartnola.com/gambit](http://energysmartnola.com/gambit) or call 504-229-6868.



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## Email 1






### Get Your Home in Tip-Top Shape

#### Home energy fitness on any budget

Energy Smart offers a variety of ways to get your home in tip-top shape, including a no-cost assessment and energy-efficient products that can save you energy.



You also receive a custom report on your home's energy usage and recommendations for additional steps you can take for optimal energy savings. Plus, receive rebates when you purchase qualifying, energy-efficient upgrades such as refrigerators, A/C units and more.




[Learn More](#)

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#### Save Energy



To schedule an assessment or learn more about other energy-saving opportunities, visit [energysmartnola.com](http://energysmartnola.com) or call **504-229-6868**.

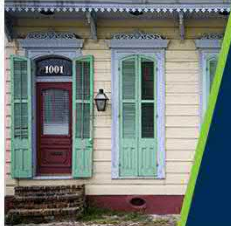
For more information about these and other Energy Smart offerings:

		
Visit <a href="http://energysmartnola.com">energysmartnola.com</a>	Call 504-229-6868	Email <a href="mailto:info@energysmartnola.com">info@energysmartnola.com</a>

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## Email 2






### Get Your Home in Tip-Top Shape

**A fit home is an energy-efficient one.**

Energy Smart offers a variety of ways to get your home in tip-top shape to provide better comfort all year round. Start your energy-saving journey with the [Home Performance with ENERGY STAR® assessment](#).

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#### Get no-cost, energy-saving products, including:

- LED Light Bulbs
- Smart Thermostats
- Smart Power Strips
- Low-Flow Showerheads
- Low-Flow Bathroom Aerators
- Low-Flow Kitchen Aerators
- Hot Water Pipe Insulations

Plus, receive rebates when you purchase qualifying, energy-efficient upgrades such as refrigerators, A/C units and more.

[Schedule a whole-home assessment](#)

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### Save Energy

To schedule an assessment or learn more about other energy-saving opportunities, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6868.

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## Outreach Support Power Trip Email



### POWER TRIP: A Road Map to Energy Efficiency



Are you a renter or homeowner trying to save energy?

Join us for a monthly journey through energy efficiency using the Energy Smart Program.

We invite you and your neighbors to see how the New Orleans Energy Smart Energy Efficiency Program can unlock big savings for all New Orleanians. From whole-home energy assessments to discounts on appliance upgrades, the Energy Smart program has something for everyone.

Join us once a month for 30-minute deep dive into the program and learn how you and your neighbors can participate today.

Upcoming Power Trip:

March 9

3-3:30 p.m.

[Click here to register](#)

Help us spread the word. [Download](#) the flyer to share upcoming Power Trip dates with your neighbors.

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

## Power Trip Training Flyer



### Power Trip: Your Journey to Energy Efficiency

Are you a renter or homeowner trying to save energy? Join our no-cost webinar as we take a journey through energy efficiency via the New Orleans Energy Smart Program. From whole-home energy assessments to rebates on energy-efficient appliance upgrades, the Energy Smart Program has something for everyone.

#### Attend a session to learn how to:

- Schedule a no-cost home energy assessment.
- Get discounted energy-saving products from the Energy Smart Online Marketplace.
- Take advantage of rebates on ENERGY STAR® appliances.
- Get incentives and energy-saving products for your business.

Register at  
[energysmartnola.com/powertrip](http://energysmartnola.com/powertrip)

#### Upcoming Dates:

March 9 | 3-3:30 p.m.

April 13 | 3-3:30 p.m.

May 11 | 3-3:30 p.m.

June 8 | 3-3:30 p.m.

July 13 | 3-3:30 p.m.

For more information, visit [energysmartnola.com](http://energysmartnola.com) or  
call 504-229-6868.



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## Trade Ally Badges



# Trade Ally Emails

## Trade Ally Quarterly Newsletter

Energy Smart Spotlight

February 2021

ENERGY SMART  
PLATINUM TRADE ALLY

ENERGY SMART  
GOLD TRADE ALLY

ENERGY SMART  
SILVER TRADE ALLY


ENERGY SMART  
GENERAL TRADE ALLY

**Your Trade Ally Tier Report is Coming Soon**

We're excited to announce a new billing system for our Energy Smart trade allies. Be on the lookout for your tier report, coming via email this month. Use your tier to let customers know you maintain high standards and are a dependable program resource.

[Read more ▶](#)

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**Order Your 2021 Badges**

As we all know, gaining a customer's confidence and trust is key. One way to earn this trust is to make sure that everyone on the Energy Smart team is wearing an updated program badge. We've updated the Energy Smart badges for 2021, and we want to make sure each member of your team has an updated badge to wear in the field.

[Read more ▶](#)

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**Energy Smart  
A/C Tune-ups Training**

Tuesday, Feb. 23  
9 - 11 a.m.  
Location: Webinar

Please join us for this in-depth training on proper materials and methods for A/C tune-ups in the Energy Smart program. This training will explain the acceptable quality standards for eligible A/C tune-up rebates and how to perform many of the tasks associated with an A/C tune-up. The session will close with time to answer any remaining questions.

[Join Meeting ▶](#)

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**Q1 Virtual Trade Ally Advisory Group Meeting**


Thursday, Feb. 25  
9 - 11 a.m.  
Location: Webinar

At this quarterly meeting, Energy Solutions and Energy Smart will join together to share updates to the offerings and discuss your experiences. The session will close with time to answer any remaining questions and document feedback.

[Join Meeting ▶](#)



Or call in (audio only):  
+1 488-276-8501  
Phone Conference ID: 778 173 9218

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**New Rebate Forms**

Keep a lookout for the updated 2021 rebate forms. You will receive a separate email once the rebate forms are ready for download. Be prepared to swap out your 2020 forms for the 2021 forms once you receive the email.

For more information about this and other energy efficiency offerings, visit [energysmarttools.com](http://energysmarttools.com), email [info@energysmarttools.com](mailto:info@energysmarttools.com) or call 504-229-6986.

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ENERGY SMART QUARTERLY REPORT – QUARTER 1 PROGRAM YEAR 11

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## Trade Ally Badge Reminder



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Dear Trade Ally,

As we all know, gaining a customer's confidence and trust is key. One way to earn this trust is to make sure that everyone on the Energy Smart team is wearing an identifiable program badge.

Updated 2021 Energy Smart badges are now available. Make sure each member of your team has an updated badge to wear in the field.

Please take a moment to fill in this [submission form](#) for each member of your team that needs a badge, and be sure to include a high-quality photo. Each team member should be photographed against a solid, preferably white, background and remember: the clearer the photo, the better. Also, submit your company logo to be included on the badges. Preferred formats of for logo files include jpg, jpeg, or png.

[Submit your company and team information](#)

Please send in photos and 2021 badge requests by April 15, 2021. If you have any questions, please reach out to Atom Davis at [atom.davis@energysmartnola.com](mailto:atom.davis@energysmartnola.com). Thank you for your cooperation.

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For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-228-6968.

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Commercial and Industrial Marketing Collateral

Small Business Direct Install Incentive List Update Side 1



MEASURE	REQUIREMENTS	SBDI INCENTIVE	UNIT	
<b>LIGHTING: EXIT SIGN REPLACEMENT</b>				
LED Exit Sign	< 5 watts; meets state fire marshal codes and UL rated.	\$15	per lamp	
<b>LIGHTING: INTERIOR LIGHTING NON 24/7 REPLACEMENTS<sup>1</sup></b>				
1-6W LED Screw-in replacing incandescent/CFL	ENERGY STAR® certified.	\$3	per lamp	
7-12W LED Screw-in replacing incandescent/CFL		\$5	per lamp	
13-17W LED Screw-in replacing incandescent/CFL		\$7	per lamp	
18-W LED Screw-in replacing incandescent/CFL		\$8	per lamp	
T8/T12 Upgrade to LED Linear - 4ft	DLC listed. For retrofitting AND replacing existing fixtures. Quantity (# of units) is based on number of EXISTING LAMPS being replaced.	\$9	per lamp	
T8/T12 High Output (HO) Upgrade to LED Linear - 4ft		\$13	per lamp	
T5 Upgrade to LED Linear - 4ft		\$8	per lamp	
T5 High Output (HO) Upgrade to LED Linear - 4ft		\$13	per lamp	
T8/T12 Upgrade to LED Linear - 8ft		\$19	per lamp	
T8/T12 High Output (HO) Upgrade to LED Linear - 8ft		\$25	per lamp	
T8/T12 Upgrade to LED Linear - 2ft		\$4	per lamp	
T5 Upgrade to LED Linear - 2ft		\$4	per lamp	
T5 High Output (HO) Upgrade to LED Linear - 2ft		\$8	per lamp	
T8/T12 Upgrade to LED Linear - U-Tube		\$12	per lamp	
LED replacing <175W HID (lamp wattage)		DLC listed.	\$32	per fixture
LED replacing 175W to 250W HID (lamp wattage)			\$57	per fixture
LED replacing 25W to 400W HID (lamp wattage)	\$107		per fixture	
LED replacing 40W to 1000W HID (lamp wattage)	\$238		per fixture	
LED replacing >1000W HID (lamp wattage)	\$313		per fixture	
LED Refrigerated Case Lighting (without Controls)	DLC listed. Retrofits must completely remove the existing fluorescent fixture and connectors and ballasts to qualify; wiring may be reused.	\$38	per door	
LED Refrigerated Case Lighting (with Controls)		\$50	per door	
<b>LIGHTING: EXTERIOR/GARAGE LIGHTING NON 24/7 REPLACEMENTS<sup>2</sup></b>				
1-6W LED Screw-in replacing incandescent/CFL	ENERGY STAR certified.	\$3	per lamp	
7-12W LED Screw-in replacing incandescent/CFL		\$5	per lamp	
13-17W LED Screw-in replacing incandescent/CFL		\$7	per lamp	
18-W LED Screw-in replacing incandescent/CFL		\$8	per lamp	



## Small Business Direct Install Incentive List Update – Side 2

T8/T12 Upgrade to LED Linear - 4ft		\$9	per lamp	
T8/T12 High Output (HO) Upgrade to LED Linear - 4ft		\$13	per lamp	
T5 Upgrade to LED Linear - 4ft		\$8	per lamp	
T5 High Output (HO) Upgrade to LED Linear - 4ft		\$13	per lamp	
T8/T12 Upgrade to LED Linear - 8ft	DLC listed. For retrofitting AND replacing existing fixtures. Quantity (# of units) is based on number of EXISTING LAMPS being replaced.	\$19	per lamp	
T8/T12 High Output (HO) Upgrade to LED Linear - 8ft		\$25	per lamp	
T8/T12 Upgrade to LED Linear - 2ft		\$5	per lamp	
T5 Upgrade to LED Linear - 2ft		\$4	per lamp	
T5 High Output (HO) Upgrade to LED Linear - 2ft		\$8	per lamp	
T8/T12 Upgrade to LED Linear - U-Tube		\$12	per lamp	
LED replacing <175 W HID (lamp wattage)		DLC listed.	\$32	per fixture
LED replacing 175 W to 250 W HID (lamp wattage)			\$57	per fixture
LED replacing 251 W to 400 W HID (lamp wattage)			\$107	per fixture
LED replacing 401 W to 1000 W HID (lamp wattage)	\$238		per fixture	
LED replacing >1000 W HID (lamp wattage)	\$313		per fixture	
LED replacing <175 W Dark/Athletic Field HID (lamp wattage)	\$7		per fixture	
LED replacing 175 W to 250 W Dark/Athletic Field HID (lamp wattage)	\$9		per fixture	
LED replacing 251 W to 400 W Dark/Athletic Field HID (lamp wattage)	\$15		per fixture	
LED replacing 401 W to 1000 W Dark/Athletic Field HID (lamp wattage)	\$38		per fixture	
LED replacing >1000 W Dark/Athletic Field HID (lamp wattage)	\$57		per fixture	
<b>LIGHTING, LIGHTING CONTROLS/SENSORS</b>				
Daylighting Controller (Controlling < 500 Watts)		\$32	per unit	
Daylighting Controller (Controlling > 500 Watts)		\$94	per unit	
Occupancy Sensor (Controlling < 500 Watts)	Quantity (# of units) is based on number of INSTALLED units. Integrated sensors built-in to proposed fixtures do not qualify.	\$38	per unit	
Occupancy Sensor (Controlling > 500 Watts)		\$40	per unit	
Occupancy Sensor - Daylighting Control (Controlling < 500 Watts)		\$57	per unit	
Occupancy Sensor - Daylighting Control (Controlling > 500 Watts)		\$159	per unit	
Bi-Level Parking Garage Lighting Control (Controlling < 50 Watts)		\$22	per unit	
Bi-Level Parking Garage Lighting Control (Controlling 51-100 Watts)	At low power, lights must consume less than 70% of full load power. Quantity (# of units) is based on number of INSTALLED units. Fixture integrated sensors do qualify for this incentive.	\$63	per unit	
Bi-Level Parking Garage Lighting Control (Controlling 101-150 Watts)		\$100	per unit	
Bi-Level Parking Garage Lighting Control (Controlling 151-200 Watts)		\$100	per unit	

**Footnotes**

<sup>1</sup>For all light bulbs/lamps, light fixtures and exit signs, quantities are based on number of EXISTING lamps/fixtures being replaced. This accounts for scenarios of de-lamping.

<sup>2</sup>The total material cost is the total cost of all the bulbs or fixtures for a particular measure/line item.

<sup>3</sup>Any replacement of equipment that operates 24/7 (and will continue to do so after the project is completed) will qualify for incentive rebates under the custom lighting program as a separate application.



## Prescriptive Incentive List Update

### ENERGY SMART PRESCRIPTIVE INCENTIVE RATES

*Rates effective Feb. 15, 2011 (may change at program's discretion).*



Measure	Requirements	Small Commercial Solutions	Large Commercial & Industrial	Unit
<b>Interior Lighting</b>				
1-8W LED Screw-in replacing incandescent/CFL	ENERGY STAR® certified.	\$2	\$2	per lamp
7-12W LED Screw-in replacing incandescent/CFL		\$4	\$4	per lamp
13-17W LED Screw-in replacing incandescent/CFL		\$5	\$5	per lamp
18+W LED Screw-in replacing incandescent/CFL		\$6	\$6	per lamp
LED Exit Sign	< 5 watts; Must meet state fire marshal codes and be UL rated.	\$12	\$12	per sign
T8/T12 Upgrade to LED Linear - 4ft	DLC listed. For retrofitting AND replacing existing fixtures: Quantity (# of units) is based on number of EXISTING LAMPS being replaced.	\$7	\$6	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear - 4ft		\$10	\$10	per lamp
T5 Upgrade to LED Linear - 4ft		\$6	\$5	per lamp
T5 High Output (HO) Upgrade to LED Linear - 4ft		\$10	\$10	per lamp
T8/T12 Upgrade to LED Linear - 6ft		\$15	\$15	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear - 6ft		\$20	\$20	per lamp
T8/T12 Upgrade to LED Linear - 8ft		\$3	\$3	per lamp
T5 Upgrade to LED Linear - 8ft		\$3	\$2	per lamp
T5 High Output (HO) Upgrade to LED Linear - 8ft		\$6	\$5	per lamp
T8/T12 Upgrade to LED Linear - U-Tube		\$9	\$8	per lamp
LED replacing <175 W HID (lamp wattage)	DLC listed.	\$25	\$23	per fixture
LED replacing 175 W to 250 W HID (lamp wattage)		\$45	\$35	per fixture
LED replacing 251 W to 400 W HID (lamp wattage)		\$65	\$70	per fixture
LED replacing 401 W to 1000 W HID (lamp wattage)		\$190	\$160	per fixture
LED replacing >1000 W HID (lamp wattage)		\$250	\$240	per fixture
LED Refrigerated Case Lighting (without Controls)	DLC listed. Retrofits must completely remove the existing fluorescent fixture and connectors and ballasts to qualify; wiring may be reused.	\$30	\$30	per door
LED Refrigerated Case Lighting (with Controls)		\$40	\$40	per door
<b>Exterior Lighting</b>				
1-8W LED Screw-in replacing incandescent/CFL	ENERGY STAR certified.	\$2	\$2	per lamp
7-12W LED Screw-in replacing incandescent/CFL		\$4	\$4	per lamp
13-17W LED Screw-in replacing incandescent/CFL		\$5	\$5	per lamp
18+W LED Screw-in replacing incandescent/CFL		\$6	\$6	per lamp



Small Business March Bill Insert – Side 1



**FREE**  
ENERGY EFFICIENCY KITS  
AND PRODUCTS FOR YOUR  
**SMALL BUSINESS**

Visit [energysmartnola.com/small-business-solutions](http://energysmartnola.com/small-business-solutions),  
email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.



## Small Business March Bill Insert – Side 1

### FREE energy efficiency kits and products for your **SMALL BUSINESS**



Cut energy with energy-efficient upgrades to your business. Energy Smart provides cash incentives for making eligible upgrades.



#### SMALL BUSINESS ENERGY EFFICIENCY KITS

Get **FREE energy efficiency kits** filled with LED light bulbs, exit sign bulbs and faucet aerators. Order your FREE kit from [energysmart.store](http://energysmart.store).



#### ENERGY SMART STORE

Shop online for **FREE products and instant discounts** on energy-saving LED light bulbs, smart thermostats, advanced power strips and water-saving aerators. Visit [energysmart.store](http://energysmart.store) to start saving.



#### SMART THERMOSTAT REBATES & EASY COOL

Smart thermostats give you better control of your temperature and comfort. Participating in EasyCool with your smart thermostat helps maintain reliable service for all customers. To learn more, visit [energysmartnola.com/smart-tstats](http://energysmartnola.com/smart-tstats).

Small business customers can also earn **prescriptive and custom incentives** or take part in the **small business direct install offering** that provides **enhanced incentives** for certain prescriptive measures.

For information about this and other Small Business Solutions offerings, visit [energysmartnola.com/small-business-solutions](http://energysmartnola.com/small-business-solutions).



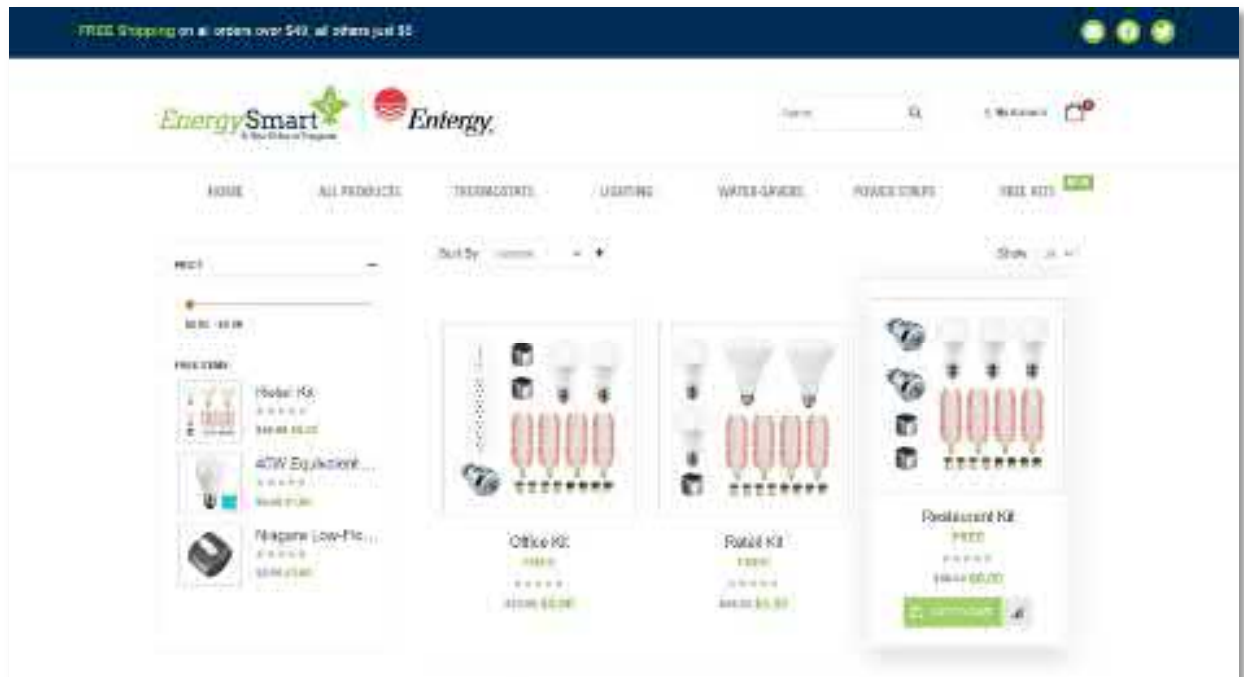
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## Small Business Online Store Homepage



## Free Small Business Kit Landing Page



# Small Business Online Store Check-Out Page

Street Address \*  
Street Address: Line 1

City \* State/Province \*

Please select a region, state or province. v

Zip/Postal Code \* Country \*

United States v

Phone Number \*  ?

Primary Heating Source \*  
Please select v

How did you hear about Energy Smart? \*  
Please select v

Account Number\*

### Shipping Methods

The zip code you entered is outside of the eligible service location for the Energy Smart Store. If you believe you received this message in error, please contact our customer service department.

**Biz New Orleans March Print Ad**



# **BUILDING A BETTER NEW ORLEANS**

Get **up to \$500K\*** in incentives for increasing energy efficiency in new building design and construction. Eligible projects include:

**NEW BUILDING/GROUND-UP  
CONSTRUCTION**

**GUT  
REHABS**

**ADDITION OR EXPANSION  
OF AN EXISTING BUILDING**

**“WARM SHELL”  
PROJECTS**

\*\$500K customer cap across all projects and accounts per year.

For offering details and eligibility requirements, visit [energysmartnola.com](http://energysmartnola.com) or call **504-229-6868**.



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Biz New Orleans 300x250 Digital Ad

**ENERGY SMART  
FOR BUSINESS**

**IT PAYS TO BE ENERGY SMART**  
Get cash incentives to make energy-saving  
upgrades to your business.

[LEARN MORE ▶](#)

*EnergySmart* A New Orleans Program | 

City Business Journal 728x90 Leaderboard Digital Ads

**ENERGY SMART FOR BUSINESS**

Get incentives up to **\$150,000 per site, per year** with an **annual customer cap of \$500,000.**

[LEARN MORE ▶](#)

*EnergySmart* A New Orleans Program | 

*EnergySmart* A New Orleans Program | **ENERGY SMART FOR BUSINESS**

Get incentives up to **\$150,000 per site, per year** with an **annual customer cap of \$500,000.**

[LEARN MORE ▶](#)

## Presidents Day Google Search Ad

Ad · energysmart.store

Google Nest Smart Thermostat | Now just \$69  
| Available from Energy Smart

Visit the Energy Smart Small Business Online Store for this Presidents Day Sale. Limit 2 per customer account. Offer ends Feb. 17.

## Presidents Day Eblast

**Limited-Time Offer**

Nest Learning Thermostat now \$69



Regular Price: \$249 Rebate: \$150 Additional Rebate: \$30  
**Final Price: \$69**

Limit 2 per customer account. Offer ends Feb. 17, 2021

[Shop Now](#)

An exclusive Presidents Day offer for Entergy New Orleans small business customers.

The Nest Learning Thermostat automatically adapts to how you use it, saving you money and keeping your home comfortable. It provides remote control from your phone, sends alerts for system irregularities, and shows you your energy use through its home energy report function.

Visit [energysmart.store](http://energysmart.store) for this offer as well as other discounted or free energy-saving products.

Quantities are limited, so act now.

For more information about Energy Smart, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.

## Prescriptive Bonus Incentive Eblast



Dear Energy Smart Partner,

The program is off to a good start this year thanks to your efforts in generating interest and participation in the Energy Smart program. To help continue this momentum, we increased 17 prescriptive incentive rates 15% or more. The new Program Year 11 prescriptive incentive rate sheet can be found [here](#).

The Energy Smart team looks forward to working with you and providing the resources and incentives to help your clients save money and energy.

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

## Facebook Ads for Free Energy Efficiency Kits



Entergy New Orleans  
Sponsored · 🌐

Free to small business owners. Energy efficiency kits filled with energy-saving products to help lower your monthly utility ... See More

**FREE Energy Efficiency Kits for small business customers.**

[HTTPS://ENERGYSMARTNOLA.F...](https://energysmartnola.f...)  
**Save energy. Save money.**  
Order your kit

GET OFFER

## Facebook Ads for Small Business Online Store



Entergy New Orleans  
Sponsored · 🌐

New from Energy Smart. The Small Business Online Store. Save energy and money. Special deals for small businesses. Instant rebates applied at purchase.

**SMALL BUSINESS ONLINE STORE**

ENERGYSMART.STORE  
**Energy Smart Online Store.**  
Free LEDs and smart...

SHOP NOW

Like Comment Share

## Energy Smart Tile on NOLA.gov Website



## Earned Media in LifeCity Newsletter





## Q1 Higher Education Cohort Meeting Announcement



**Energy Smart**  
A New Orleans Program



**Entergy**

### Higher Education Cohort Webinar



Dear Higher Education Cohort Member:

The Energy Smart Q1 Higher Education Cohort meeting has been rescheduled. Please mark your and plan on attending this webinar on March 30 from 3 - 4:30 p.m.

Topics covered will include:

- Program Year 11 Overview
- Higher Education Goals
- Presentations from
  - Honeywell on Demand Response
  - Blue Box Air on technology to treat and disinfect HVAC systems
- Q&A

**Webinar Details**  
March 30  
3 - 4:30 p.m.

Microsoft Teams meeting  
Click [here](#) to join the meeting  
or  
Dial [346-249-3218](#)  
Phone Conference ID: 762 639 784#

## Appendix E: Photos

Energy Smart continued to teach remotely in PY11 Q1.



Louisiana Green Corps 1/13/2021



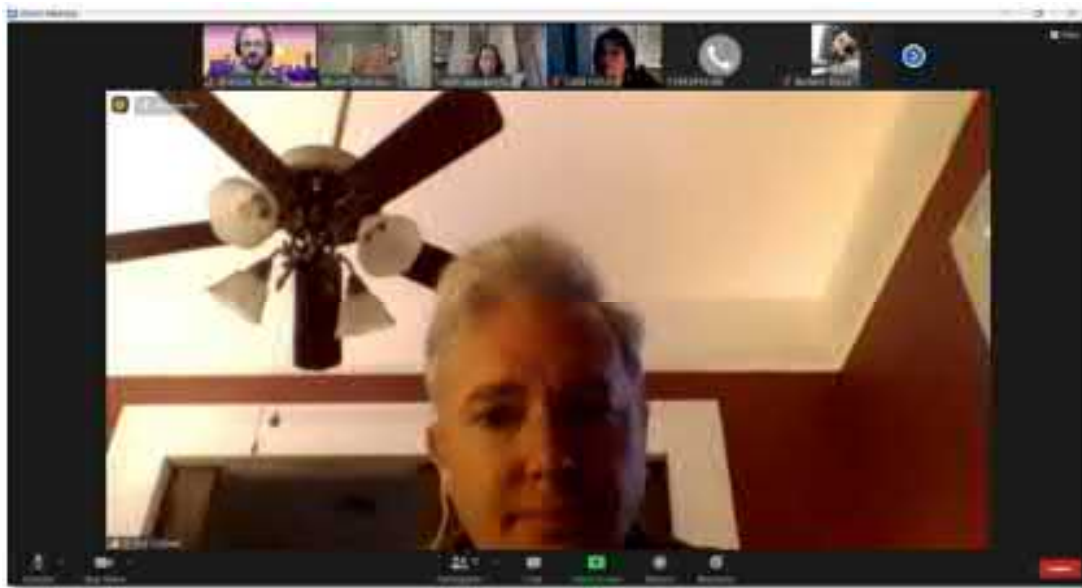
**Carrollton Riverbend Neighborhood Association 1/14/2021**



**Mid City Neighborhood Association 2/8/2021**



**Algiers Neighborhood Association 3/18/2021**



# APPENDIX F

Year	Month	Energy Efficiency Revenues (from EECR)	Beginning Balance	PY9 Amortization + Carrying Charges	Adj Energy Efficiency Revenues	PY10/PY11 Expenses	PY10/11 Balance	PY9 Expenses	PY9 Exp Algiers	PY9 Amort (3 yrs - PY10-12)	PY9 Balance
2019	December										\$ 179,603
2020	January		\$ 114,668	\$ 109,641				\$ 1,868,090	\$ 98,604	\$ 82,322	\$ (168,372)
2020	February			\$ 109,641						\$ 82,322	\$ (168,372)
2020	March			\$ 109,641				\$ 1,526,641	\$ 84,042	\$ 82,322	\$ 1,442,311
2020	April	\$ 1,352,637		\$ 109,641	\$ 914,073		\$ (914,073)	\$ 154,571	\$ 86,638	\$ 82,322	\$ 1,601,198
2020	May	\$ 1,387,890		\$ 109,641	\$ 1,278,249	\$ 786,044	\$ (1,406,278)			\$ 82,322	\$ 1,518,877
2020	June	\$ 1,726,898		\$ 109,641	\$ 1,617,257		\$ (3,023,535)	\$ 314,221	\$ 26,698	\$ 82,322	\$ 1,777,474
2020	July	\$ 1,933,543		\$ 109,641	\$ 1,823,902	\$ 1,868,468	\$ (2,978,970)	\$ 920,593	\$ 37,184	\$ 82,322	\$ 2,652,929
2020	August	\$ 1,968,434		\$ 109,641	\$ 1,858,793	\$ 2,031,972	\$ (2,805,791)			\$ 82,322	\$ 2,570,607
2020	September	\$ 1,995,652		\$ 109,641	\$ 1,886,011	\$ 1,750,804	\$ (2,940,999)	\$ 274,367	\$ 83,032	\$ 82,322	\$ 2,845,685
2020	October	\$ 1,733,665		\$ 109,641	\$ 1,624,024	\$ 363,544	\$ (4,201,479)	\$ 283,759	\$ 30,481	\$ 82,322	\$ 3,077,604
2020	November	\$ 1,449,799		\$ 109,641	\$ 1,340,158	\$ 964,572	\$ (4,577,065)		\$ 60,415	\$ 82,322	\$ 3,055,697
2020	December	\$ 1,421,024		\$ 109,641	\$ 1,311,383	\$ 739,790	\$ (5,148,658)			\$ 82,322	\$ 2,973,375
2021	January	\$ 1,606,650		\$ 109,641	\$ 1,497,009	\$ 2,281,579	\$ (4,364,089)			\$ 82,322	\$ 2,891,054
2021	February	\$ 1,487,205		\$ 109,641	\$ 1,377,564	\$ 1,613,237	\$ (4,128,415)			\$ 82,322	\$ 2,808,732
2021	March	\$ 1,580,120		\$ 109,641	\$ 1,470,479	\$ 972,373	\$ (4,626,521)			\$ 82,322	\$ 2,726,410

\*There is a beginning credit balance of \$114,668 for ENO Legacy and a debit balance of \$179,603 for ENO Algiers on January 1, 2020. The PY9 Balance reflects an offset of \$2.2M related to the Lost Contribution of Fixed Costs for previous years.