

Annual Report



Energy Smart

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Program Year 10

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EXECUTIVE SUMMARY

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
- Green Light New Orleans
- Honeywell
- ILSI Engineering
- Legacy Professional Services
- 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 10 (PY10) is divided into three quarters:

- 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 in PY10. 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
Tom Quasius	TPA Director	APTIM	Chicago, IL
Dan Reese	Director of Program Operations	APTIM	Portland, OR
Jenny Riley	National Marketing Director	APTIM	Chicago, IL
Kristin McKee	Program Director	APTIM	New Orleans, LA
John Krzystowczyk	Commercial Program Manager	APTIM	New Orleans, LA
Dawn Ellerd	Marketing & Outreach Lead	APTIM	New Orleans, LA
Kevin Fitzwilliam	Training & Development Specialist	APTIM	New Orleans, LA
Spencer Kurtz	Energy Engineer	APTIM	Charlotte, NC
Philip Russo	Project Analyst	APTIM	New Orleans, LA
Tamzen Jenkins	Marketing & Communications Specialist	APTIM	New Orleans, LA
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Monica Thilges	Program Design	APTIM	Madison, WI
Pragya Niraula	Energy Engineer	ILSI Engineering	New Orleans, LA
Keeley Evans	Commercial Project Coordinator	ILSI Engineering	New Orleans, LA
Jackie Dadakis	Chief Operating Officer	Green Coast Enterprises	New Orleans, LA
Joe Ryan	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
Jared Sessum	Commercial Energy Manager	Green Coast Enterprises	New Orleans, LA
Matt Augustine	Benchmarking Associate	Green Coast Enterprises	New Orleans, LA
Craig Henry	Demand Response Program Manager	Honeywell	San Antonio, TX
Benjamin Cavell	ADR Business Consultant	Honeywell	New Orleans, LA
Alcide Tervalon III	Principal	Legacy Professional	New Orleans, LA
Bernadelle Tilus	Project Specialist	Legacy Professional	New Orleans, LA
Denzel Harry	Energy Advisor	Legacy Professional	New Orleans, LA
Louis Bart	Energy Advisor	Legacy Professional	New Orleans, LA
Joshua Kruebbe	Residential QA/QC	Legacy Professional	New Orleans, LA
Jacob Pohlman	Residential QA/QC	Legacy Professional	New Orleans, LA
Nate Wolf	Residential Program Manager	Franklin Energy Services	New Orleans, LA
Alan Mitchell	Field Manager	Franklin Energy Services	New Orleans, LA
Karen O'Brien	Operations Manager	Franklin Energy Services	New Orleans, LA
Jhané Wilcox	Residential Marketing Manager	Franklin Energy Services	New Orleans, LA
Atom Davis	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
Raven Carr	Operations Analyst	Franklin Energy Services	New Orleans, LA
Daniel Franklin	Field Supervisor	Franklin Energy Services	New Orleans, LA
James Herman	Energy Advisor	Franklin Energy Services	New Orleans, LA
James Phillips	Energy Advisor	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA
Jamie Wine	School Kits & Education Director	Energy Wise Alliance	New Orleans, LA
Emily Snyder	School Kits, Education Manager	Energy Wise Alliance	New Orleans, LA
Nayshma Jones	School Kits, Education Coordinator	Energy Wise Alliance	New Orleans, LA
Brandon Muetzel	Community Outreach Manager	Energy Wise Alliance	New Orleans, LA

Offerings Overview

Residential

Energy Efficiency

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

Demand Response

- EasyCool for Residents

Commercial & Industrial

Energy Efficiency

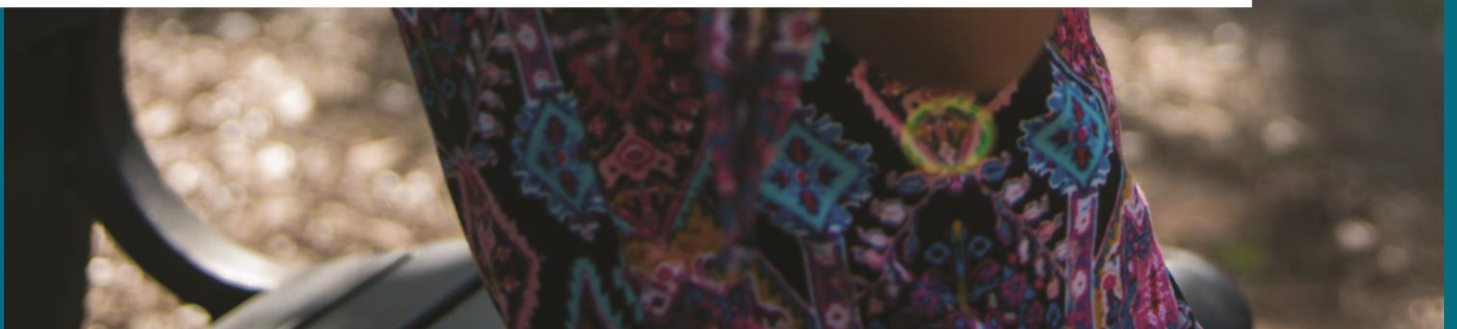
- Small Commercial & Industrial Solutions
- Large Commercial & Industrial Solutions
- Publicly Funded Institutions
- Commercial & Industrial Construction Solutions

Demand Response

- Large Commercial & Industrial Demand Response
- EasyCool for Business



PROGRAM PERFORMANCE & ACTIVITY



Program Performance & Activity

Program Performance & Activity

Table 2.1

OFFERING	VERIFIED GROSS kWh	kWh GOAL	% TO kWh GOAL	kW SAVINGS	kW TARGET*	% to kWh TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Commercial & Industrial – Energy Efficiency	24,414,461	33,055,833	73.86%	2,665.68	4,906.89	54.33%	\$3,040,736	\$4,693,010	64.79%
Commercial & Industrial – Demand Response	-	-	N/A	-	1,809.50	0.00%	\$1,960	\$45,112	4.34%
Residential – Energy Efficiency	29,200,350	23,517,104	124.17%	5,877.00	2,839.61	206.97%	\$2,256,071	\$2,339,160	96.45%
Residential – Demand Response	-	-	N/A	980.37	2,830.10	34.64%	\$191,155	\$192,040	99.54%
Total	53,614,811	56,572,936	94.77%	9,523.05	12,386.10	76.88%	\$5,489,962	\$7,269,322	75.52%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Savings reflect verified gross savings as documented in ADM’s Evaluation, Measurement and Verification (EM&V) report.

Table 2.2

NET PEAK DEMAND REDUCTION (kW)	NET ANNUAL ENERGY SAVINGS (kWh)	TOTAL PROGRAM EXPENDITURES	TRC (B/C RATIO)	UCT (B/C RATIO)
8,919.46	49,599,652	\$11,508,141	1.04	1.20

Residential Summary

The Energy Smart Residential Portfolio had a successful year despite the challenges created by the COVID-19 pandemic. The Residential portfolio achieved 29,202,753 in verified gross kWh savings and reached 124.18% of the goal while spending 96.68% of the incentive budget. PY10 was a nine-month program year due to the Council’s extension of PY9 through March 31, 2020. When PY10 launched in Q2, the COVID-19 pandemic was already underway and impacted fieldwork in a variety of ways. Trade allies, field audits and quality assurance visits were all halted during the City’s Stay-at-Home orders.

During this time, the program team focused on community outreach by supporting food distributions at 12 locations organized by city councilmembers and a state representative. At these events, the program team distributed four-packs of LED light bulbs and energy efficiency kits which created a great opportunity to increase awareness about the Energy Smart offerings to customers.

Field operations resumed in early July and uncertainty wrought by COVID-19 made it difficult for some customers to participate due to concerns about spreading the virus. The Energy Smart team developed COVID-19 protocols following the Centers for Disease Control and Prevention guidelines to address and reduce the likelihood of spreading the virus. Mandatory use of masks, nitrile gloves and foot coverings were implemented for all field personnel. New hygiene procedures were enacted to make sure equipment and products were sanitized before entering each residence. Trade allies were required to view an Energy Smart COVID-19 safety video and sign off on the new protocols, which was an important step to resuming field work and ensuring there was a consistent approach to COVID-19 safety. In addition, the program team implemented a new process whereby customers were contacted in advance of their appointment to ask if anyone in the home had tested positive or had been recently exposed to a confirmed positive COVID-19 case prior to field personnel entering the residence. By enacting these protocols, the program team was able to build trust with customers by demonstrating that the team had taken multiple steps to ensure everyone's safety.

In addition to safety protocols, the program team developed and launched Virtual Home Energy Assessments which allowed customers to participate in a virtual assessment via their smart phone or tablet, and subsequently receive a customized kit of measures sent directly to their home for self-installation. Virtual assessments kept people safer, were incredibly convenient for both program participants and trade allies and proved to be relatively easy to perform. The team also used the Energy Smart Online Marketplace almost exclusively during the Stay-at-Home order to continue providing customers with energy-saving solutions through the program while field-based work was paused. Customers received a limited time offer of a free smart thermostat which created new opportunities for the EasyCool offering. This focus was driven by energy savings and creating a customer base that could participate in the new Bring-You-Own Thermostat (BYOT) EasyCool offering. The Home Performance with ENERGY STAR®, Income-Qualified Weatherization, Retail Lighting and Appliance and A/C Solutions offerings emphasized the installation of smart thermostats and the associated EasyCool demand response offering. Cross-promotion and increased customer base were critical to expanding the EasyCool offering for event-driven demand reductions in the future.

The Home Performance with ENERGY STAR® offering earned the 2020 ENERGY STAR Partner of the Year award for a second consecutive year. This award honored the Energy Smart Program for its outstanding contributions to protecting the environment through superior energy achievements.

Commercial & Industrial Summary

The Energy Smart Commercial & Industrial (C&I) Portfolio successfully achieved 24,415,977 in verified gross kWh savings and reached 73.86% of the goal, while spending 64.22% of the incentive budget, despite a very challenging year for businesses impacted by the COVID-19 pandemic. The pandemic's restrictions to businesses had a significant impact on the ability of many C&I customers to perform energy efficiency upgrades. During Q2, many projects were put on hold due to customer uncertainty about cashflow, occupancy restrictions and limitations or restrictions on operations. Trade allies experienced supply chain issues which resulted in relatively low participation during the first two quarters of the program year. In order to meet PY10 energy saving goals, the Energy Smart team expedited the launch of planned and new offerings, offered several types of incentive bonuses and increased marketing and outreach efforts. The team transitioned many measures previously offered through the custom process to the prescriptive application process. The prescriptive process is used for common measures with deemed savings that do not require energy savings calculations. Moving to a more prescriptive approach reduced barriers to participation by eliminating the need for calculations. Program caps were also increased to encourage customers to participate as much as possible. The per-account incentives cap was increased from \$100,000 per year to \$150,000 (\$50,000 lighting and \$100,000 non-lighting), and the overall annual customer incentives cap was doubled from \$250,000 to \$500,000.

The Energy Smart team made enhancements to several existing offerings and launched new program offerings in PY10. The Commercial & Industrial Construction Solutions offering, which encourages customers to design and construct higher efficiency facilities than building code or planned designs, was launched in PY10. Customers qualify for incentives through the Commercial & Industrial Construction Solutions offering for ground-up construction, additions, restorations and building repurposing. Energy Smart also began offering a comprehensive Energy Advisor support service which provides qualifying commercial customers with comprehensive energy efficiency assistance including benchmarking, building performance analysis, energy efficiency measure recommendations and Energy Smart incentive application support. The Retro-commissioning offering was enhanced to provide a more streamlined process. Energy Smart also launched a new Large C&I Demand Response offering that provides an automated solution for managing energy consumption during periods of peak demand.

Many New Orleans small businesses were severely impacted by COVID-19 restrictions that caused businesses to operate at limited capacity, enforce social distancing requirements and in some cases shut operations down entirely. Recognizing the impacts, the team quickly worked to develop or expedite new solutions that could allow customers to participate in the program to help them save energy and money. The program began offering free Small Business Energy Efficiency Kits to small restaurants, offices and retail stores that contain LED light bulbs, faucet aerators and smart power strips for self-installation. The team offered the kits through an online order form, via a direct mail Business Reply card and in-person through door-to-door canvassing. A Small Business Online Store launched just before Black Friday and offered a new opportunity for customers to shop online for a variety of energy and water-saving products with instant discounts from the program. Smart thermostats were another new offering in PY10 that gave customers more control over their energy usage and building comfort. Coupled with the smart thermostats was the launch of the new EasyCool for Business offering whereby customers can participate in demand response events via their smart thermostat, helping them reduce their energy use during periods of high electricity usage.



RESIDENTIAL OFFERINGS



Residential Portfolio Performance

Table 3.1

OFFERING	VERIFIED GROSS kWh	kWh GOAL	% to kWh GOAL	VERIFIED GROSS kW	kW TARGET	% TO kWh TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Home Performance with ENERGY STAR	1,081,372	1,640,521	65.92%	217.58	1,090.19	19.96%	\$222,617	\$325,004	68.50%
Retail Lighting & Appliances	9,889,557	6,890,189	143.53%	1,074.61	545.38	197.04%	\$1,364,325	\$1,237,392	110.26%
Multifamily Solutions	497,487	437,472	113.72%	114.87	163.70	70.17%	\$89,346	\$106,130	84.19%
Income-Qualified Weatherization	899,228	656,208	137.03%	729.27	445.44	163.72%	\$375,607	\$269,967	139.13%
A/C Solutions	814,856	1,312,417	62.09%	339.51	553.29	61.36%	\$151,608	\$246,461	61.51%
School Kits & Community Outreach	468,115	350,297	N/A	67.28	41.61	161.69%	\$52,568	\$54,206	96.98%
Behavioral	15,549,735	12,230,000	127.14%	3,333.88	-	N/A	\$0	\$0	N/A
Rewards	-	-	N/A	-	-	N/A	\$0	\$100,000	0.00%
EasyCool - Direct Load Control	-	-	N/A	980.37	764.10	128.30%	\$61,760	\$57,750	106.94%
EasyCool - Bring Your Own Thermostat	-	-	N/A	-	2,066.00	0.00%	\$129,395	\$134,290	96.35%
Total	29,200,350	23,517,104	124.17%	6,857.37	5,669.71	120.95%	\$2,447,226	\$2,531,200	96.68%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Savings reflect verified gross savings as documented in ADM's Evaluation, Measurement and Verification (EM&V) report.

Home Performance with ENERGY STAR®

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, to install low-cost energy-saving measures and to 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 more like single-family homes, with owners often occupying one of the units, thus minimizing the split-incentive barrier. Building types with two to four units function more like single-family homes, with very little, if any, of common-area space.

Highlights

The Energy Smart Home Performance with ENERGY STAR® offering achieved 1,081,372 in verified gross kWh savings, reaching 65.92% of the goal. The program received the ENERGY STAR Partner of the Year award in early 2020. Due to the COVID-19 pandemic and the pause of field work, the HPwES offering was delayed until July 2020. Until field work was able to resume in July, the program team supported City Council members at food giveaways around the city. This outreach included giving 738 energy efficiency kits to customers at food distribution events. Kits were handed out at nine locations, supporting five city council members and a state representative. These giveaways provided an excellent opportunity to create awareness for the offering and provide energy-saving solutions for customers. After field work resumed in July, the team completed 169 assessments.

Table 4.1

Event	Date	LED Bulbs 9Watt (Individual)	Kits	LED 4pks	Council Member	State Representative
Household of Faith	4/24/2020	50	100		Cyndi Nguyen	
New Philippians Missionary Baptist Church	4/28/2020		103		Cyndi Nguyen	
City Church Eastlake Campus	5/1/2020			150	Cyndi Nguyen	
St. Mary of the Angels Church	5/1/2020		50	150	Jared Brossett	
Delgado Community College	5/4/2020		100	110	Kristin Palmer, Jay Banks	Candace Newell
St. Katherine Drexel Parish	5/5/2020		72		Jay Banks	
Goodwill Mid City	5/6/2020		100	155	Jay Banks	
Mother's Day Giveaway	5/6/2020	800			Cyndi Nguyen	
Connect Church of Algiers	5/8/2020		100	35	Kristin Palmer	
Sankufa Food Pantry	5/29/2020		13	200	Cyndi Nguyen	
Notre Dame Seminary	6/1/2020		100	300	Joseph Giarrusso	
Arthur Monday Multi- Purpose Center	6/26/2020			348	Kristin Palmer	
Totals		850	738	1448		

The program team developed a variety of new tools to enhance the offering. In PY10, the team launched a new self-scheduling tool on the Energy Smart website. This allowed customers to view the upcoming schedule openings and select a date and time that worked with their schedules. In response to the COVID-19 pandemic, the team developed a Virtual Home Energy Assessment which allowed customers to participate virtually by inspecting their home with a program Energy Advisor using online video chat software. Automated reminder calls were introduced to remind customers of their upcoming appointments the day before. Trade allies were able to take advantage of the new Efficiency Navigator tool, where they could submit rebates directly to the program team. Finally, the team developed a new infield data collection tool called Efficiency Clipboard to improve data processing and streamline the intake of assessments to the program database.

- The offering reached 65.92% of the kWh goal, achieving 1,081,372 kWh.
- The offering reached 19.96% of the kW target, achieving 217.58 kW.

Table 4.2

MEASURE	VERIFIED kWh SAVINGS	% OF KWH CONTRIBUTION
Aerator	509	0.05%
Air Sealing	27,442	2.54%
Duct Sealing	128,627	11.89%
Insulation	13,873	1.28%
LED	102,987	9.52%
Pipe Wrap	671	0.06%
Power Strip	14,090	1.30%
Showerhead	4,104	0.38%
Smart Thermostat	37,058	3.43%
HESK	729,562	67.47%
Giveaway	22,449	2.08%
Total	1,081,372	100.00%

Budget and Savings

Table 4.3

HOME PERFORMANCE WITH ENERGY STAR	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$222,617	\$325,004	68.50%	1,099,013	1,081,372	98.39%	163.55	217.58	133.04%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

Energy Smart and the Finance Authority of New Orleans (FANO) will be working together to support FANO's proposed "Green Mortgage" program. The program team would complete general assessments and follow up measures for participants. Assuming the proposed program becomes operational in PY11, the team will introduce offerings for new home construction to assist customers applying with FANO in the pre-planning, framing and completion of new ENERGY STAR-certified homes.

Retail Lighting & Appliances

Description

The objective of the Retail Lighting & Appliances 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 at discounted prices, allowing Energy New Orleans customers to purchase energy efficiency products online and have them shipped directly to their home.

Highlights

The Retail Lighting and Appliances offering achieved 9,889,557 in verified gross kWh savings, reaching 143.53% of the goal. The offering provided a large portion of savings for the residential portfolio in PY10. Point-of-sale lighting rebates were the main driver of savings at participating retailers in Orleans Parish, while additional savings came from the new Energy Smart Online Marketplace and mail-in appliance rebates for ENERGY STAR certified refrigerators, window air conditioning units, pool pumps and heat pump water heaters. Big box stores including The Home Depot, Costco and Walmart all participated in the offering. The program team was also able to partner with more local stores, including The Green Project, Uptown Supermarket, Rainbow Grocery, Walgreens, Freret Hardware and Rockery Ace Hardware. The mixture allows large quantities of products to be sold in big box stores, while the smaller retailers allow the product to be available in more locations and to support local businesses and the customers who shop locally.

The offering was very impactful to the overall residential portfolio in response to the COVID-19 pandemic. In addition to the energy efficiency kits that were distributed at the City Council-sponsored food distribution locations, the program team was also able to distribute 1,448 LED lighting four-packs, which were counted as part of the Retail Lighting and Appliances offering. The LED four-packs were distributed at eight different events, supporting five city council members and a state representative.

The new Online Marketplace launched in Q1 of 2020 and played a pivotal role in the program team's response to the COVID-19 pandemic. Promotions of the Energy Smart Online Marketplace occurred while the Stay-at-Home Orders were in place, resulting in the sale of 9,016 smart thermostats. The Energy Smart Online Marketplace combined the program's incentives for smart thermostats with

manufacturer and retailer discounts which allowed the customers to receive Emerson Sensi smart thermostats for free after instant rebate and discounts, including free shipping. By layering in additional LED lighting discounts during this period, the Online Marketplace also brought 22,634 LEDs and 902 advanced power strips into customer homes, largely as add-on purchases for customers purchasing a smart thermostat.

- The offering reached 143.53% of the kWh goal, achieving 9,889,557 kWh.
- The offering reached 197.04% of the kW target, achieving 1,074.61 kW.

Table 5.1

MEASURE	VERIFIED kWh SAVINGS	% OF KWH CONTRIBUTION
Aerators	11,226	0.11%
Dehumidifier	532	0.01%
HPWH	2,670	0.03%
LED	6,623,507	66.97%
Pipe Insulation	3,997	0.04%
Pool Pump	17,612	0.18%
Power Strip	44,206	0.45%
Refrigerator	6,841	0.07%
Showerhead	55,893	0.57%
Smart Thermostat	3,119,738	31.55%
Window A/C	3,335	0.03%
Total	9,889,557	100.00%

Table 5.2: Participating Retailers

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Home Depot- Central #385	X	X	1100 S Claiborne Ave
Home Depot- Bullard #352	X	X	12300 I-10 Service Rd
Costco New Orleans #1147	X	X	3900 Dublin St
Walmart- Tchoupitoulas #5022	X		1901 Tchoupitoulas St
Walmart- Chef Menteur #3167	X		4301 Chef Menteur Hwy
Walmart- Behrman #1163	X		4001 Behrman Pl
Walmart- Bullard #912	X		6000 Bullard Ave
The Green Project NOLA	X		2831 Marais St
Uptown Supermarket	X		1940 Dante St
Rainbow Grocery	X		4837 Magazine St

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Freret Hardware	X		5109 Freret St
Rockery Ace Hardware	X		7043 Canal Blvd
Walgreens #5040	X		1801 Saint Charles Ave
Walgreens #5551	X		619 Decatur St
Walgreens #9063	X		134 Royal St
Barto Appliance		X	1400 Airline Dr

Budget and Savings

Table 5.3

RETAIL LIGHTING & APPLIANCE	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$1,364,325	\$1,237,392	110.26%	9,822,743	9,889,557	100.68%	1,819.10	1,074.61	59.07%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

In PY11, the program team plans to expand the variety of smart thermostats offered through the Online Marketplace to include Google Nest. The new Nest thermostat, released in November 2020, will provide another low-cost option for customers and potential for additional free-after-rebate promotions.

Multifamily Solutions

Description

The Multifamily Solutions offering targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The offering 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 achieved 497,487 in verified gross kWh savings, reaching 113.72% of the goal. A large apartment complex comprised most of the savings. At this location, 409 units received assessments and 116 of those units received air sealing and duct sealing measures from trade allies. This property will continue to implement air and duct sealing measures into PY11 until the complex is fully completed. This complex also chose to upgrade a large portion of their old refrigerators, submitting 140 rebates for new ENERGY STAR certified refrigerators. The program team also conducted an initial site visit at another large apartment complex which will be targeted for completion in PY11.

- The offering reached 113.72% of the kWh goal, achieving 497,487 kWh.
- The offering reached 70.17% of the kW target, achieving 114.87 kW.

Table 6.1

MEASURE	VERIFIED kWh SAVINGS	% OF KWH CONTRIBUTION
Aerator	4,179	0.84%
Duct Sealing	332,767	66.89%
LED	149,170	29.98%
Refrigerator	5,899	1.19%
Showerhead	5,472	1.10%
Total	497,487	100.00%

Budget and Savings

Table 6.2

MULTIFAMILY SOLUTIONS	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$89,346	\$106,130	84.19%	454,304	497,487	109.51%	111.67	114.87	102.87%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

The Energy Smart team will look to partner with Multifamily organizations and directly reach out to larger apartment complexes to generate more enrollments.

Income-Qualified Weatherization

Description

The Income-Qualified Weatherization (IQW) 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 achieved 899,228 in verified gross kWh savings, reaching 137.03% of the goal. The offering completed 347 assessments and installed 136 smart thermostats. The Energy Smart team partnered with the New Orleans Redevelopment Authority and Saint Bernard Project to provide assessments and upgrades at their properties. Like the Home Performance with ENERGY STAR offering, the self-scheduling tool, Virtual Home Energy Assessment, Efficiency Clipboard, Efficiency Navigator and automated reminder calls were all added to the Income-Qualified Weatherization offering in PY10.

This offering saw strong participation in PY10. Outreach at food distributions, targeted direct marketing and trade ally referrals all fed into the pipeline generation. The offering exceeded the energy savings goal and budget. The team used unspent funds from other offerings so that it could continue serving IQW customers throughout the year. Keeping the Income Qualified Weatherization offering open during PY10 was important to serve the customers who needed support the most.

- The offering reached 137.03% of the kWh goal, achieving 899,228 kWh.
- The offering reached 163.72% of the kW target, achieving 729.27 kW.

Table 7.1

MEASURE	VERIFIED kWh SAVINGS	% OF KWH CONTRIBUTION
Aerator	946	0.11%
Air Sealing	142,935	15.90%
Duct Sealing	296,101	32.93%
Insulation	179,193	19.93%
LED	212,816	23.67%
Pipe Wrap	3,995	0.44%
Power Strip	4,492	0.50%

Showerhead	12,084	1.34%
Smart Thermostat	46,666	5.19%
Total	899,228	100.00%

Budget and Savings

Table 7.2

INCOME-QUALIFIED WEATHERIZATION	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$375,607	\$269,967	139.13%	793,585	899,228	113.31%	702.54	729.27	103.80%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

During PY10, the program saw increased demand for IQW, and that trend is expected to carry into PY11. The program team has recognized this shift and will identify ways to expand the offering to include more customers. Marketing efforts will be targeted to high users and those customers in arrears so we can maximize support to customers who need it the most.

A/C Solutions

Description

The A/C Solutions offering provides residential customers with a more comprehensive set of options to help lower energy consumption associated with keeping their homes cool and comfortable in the summer. Customers with functioning A/Cs can improve the efficiency of their units with the help of a comprehensive air conditioning system 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 Heating, Ventilating and Air Conditioning (HVAC) contractor network to provide value-added services to customers.

Highlights

The A/C Solutions offering achieved 817,259 in verified gross kWh savings, reaching 62.27% of the goal. In past program years, May through August summer months were the most active for the A/C Solutions offering. Due to the COVID-19 pandemic, trade allies were unable to perform upgrades for customers until July when it was deemed safe for field work to resume. The offering was able to support 541 customers, which included the installation of 118 smart thermostats. To increase the savings potential of the offering, the program team reintroduced the duct sealing measure, resulting in a 23% boost to the savings total.

- The offering reached 62.09% of the kWh goal, achieving 814,856 kWh.
- The offering reached 61.36% of the kW target, achieving 339.51 kW.

Table 8.1

MEASURE	VERIFIED kWh SAVINGS	% OF KWH CONTRIBUTION
AC Tune-up	548,411	67.30%
Duct Sealing	210,106	25.78%
Ductless HP	7,450	0.91%
HP Tune-up	4,288	0.53%
Smart Thermostat	40,489	4.97%
AC Replacement	4,112	0.50%
Total	814,856	100.00%

Budget and Savings

Table 8.2

A/C Solutions	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$151,608	\$246,461	61.51%	786,017	814,856	103.67%	328.48	339.51	103.36%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

A/C Solutions will continue to engage new trade allies to generate greater participation in the offering in PY11. The program plans to run a marketing campaign to kick off the offering in April to help drive customers to this offering at the beginning of peak cooling season.

School Kits & Education

Description

The School Kit & Education offering targets 6th and 10th 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 have been 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 faced many challenges in PY10 that had not been a concern in previous program years. In-classroom education was completely canceled in March 2020 due to school closures and the Stay-at-Home orders. In response to the COVID-19 pandemic, the Energy Smart team developed several alternative strategies to reach students without visiting their classrooms both to distribute energy kits and provide professional instruction.

The initial PY10 goal was to deliver 1,800 kits but the team was able to distribute an additional 220 kits from PY9 that were recovered from previously locked down schools. These kits were distributed with educational content to the original students scheduled to receive them in PY9. The team was able to distribute a total of 2,020 kits.

In mid-September, when many kits were finally scheduled to ship to schools, wildfires in California restricted the kit supplier from shipping them. As a result of this delay, the team was unable to deliver any kits in Q3. It was during Q3, however, that the team conducted outreach to 100% of eligible Orleans Parish schools and finalized bookings for Q4.

In Q4, kit distribution and instruction were implemented at double speed with extra staff help, and the Energy Smart team was able to exceed the annual distribution goal of 1,800 kits to deliver 2,020 school kits. Kits were distributed in three ways without visiting the classroom: at school meal sites, kits direct mailed to students' homes and to school classrooms via webinars.

Table 9.1: School Kit Distribution Methods

METHOD	# OF KITS
School Meal Sites	119 kits
Direct Mail To Individual Student Homes	133 kits
In-School Classrooms	1,768 kits
TOTAL	2,020

As public health conditions changed, NOLA Public Schools had to make ongoing adjustments based on current conditions to remote versus in-person learning for Orleans Parish 6th and 10th graders. As a result, live, in-person instruction provided with the kits in previous years had to be modified to accommodate teachers' changing needs. The Energy Smart team developed four new instructional methods: live webinars by Energy Smart staff, new classroom teacher-led lesson plans, take-home packets for students and an online platform to submit kWh data forms.

New instructional resources developed:

- Live webinars.
- Classroom teacher-led lesson plans.
- Student activity packets.
- Online platform to collect data forms.

Live Webinars

Four individual, hour-long live webinars were available for teachers to host Energy Smart staff in their classrooms. Six schools, representing 450 students and 18 classrooms over 36 sessions accepted live webinars in the following topics:

- Introduction to Energy Efficiency.
- Careers in Energy Efficiency.
- Climate Change and You.
- Current Events in Energy.

Teacher-Led Lesson Plans

Nine lesson plans were available to teachers to select and implement as they saw fit in their own classrooms. All 18 participating schools, including schools that gave live lessons, accepted one or more of these lessons to add to their own teaching schedule, representing 1,768 students in over 70 classrooms. The lesson plans developed were:

- The House Game.
- Research a Fuel.
- List Our (Electric) Stuff.
- How to Read an Energy Bill.
- Gallery Walk.
- Myth v Fact About Electricity.
- Skit: The Adventures of Kilowatt and Crawfish.
- Flow Meter Bag Experiment.
- Classroom Energy Audit.

Student Activity packets

Five branded student activity packets were created to distribute via print and emailed PDF. Each packet contains activities and experiments for the students to do at home, along with marketing information for the Energy Smart Online Marketplace to acquire additional energy efficiency products online. The packets were a way to more equitably reach all students, even those with limited internet access, build relationships with teachers and provide additional savings opportunities online. Three hundred (300) activity packets were printed and distributed in Q2, and all 18 schools had access for their 1,768 students to also use the packets in class or as homework.

The packets covered the following topics:

- General Energy Introduction.
- Appliances.
- HVAC/Insulation.

- Lighting.
- Water.

The School Kits & Education offering achieved 468,115 in verified gross kWh savings, reaching 133.63% of goal.

- A total of 2,020 kits were distributed during the program year.
- The offering reached 133.63% of the kWh goal, achieving 468,115 kWh.
- The offering reached 161.69% of the kW target, achieving 67.28 kW.

Budget and Savings

Table 9.2

SCHOOL KITS & EDUCATION	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$52,568	\$54,206	96.98%	468,034	468,115	100.02%	67.27	67.28	100.02%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

Lesson plans available to teachers were incredibly popular in PY10. In response to the demand for new curricula, the team will be developing four new lessons in PY11 with a goal of one each quarter. However, Energy Smart instructors are eager to get back into the classroom with hands-on lessons as were delivered in previous program years. Following public health and school district guidance, Energy Smart will return to school classrooms when it is safe to do so.

Behavioral & Rewards

Description

The Behavioral offering provides customers a Home Energy Report/Scorecard (HERs) through ENO's new Customer Engagement Portal (CEP). Residential customers 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. In addition, printed HERs will also be distributed to a limited number of customers who have not provided email addresses.

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 achieved 15,549,735 in verified gross kWh savings in PY10, reaching 127.14%% of goal. The first HERs of the year were sent in June and continued through December. A total of 218,596 HERs were delivered to 67,219 Entergy New Orleans customers throughout PY10. In October, the Rewards offering was launched for all residential customers through Entergy's new Customer Engagement Portal (CEP). Upon the launch of the Rewards offering, the HERs were updated to include a dynamic rewards section, which displayed customer reward balances and marketed the program to further incentivize energy-saving actions and customer engagement through the CEP.

In addition to the Behavioral and Rewards launches, a new Program Awareness Widget was developed and implemented in the CEP to promote the Home Performance with ENERGY STAR assessments, EasyCool incentives, ENERGY STAR appliance rebates, A/C Solutions and central air conditioner rebates.

The Behavioral offering achieved 15,549,735 in verified gross kWh savings, reaching 127.14% of goal.

Table 10.1: Participation

HERS – LEGACY COUNTS	7/20	7/20	7/20	10/20	10/20	11/20	12/20	12/20	TOTAL
Report Type	Intro Letter	Intro Letter	HER	Intro Letter	HER	HER	HER	HER	Intro Letter + HER
Email - NC (Orig)	27,849		27,636		19,432	16,509	18,448		109,874
Email - NC (New)				3,725	2,484	2,151	2,243		10,603
Email - SC (Orig)		15,150	15,097		11,328	10,613	10,826		63,014
Email - SC (New)				10,441	2,845	2,679	2,225	2,575	20,765
Print - NC only					5,275	4,012	5,053		14,340
TOTAL HERS	27,849	15,150	42,733	14,166	41,364	35,964	38,795	2,575	218,596

Budget and Savings

Table 10.2

BEHAVIORAL & REWARDS	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$0	\$100,000	0.00%	-	15,549,735	N/A	-	3,333.88	N/A

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

Looking to PY11, several changes are being considered for the Behavioral offerings. The most significant change would be an increase in the Home Energy Report (HER) program participants. The program is considering the possibility of adding 40,000 – 60,000 additional participants. A change to the HERs templates will also be made to cross-promote various Energy Smart programs, along with Rewards. A reporting dashboard will also be configured for the Rewards program to dynamically and accurately track metrics and create forecasts in relation to Rewards participation.

EasyCool for Residents

Description

Direct Load Control

The Direct Load Control (DLC) offering is a load management program, designed to reduce peak demand. Enrolled customers will receive a digital cycling unit (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 New Orleans customers since 2016.

Bring Your Own Thermostat (BYOT)

The residential BYOT demand response 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. Customers participating in the program will receive an incentive upon enrollment, as well as an ongoing annual incentive for continued participation in the program.

Highlights

Direct Load Control

The program team emphasized smart thermostat installations across the residential portfolio to increase the opportunities for BYOT enrollments. Participating Direct Load Control participants were also offered an opportunity to enroll in the BYOT offering. The Switch Your Switch campaign was rolled out to EasyCool Direct Load Control participants, allowing them to make the change in a variety of ways:

- Participate in the Home Performance with ENERGY STAR, Income Qualified Weatherization or Multifamily offering and receive a free installed smart thermostat.
- Participate in the A/C Solutions offering to receive a free smart thermostat from a trade ally.

- Purchase and install a smart thermostat from the Qualified Products List on the Energy Smart website using the rebate form.
- Continue to participate in the EasyCool offering with the direct load control device.

Any options where the customer elected to participate in the offering with a smart thermostat would have their direct load control device removed by the program team.

In PY10, there was one event completed on September 2, 2020 from 2 to 6 p.m.

- No new devices were installed during the program year.
- A total of 1,884 devices were cycled during the program year.
- The offering reached 128.30% of the kW target, achieving 980.37 kW.

Table 11.1: EasyCool Cycling Events

DATE	9/2/2020
Start Time (Hours)	14:00
End Time	16:00
# Devices Controlled	1,884
Cycle Strategy	50% duty cycle

Bring Your Own Thermostat

The BYOT offering

- A total of 2,067 devices enrolled in the offering during the program year.
- Zero devices were cycled during the program year.
- The offering did not achieve any kW reduction in PY10.

Budget and Savings

Table 11.2

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	980.37	764.10	128.30%	-	\$3,750	0.00%	\$61,760	\$54,000	114.37%
BYOT	-	2,066	0.00%	\$51,675	\$51,650	100.05%	\$77,720	\$82,640	94.05%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

In PY11, the program plans to transition customers from the DLC to BYOT option and will investigate the benefits of concluding the DLC switch component of the offering at the end of PY11. In that case, the team would develop an outreach strategy to reach DLC customers, inform them of the conclusion of the switch offering and prompting them to transition to BYOT. In PY12, the program would only offer the BYOT option for customers.



COMMERCIAL & INDUSTRIAL OFFERINGS



Commercial & Industrial Portfolio Performance

Table 12.1

OFFERING	VERIFIED GROSS kWh	kWh GOAL	% TO kWh GOAL	VERIFIED GROSS kW	kW TARGET	% TO kWh TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Small Commercial & Industrial Solutions	3,355,719	6,971,994	48.13%	644.44	1,397.02	46.13%	\$593,564	\$1,077,495	55.09%
Large Commercial & Industrial Solutions	18,903,086	24,180,632	78.17%	1,824.42	3,245.61	56.21%	\$2,126,161	\$3,304,809	64.34%
Publicly Funded Institutions	1,876,035	1,672,804	112.15%	132.24	219.73	60.18%	\$297,249	\$275,268	107.99%
Commercial & Industrial Construction Solutions	279,621	230,403	121.36%	64.58	44.53	145.03%	\$23,762	\$35,438	67.05%
Large Commercial & Industrial Demand Response	-	-	N/A	-	1,679.00	0.00%	\$0	\$39,457	0.00%
EasyCool for Business	-	-	N/A	-	130.50	0.00%	\$1,960	\$5,655	34.66%
Total	24,414,461	33,055,833	73.86%	2,665.68	6,716.39	39.69%	\$3,042,696	\$4,738,122	64.22%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Savings reflect verified gross savings as documented in ADM's Evaluation, Measurement and Verification (EM&V) report.

Small Commercial & Industrial Solutions

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

The Small Commercial & Industrial Solutions offering achieved 3,355,719 in verified gross kWh savings, reaching 48.13% of goal. The COVID-19 pandemic had a significant impact on the ability of Small Commercial & Industrial customers to participate in the program. Shortly before the launch of PY10 in April, small business customers were ordered to operate at limited capacity, enforce social distancing requirements and in some cases shut operations down entirely. The team recognized the impact that the COVID-19 pandemic was having on small business customers and determined that certain offerings needed to be created or expedited so that customers could continue participating in the program.

- Expanded Prescriptive Measures:
 - Beginning in Q1, many measures that were previously offered through the custom process were transitioned to the prescriptive application process. The prescriptive process is used for common measures with deemed savings that do not require energy savings calculations. Moving to a more prescriptive approach reduced barriers to participation by eliminating the need for calculations. To support the transition from a historically custom-based approach, a prescriptive trade ally bonus was offered throughout PY10. Trade allies received a bonus based on 25% of the uncapped prescriptive incentives for their projects.
- Expanded Small Commercial & Industrial Offerings:
 - Demand response-enabled smart thermostats were added as a new prescriptive measure in PY10. The team cross-marketed smart thermostats and EasyCool to ensure that customers were aware of both energy efficiency and demand response opportunities.

- Small Business Energy Efficiency kits were to be introduced later in PY10, but due to the impact the COVID-19 pandemic had on small business customers, the Energy Smart team expedited the launch. Three types of kits – office, retail and restaurant – were offered as a no-cost way for small business customers to implement basic energy efficiency upgrades. The kits served to introduce customers to the program and contained marketing inserts of additional offerings. The team conducted follow-up calls and emails to discuss other opportunities. Additionally, a marketing campaign was implemented for customers in arrears. Through this initiative, 2,031 customers received Business Reply Cards to order their free kit.
- Beginning in November 2020, the Energy Smart team began distributing the kits in-person to drive program participation and raise awareness of other program offerings, such as the Small Business Online Store. The team targeted specific commercial corridors throughout all City Council districts to maximize the number of kits distributed. The team used tablets synched to the program database to geolocate customer sites and capture customer information and data points. In-person kit distribution was proven to be an effective way to introduce customers to the program, gain customer confidence and satisfaction, generate leads for additional projects and direct customers to the Small Business Online Store.
- The Small Business Online Store launched just before Black Friday and served as a one-stop-shop for small business customers to purchase a variety of lighting and non-lighting measures at a discounted rate, as the rates were provided as instant discounts. The instant discounts via Energy Smart's incentives were coupled by product manufacturer holiday specials to significantly reduce the upfront cost, and in some cases made products free-of-charge. Customers were informed of the Online Store through online ads, targeted emails, bill-inserts and inserts in the Small Business kits. The team heavily promoted smart thermostats and used cross-marketing opportunities on the website and in product order boxes to promote EasyCool to make customers aware of the demand response opportunity.
- Incentive Bonuses:
 - A Prescriptive Trade Ally Bonus was implemented to help ease the transition from a custom-based application process to a prescriptive-based approach. Trade allies were

eligible to receive a bonus based on 25% of the uncapped prescriptive incentives for their project.

- To help customers implement projects that may have been put on hold due to the COVID-19 pandemic, a customer incentive bonus was created which increased custom and prescriptive rates by 25%. Projects with applications received on or after August 24, 2020 and installed by December 31, 2020 were eligible for the bonus incentives. A total of 79 Small Commercial & Industrial projects received a customer incentive bonus which resulted in \$72,283.25 in additional incentives.
- The offering reached 48.13% of the kWh goal, achieving 3,355,719 kWh.
- The offering reached 46.13% of the kW target, achieving 644.44 kW.

Table 13.1

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	\$98,220.08	\$106,313.70	92%
Custom Non-Lighting	\$16,625.01	\$24,482.00	68%
Prescriptive	\$452,287.51	\$804,983.09	56%
Small Business Kits	\$26,431.59	\$0.00	100%
TOTAL	\$593,564.19	\$935,778.79	63%

Budget and Savings

Table 13.2

SMALL COMMERCIAL & INDUSTRIAL SOLUTIONS	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$593,564.19	\$1,077,495	55.08%	3,590,542	3,355,719	93.46%	641.24	644.44	100.50%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

The Energy Smart team will begin offering free Small Business kits through the Small Business Online Store beginning in Q1 of PY11. Small Business Kits proved to be an effective way to raise program

awareness and provide small business customers with no-cost energy savings measures. In-person kit distribution will continue in PY11 with an increased goal of 100 kits distributed per month. Program staff will follow up directly with customers who received a kit to ensure equipment was installed and to discuss other program offerings such as EasyCool for Business.

To reach the significantly increased Small Commercial & Industrial energy savings goals in PY11, the Energy Smart team will focus on several strategies to increase program engagement and raise awareness of the various offerings available to small commercial customers. An outreach firm will strategically identify and contact customers to drive program participation and additional outreach personnel will be added to the Energy Smart team. A new marketing agency will be leveraged to further maximize program awareness and target segment-specific customers to highlight the benefits of program participation. Increased participation in the Small Business Direct Install offering will be critical to the success of the offering in PY11 and program staff will focus on recruiting new trade allies.

Large Commercial & Industrial Solutions

Description

The primary objective of the Large Commercial & 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 Solutions offering is designed to generate significant energy savings, as well as longer-term market penetration by developing delivery channels, such as design professionals, distributors, installation contractors and Energy Service Companies (ESCOs).

Highlights

The Large Commercial & Industrial Solutions offering achieved 18,903,086 in verified gross kWh savings, reaching 78.17% of goal. In PY10, the Energy Smart team continued to encourage non-lighting projects to generate deeper savings and a more diversified measure mix for the Large Commercial & Industrial Solutions offering. Non-lighting measures accounted for 11% of the Large Commercial & Industrial measure mix in PY10, an increase from only 8% in PY9.

- Expanded Prescriptive Measures:
 - Beginning in Q1, many measures that were previously offered through the custom process were transitioned to the prescriptive application process. The prescriptive process is used for common measures with deemed savings that do not require energy savings calculations. Moving to a more prescriptive approach reduced barriers to participation by eliminating the need for calculations. To support the transition from a historically custom-based approach, a prescriptive trade ally bonus was offered throughout PY10. Trade allies received a bonus based on 25% of the uncapped prescriptive incentives for their projects.
- Targeted Outreach to Specific Market Segments:
 - Marketing and outreach to Large Commercial & Industrial customers continued to be a high priority for the Energy Smart team in PY10. Email blasts and paid digital search campaigns were utilized to educate Large Commercial & Industrial customers about the increased program and project caps as well as the bonus incentives.

- The Energy Smart team performed direct outreach to customers and targeted the hospitality industry, higher education institutions, hospitals, churches, stadiums and property management companies to encourage participation in the program. The team reached Large Commercial & Industrial customers by presenting at various association meetings and industry events.
- Incentive Bonuses:
 - A Prescriptive Trade Ally Bonus was implemented to help ease the transition from a custom-based application process to a prescriptive-based approach. Trade allies were eligible to receive a bonus based on 25% of the uncapped prescriptive incentives for their project.
 - To help customers implement projects that may have been put on hold due to the COVID-19 pandemic, a customer incentive bonus was created which increased custom and prescriptive rates by 25%. Projects with applications received on or after August 24, 2020 and installed by December 31, 2020 were eligible for the bonus incentives. A total of 40 projects received a customer incentive bonus which resulted in \$233,241 in additional incentives.
- The offering reached 78.17% of the kWh goal, achieving 18,903,086 kWh.
- The offering reached 56.21% of the kW target, achieving 1,824.42 kW.

Table 14.1

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	\$814,472.18	\$2,252,895.15	36%
Custom Non-Lighting	\$842,984.92	\$2,950,754.71	29%
Prescriptive	\$468,703.74	\$1,873,036.43	25%
TOTAL	\$2,126,160.84	\$7,076,686.29	30%

Budget and Savings

Table 14.2

LARGE COMMERCIAL & INDUSTRIAL SOLUTIONS	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$2,126,161	\$3,304,809	64.34%	19,571,940	18,903,086	96.58%	1,842.50	1,824.42	99.02%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

The energy savings goal for Large Commercial & Industrial is significantly increased in PY11 and is larger than the entire commercial portfolio goal in PY10. To reach this goal, the Energy Smart team will be adding another outreach position to the team to focus exclusively on Large Commercial & Industrial customer participation and an outreach firm will be brought on to direct these outreach efforts. Specific Large Commercial & Industrial customer segments such as commercial real estate, hospitality, healthcare facilities and industrial customers will be targeted with direct outreach to drive program participation. The addition of a marketing agency will help grow program awareness with Large Commercial & Industrial customers and promote segment specific measures and offerings to increase program participation.

Publicly Funded Institutions

Description

The Publicly Funded Institutions (PFI) 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 achieved 1,876,035 in verified gross kWh savings, reaching 112.15% of goal. Once the PFI goal was met and the incentive budget was exhausted, new projects from publicly funded institutions were processed under the Large Commercial & Industrial or Small Commercial & Industrial offerings.

- Expanded Prescriptive Measures:
 - Beginning in Q1, many measures previously offered through the custom process were transitioned to the prescriptive application process. The prescriptive process is used for common measures with deemed savings not requiring energy savings calculations. Moving to a more prescriptive approach reduced barriers to participation by eliminating the need for calculations.
- Incentive Bonuses:
 - A Prescriptive Trade Ally Bonus was implemented to help ease the transition from a custom-based application process to a prescriptive-based approach. Trade allies were eligible to receive a bonus based on 25% of the uncapped prescriptive incentives for their project.
 - To help customers implement projects that may have been put on hold due to the COVID-19 pandemic, a customer incentive bonus was created which increased custom and prescriptive rates by 25%. Projects with applications received on or after August 24, 2020 and installed by December 31, 2020 were eligible for the bonus incentives. One PFI project

received a customer incentive bonus which resulted in an additional \$10,284.87 in incentives.

- The offering reached 112.15% of the kWh goal, achieving 1,876,035 kWh.
- The offering reached 60.18% of the kW target, achieving 132.24 kW.

Table 15.1

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	\$46,624.31	\$145,575.85	32%
Custom Non-Lighting	\$124,309.44	\$242,096.40	51%
Prescriptive	\$126,315.00	\$159,471.75	79.2%
TOTAL	\$297,248.75	\$547,144.00	54%

Budget and Savings

Table 15.2

PUBLICLY FUNDED INSTITUTIONS	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$297,249	\$275,268	107.99%	1,924,976	1,876,035	97.46%	126.84	132.24	104.25%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

The Energy Smart team plans to increase PFI participation by targeting customers and facilities that have not previously participated in the program. The team will continue promoting popular measures such as LED lighting and building automation system upgrades and will focus on increasing participation in Retro-commissioning.

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

Commercial & Industrial Construction Solutions offering achieved 281,137 in verified gross kWh savings, reaching 122.02% of goal. The Energy Smart team introduced the Commercial & Industrial Construction Solutions offering in the first quarter of PY10. As this was a new offering in PY10, the team focused on marketing and building awareness of the offering to customers, architectural firms, engineering firms and developers. Advertisements ran in local business journals throughout the year. The team developed a new landing page for the offering on the Energy Smart website, developed a guideline document and created a new application and incentive calculator. Some of the first few projects to participate in the Construction Solutions offering were LED lighting upgrades at Mardi Gras dens which house Mardi Gras parade floats.

- The offering reached 121.36% of the kWh goal, achieving 279,621 kWh.
- The offering reached 145.03% of the kW target, achieving 64.58 kW.

Budget and Savings

Table 16.1

COMMERCIAL & INDUSTRIAL CONSTRUCTION SOLUTIONS	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
	\$23,762	\$35,438	67.05%	281,137	279,621	99.46%	64.58	64.58	100.00%

Table reflects verified gross energy savings achievement from ADM’s Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

With the ramp up of the Commercial & Industrial Construction Solutions goal in PY11 and the understanding that many new construction projects tend to have long timelines, the team will focus on educating customers on the offering and engaging with architectural and construction firms. The team will engage a new Diversified Business Enterprise marketing agency and an outreach firm to improve targeting and increase awareness of the offering, ensuring that projects are initiated during the design phase.

Large Commercial & Industrial Demand Response

Description

The objective of the Large Commercial & Industrial Demand Response (DR) offering is to secure a total of 9.3 megawatts (MW) of commercial demand shed over 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 PY10 the program conducted twenty ADR surveys totaling 6.1MW in demand reduction after project installation. Surveys are the first step in project cycle that identify large energy consuming equipment that can shed during energy savings events. Three customers representing a total curtailable summer load of approximately 650kW are currently in the project installation or final testing phase. Customers are scheduled to be online and full program participants in the 2021 summer cycling season.

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 program. Daily monitoring allows the customer, and in turn the program, to maximize energy savings.

Budget and Savings

Table 17.1

LARGE COMMERCIAL & INDUSTRIAL DEMAND RESPONSE	DEMAND REDUCTION (kW)			BUDGET		
	kW Reduction*	kW Target	%	Incentives Spent	Incentive Budget	%
	-	1,679	0.00%	-	\$39,457	0.00%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

A robust marketing plan for the Large Commercial & Industrial Demand Response offering will be developed and executed in PY11 to ensure that the offering remains on track to meet overall demand shed goals. The plan will focus on reaching customers on segments of electrical grid that may be more congested to improve grid resiliency.

EasyCool for Business

Description

The Small Commercial & Industrial Demand Response offering, EasyCool for Business, 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 ENO, 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

The EasyCool for Business offering enrolled 32 customers, achieving 37% of the enrollment target. In order to promote the EasyCool for Business offering, the Energy Smart team followed up directly with customers who applied for smart thermostat rebates on the website. Inserts were included in the Small Business Energy Efficiency Kits to increase awareness of the EasyCool for Business offering, and outreach staff followed up with customers who received kits to encourage participation. Outreach staff also followed up with trade allies who submitted projects that included the installation of smart thermostats to encourage them to promote the offering to their customers. EasyCool for Business was heavily promoted on the new Small Business Online Store, both on the website and within the product order boxes for customers who purchased new smart thermostats.

- A total of 32 devices enrolled during the program year.
- No devices were cycled in PY10.

Budget and Savings

Table 18.1

EASYCOOL FOR BUSINESS	DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET		
	kW Reduction*	kW Target	%	Incentives Spent	Incentive Budget	%	Incentives Spent	Incentive Budget	%
	-	130.50	0.00%	\$800	\$2,175	36.78%	\$1,160	\$3,480	33.33%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned Changes

Distributing Small Business Kits proved to be an effective strategy for engaging with small commercial customers who would also qualify for the EasyCool for Business offering. Customers will receive a follow-up call after receiving a Small Business Energy Efficiency Kit to educate the customer about the EasyCool for Business offering and encourage them to participate. Trade allies who install qualifying smart thermostats will also be given program materials that explain the EasyCool for Business offering to spread awareness of EasyCool. The team will focus on recruiting more trade allies to perform work for small business customers and all new trade allies will be educated on the EasyCool for Business offering.



MARKETING, OUTREACH & ENGAGEMENT



Residential Marketing and Outreach

The Energy Smart program team implemented a successful PY10 marketing plan for the Energy Smart Residential Portfolio despite challenges created by the COVID-19 pandemic. The launch of the new program year kicked off with the announcement Energy Smart won the 2020 ENERGY STAR® Partner of the Year award for its outstanding contribution to protecting the environment through superior energy efficiency achievements.

The program effectively launched new offerings and developed new marketing assets to increase awareness. Primary efforts included updating collateral and content for the program website. Content updates included new rebate pages for the water cooler, dehumidifier and smart thermostat rebates. Other initiatives included new tiles to the Energy Smart Residents page for the newly launched Energy Smart Online Marketplace; Customer Engagement Portal (CEP) link was updated to direct customers to the new myenergy.com portal; brochures and handouts were refreshed to include updated program information and mention of the Energy Smart Online Marketplace; and program applications were updated to reflect PY10 rebate amounts and copyrighting.

The team provided support during aid and food distribution events hosted by New Orleans City Councilmembers. Energy Efficiency kits, four-pack and single LED bulbs were distributed by Entergy and Energy Smart staff to residents during these events. The team also designed branded labels for both the four-pack and single bulb LED boxes. In April, local news station WDSU featured a news segment about the kit distribution activity. The team also designed five education workbooks to support virtual learning for the School Kits offering.

As a result of the COVID-19 pandemic, the Energy Smart team shifted the customer journey and experience into a more creative, accessible, digital-first approach. In line with current local and national safety guidelines, COVID-19 safety messaging was posted and continuously updated on the Energy Smart website and program collateral. Focus was placed on driving customer engagement and conversions on the Energy Smart Online Marketplace in response to continued Stay-at-Home orders. The team used email marketing, google retargeting ads and sponsored social media as part of an integrated digital strategy. A safety video was also developed to reassure customers of the program's commitment to safety as a priority to protect program staff, customers, trade allies and communities.

Table 19.1: Online Marketplace Promotions

PROMOTION NAME	RUN DATES	PRODUCTS PROMOTED
Online Marketplace Launch	No Expiration Date	TrickleStar Advanced Power Strip - \$9.99 Smart Thermostats - \$69.99 LED Light Bulbs - \$2.49
Free Emerson Smart Thermostat	4/1/20 – 6/10/20	Emerson Sensi Smart Thermostat - Free
Earth Day - Up To \$30 Off ecobee Smart Thermostats	4/16/20 – 4/29/20	ecobee3 Lite - \$49 ecobee with Voice Control - \$119
50% Off Specialty Led Bulbs	4/22/20 – 4/29/20	LED PAR - \$1.50 Globe LED - \$1.50 Candelabra LED - \$1.50
May Thermostat Promo - Up To \$30 Off ecobee Smart Thermostats	5/8/20 – 4/23/20	ecobee3 Lite - \$49 ecobee with Voice Control - \$119
75% Off Water Savers	5/22/20 – 5/29/20	Water-Saving Show Heads - 75% off Faucet Aerators - 75% off
\$50 Off Smart Thermostat with Voice Control	6/22/20 – 6/30/20	ecobee with Voice Control - \$99
50% Off Dimmable LEDs	7/2/20 – 7/8/20	Dimmable Candelabra LED 5w Dimmable LED 9W, 11W, 25W Dimmable LED Globe, 6W Dimmable LED Par 30, 11W

The team sent lead generation emails to an average audience of 99,698 customers. Additional remarketing emails were sent to an average of 82,359 customers that did not open or click the previous lead generation emails. The team also supported the Online Marketplace promotions with organic posts on the NextDoor website.

In June, the team launched the Home Energy Report as part of the CEP. The report compares customers to similar and efficient households, shows their usage over time and provides tips on how to better manage their energy consumption. Customers receive personalized recommendations on actions to lower their energy consumption and earn rewards points for completing actions that can be redeemed as gift cards.

Fieldwork resumed in early Q3 with extensive safety training of field staff and trade allies to ensure the health and safety of program staff, customers and trade allies. The team developed a press release in conjunction with the Entergy New Orleans Communications team, announcing that the program reopened all energy efficiency programs. In June, the team held a kick-off meeting with the trade allies to restart the program and explain program changes and new protocols.

In August, the team implemented streaming radio to expand customer reach and program participation. The 30-second radio ad, recorded by local media personality Camille Whitworth, ran on streaming radio platforms iHeart Media, Spotify and Pandora.

Table 19.2: Streaming Radio

CHANNEL	MESSAGE	DATES	IMPRESSIONS	CLICKS
Spotify	Energy Smart Restart	8/3 – 8/8	95,203	179
Pandora	Energy Smart Restart	8/4 – 8/14	55,644	119
iHeart Media	Energy Smart Restart	8/5 – 8/21	114,317	1

The team developed and launched a Virtual Home Energy Assessment (VHEA) option to allow for contactless home energy assessments. This process allowed customers to complete a self-guided assessment with an Energy Smart Energy Advisor via a video platform on a smartphone or other Wi-Fi-enabled device.

The team also developed and launched an online self-scheduling tool for home assessments. This tool allowed customers to personally schedule in-person or virtual home energy assessments as their schedule allowed. The Home Performance with ENERGY STAR® (HPwES) and Income-Qualified Weatherization (IQW) pages were updated to include VHEA messaging, terms and conditions and a link to the self-scheduling portal.

Email campaigns and direct mail were implemented throughout Q3 to promote the Online Marketplace, IQW and HPwES offerings. In September, the team launched a campaign targeting customers that were \$50 or more in arrears. The campaign promoted the HPwES assessment, A/C tune-up and EasyCool offerings to lower their electric bills. The team sent Eblasts to 16,469 customers and direct mail postcards with business reply cards to 10,499 customers. The team also included customers in arrears audience in the Home Comfort Digital Campaign.

The Home Comfort Digital Campaign launched in September and focused on the benefits the program offerings can have on a home’s comfort year-round. The campaign focused on A/C tune-ups, heat pump water heater and dehumidifier rebates and HPwES assessments. In addition to customers in arrears, the Home Comfort Digital Campaign audience included customers in zip codes with a high propensity for HPwES-qualified homes.

In September, the team worked with Entergy New Orleans Communications team to launch the Energy Efficiency Tip of the Month. The team designed the tips to increase organic social engagement and increase program awareness and reach.

The team sent letters to EasyCool Direct Load Control customers to inform them that the cycling season was ending and make them aware of the option for converting to Bring-Your-Own-Thermostat. The program ran an EasyCool cycling event on September 2. Alerts were added to the Resident, EasyCool, A/C Tune-Up, Central A/C and A/C Solutions pages of the Energy Smart website. The message was posted on September 1 and removed on September 3 once the event concluded.

In Q4, the team continued to support the objective of customer experience measurement by sending eblast surveys to customers that participated in residential offerings, including assessments, the Online Marketplace and A/C Solutions.

In October, the team recognized National Energy Efficiency Month with eblasts to 8,440 customers. The eblast focused on the energy-savings benefits of Energy Smart offerings. Messaging focused on the Home Performance with ENERGY STAR® and A/C Solutions offerings specifically.

In November, the team developed a remarketing widget within the CEP with the goal of driving awareness of the program, marketing specific offerings and linking customers directly to the program website. The widget provided marketing language and links to the A/C Solutions, EasyCool, Home Performance with ENERGY STAR®, Central Air Conditioner Rebates and Retail and Appliance rebate pages.

The Circuit e-newsletter was a consistent tactic throughout PY10 to promote offerings to Entergy New Orleans customers. Webinars were a marketing tactic used throughout PY10 for trade ally trainings.

Marketing Collateral

- General Energy Smart Overview Brochure.
- The Residential Customer Authorization Form.
- General Energy Smart Handout.
- Rebate Forms.
- Customer Satisfaction Surveys.
- Smart Thermostat Leave Behind.
- Broken Item Leave Behind.
- Earth Day Content.
- 30-Second Radio Spot.

- Single and Four-Pack Led Giveaway Labels.
- Smart Thermostat Rebate Landing Page.
- Dehumidifier Rebate Landing Page.
- Water Cooler Rebate Landing Page.
- Virtual Home Energy Assessment Product Instructions.
- EasyCool “Switch Your Switch” Letter.
- EasyCool Switch Envelope.
- Streaming Radio Banner Ad.
- Covid-19 Safety Video.
- HERs Reports.
- CEP Widget.
- NextDoor App Copy.

Marketing Tactics

- Circuit E-Newsletters Content.
- Digital Advertising.
- Paid Google Search.
- Paid Facebook Ads.
- NextDoor App Organic Posts.
- Direct Mail Postcard with Business Reply Card.
- Entergy New Orleans Organic Social Media Posts.
- Webinars.
- Community Outreach for Kits and LED Bulb Distribution.
- Email Campaigns to Residential Customers and Trade Allies.
- Streaming Radio.
- Web Banner Ads on Energy Smart Online Marketplace.
- Entergy New Orleans Press Releases.
- CEP Widget.

Table: 19.3 Residential Eblasts & Trade Ally Newsletters

EMAIL NAME	DATE SENT	SENT	OPEN RATE	CLICK RATE	CLICK THROUGH RATE
Online Marketplace Launch	4/6/2020	1,542	39.6%	6.4%	16.2%
Earth Day Promo – April 2020 - Lead Generation	4/22/2020	110,686	15.6%	1.4%	8.7%
50% Off Specialty Bulbs Promo – April 2020 - Lead Generation	4/24/2020	109,346	24.4%	2.0%	8.2%
50% Off Specialty Bulbs Promo – April 2020 - Remarketing	4/29/2020	109,099	23.5%	2.1%	8.9%
Earth Day Promo – April 2020 - Remarketing	4/29/2020	109,186	21.9%	1.7%	7.5%
Thermostat Promo – May 2020 - Remarketing	4/29/2020	108,005	23.7%	1.3%	5.4%
Thermostat Promo – May 2020 - Lead Generation	5/13/2020	108,888	19.6%	1.1%	5.5%
75% Off Water Savers Promo – May 2020 - Lead Generation	5/14/2020	108,597	20.5%	1.9%	9.3%
75% Off Water Savers Promo – May 2020 - Remarketing	5/26/2020	108,401	15.1%	1.0%	6.8%
Free Emerson Smart Thermostat – June 2020 - Lead Generation	5/26/2020	108,303	20.3%	2.8%	13.8%
Free Emerson Smart Thermostat Email- June 2020 - Remarketing	6/17/2020	105,271	25.5%	4.7%	18.6%
\$50 Off Smart Thermostat with Voice Control Promo- June 2020 - Lead Generation	6/19/2020	107,986	24.3%	1.0%	4.1%
\$50 Off Smart Thermostat with Voice Control Promo – June 2020 - Remarketing	6/23/2020	107,445	22.6%	0.9%	3.9%
Free Emerson Smart Thermostat Email – June 2020 - Remarketing 2	6/29/2020	100,109	16.1%	1.7%	10.3%
Free Emerson Smart Thermostat Email – June 2020 - Remarketing 2		84,480	11.3%	0.7%	6.5%
50% Off Dimmable LEDs - Lead Generation	7/3/2020	107,497	16.28%	2.29%	14.07%
50% Off Dimmable LEDs - Remarketing	7/6/2020	30,666	15.60%	2.09%	13.42%
50% Off Dimmable LEDs – Lead Generation - 2nd Send	7/6/2020	56,827	14.14%	1.91%	13.49%
Trade Ally Kick Off Webinar Follow-Up – August 2020	8/3/2020	73	41.10%	12.33%	30%
We're Here to Help – Customers in Arrears	9/11/2020	16,469	10.39%	0%	0%
Home Comfort Email – HPwES Target Audience	9/25/2020	1,325	16.50%	2.22%	13.43%

Home Comfort Email – Customers in Arrears	9/25/2020	16,225	7.16%	0.06%	0.86%
October TAAG Meeting Reminder	9/29/2020	75	29.73%	9.46%	31.82%
October TAAG Meeting Reminder	10/6/2020	75	37.84%	9.46%	25.00%
Energy Awareness Month	10/27/2020	8,440	7.17%	0.11%	1.50%
November TA Newsletter	11/9/2020	70	31.95%	9.72%	30.44%
Trade Ally Energy Management and Technology Training	11/20/2020	70	31.88%	0%	0%
December TAAG Meeting Notice	12/9/2020	73	40.29%	8.33%	20.69%
HPwES Assessment Customer Survey	12/11/2020	111	31.53%	11.71%	37.14%
Income-Qualified Customer Survey	12/11/2020	184	23.20%	8.29%	35.71%
A/C Tune-Up Customer Survey	12/11/2020	173	30.77%	5.92%	19.23%
Energy Efficiency Kit Survey	12/17/2020	2,399	40.60%	7.16%	17.62%

Table 19.4: Circuit Newsletter Metrics

DATE	SCHEDULED RECIPIENTS	DELIVERY RATE	OPEN RATE (NEWSLETTER INTEREST)	CLICK-TO-OPEN RATE (DETAILED CONTENT INTEREST)	UNIQUE OPENS	UNIQUE CLICKS	CLICK RATE
4/21/2020	93,312	99.39%	24.50%	5.53%	22,719	1,257	1.36%
5/20/2020	93,762	99.25%	27.23%	5.94%	25,336	1,506	1.62%
6/18/2020	94,236	99.30%	28.50%	6.11%	26,671	1,630	1.74%
7/21/2020	94,571	99.16%	28.09%	6.12%	26,346	1,613	1.72%
8/18/2020	94,459	99.37%	28.88%	4.81%	27,113	1,303	1.39%
9/17/2020	94,451	99.47%	35.19%	10.55%	33,065	3,490	3.71%
10/20/2020	94,561	99.11%	27.84%	6.06%	26,093	1,581	1.69%
11/20/2020	96,415	99.52%	24.93%	11.56%	23,918	2,764	2.87%
12/17/2020	96,285	99.35%	24.10%	7.13%	39,548	1,643	1.71%

Residential Customer Satisfaction

Understanding program performance and customer satisfaction are vital to the success of the Energy Smart program. The team surveyed customers to gauge satisfaction with various elements such as the program in general, process for participating, staff or trade ally they worked with and their energy-efficient upgrade. The team reviews customer satisfaction survey results quarterly to ensure that program satisfaction remains high and continuously improves the customer journey. Customer satisfaction across all programs showed positive responses, with most customers highly likely to recommend Energy Smart to their friends or colleagues. Detailed customer responses highlighted their appreciation of the professionalism and knowledge of the energy advisor, their satisfaction with the offerings and their interest in additional opportunities to lower their bills and save more energy.

Across the residential offerings, customer satisfaction regarding the service, installation and safety averaged scored between eight and ten, with ten indicating very high satisfaction. Based on the feedback received in PY10, the team will focus on improving the customer enrollment and scheduling processes in PY11. In Q4 of PY10, the team developed a self-scheduling tool for the home energy assessments on the Energy Smart website. The tool allows customers to select a date and time convenient for their schedule. Email confirmations are sent 24 hours before the appointment, which allows the customer to reschedule the appointment if needed. The team will use the motivational responses received by customers in PY10 to inform strategies to increase customer engagement in PY11. These motivators included saving money on their utility bill, the no-cost direct install items and assessment and helping the environment. In PY11, the team will work to increase customer engagement through additional opportunities for customers to provide survey responses via online submissions, follow-up emails and business reply postcards. Customer home assessment report emails and Online Marketplace follow-up emails will provide additional opportunities in PY11.

Table 19.5: Customer Satisfaction Survey Results - HPwES/IQW/MF

QUESTION	HPWES	IQW	MF
Overall, how satisfied are you with the offering?	8.4	9.7	10.0
How satisfied were you with the professionalism of the energy advisor?	8.1	9.7	10.0
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	8.0	9.6	10.0

QUESTION	HPWES	IQW	MF
How satisfied are you with the safety measures taken by the energy advisor? (Used ladder, wore gloves, had on safety glasses, etc.).	8.9	9.7	10.0
How satisfied were you with the energy-efficient products installed?	8.5	9.6	10.0
How likely are you to implement changes recommended by the energy advisor?	8.4	9.7	N/A
How satisfied were you with the enrollment and scheduling process?	7.6	9.3	N/A
How likely is it that you would recommend the program to a friend or colleague?	8.4	9.6	10
Top motivation for participating in the offering.	Wanted to reduce my utility bill.	Wanted to reduce my utility bill. /Items and audit were free of charge. /Referral from a friend or family member.	Wanted to reduce my utility bill.

*Scoring is based on question response average.

Table 19.6: EasyCool Customer Satisfaction Survey Results

QUESTION	EASYCOOL SCORES*
Overall, how satisfied are you with the offering?	8.5
How satisfied were you with the enrollment process?	8.8
How satisfied were you with the time it took to receive your incentive?	8.2
How likely is it that you would recommend the program to a friend or family member?	8.7
Top motivation for participating in the offering.	Wanted to reduce my utility bill.

*Scoring is based on question response average.

Table 19.7: A/C Tune-Up Customer Satisfaction Survey Results

QUESTION	A/C TUNE-UP SCORES*
Overall, how satisfied are you with the A/C Tune-Up offering?	9.3
How satisfied were you with the professionalism of the trade ally?	9.4
How satisfied are you with the safety measures taken by the trade ally? (Used ladder, wore gloves, had on safety glasses, etc.)	9.5
How satisfied were you with the quality of service provided by your trade ally?	8.9
How satisfied were you with the enrollment and scheduling process?	9.3
The energy advisor left the site neat and clean - free from any debris.	N/A
How likely is it that you would recommend the program to a friend or colleague?	9.0
Top motivation for participating in the offering.	Wanted to reduce my utility bill.

*Scoring is based on question response average.

Table 19.8: Online Marketplace Customer Satisfaction Survey Results

QUESTION	ONLINE MARKETPLACE SCORES*
Overall, how satisfied were you with your Online Marketplace order and experience?	9.7
How satisfied were you with the products you ordered from the Online Marketplace?	9.8
How satisfied were you with the turnaround time it took to receive your order?	9.1
How satisfied were you with the process of ordering the products and navigating the Online Marketplace?	9.9
How likely is it that you would recommend the Online Marketplace to a friend or colleague?	9.9
How satisfied were you with the ease of installing the products?	9.8
Top motivation for participating in the offering.	Discounted products.

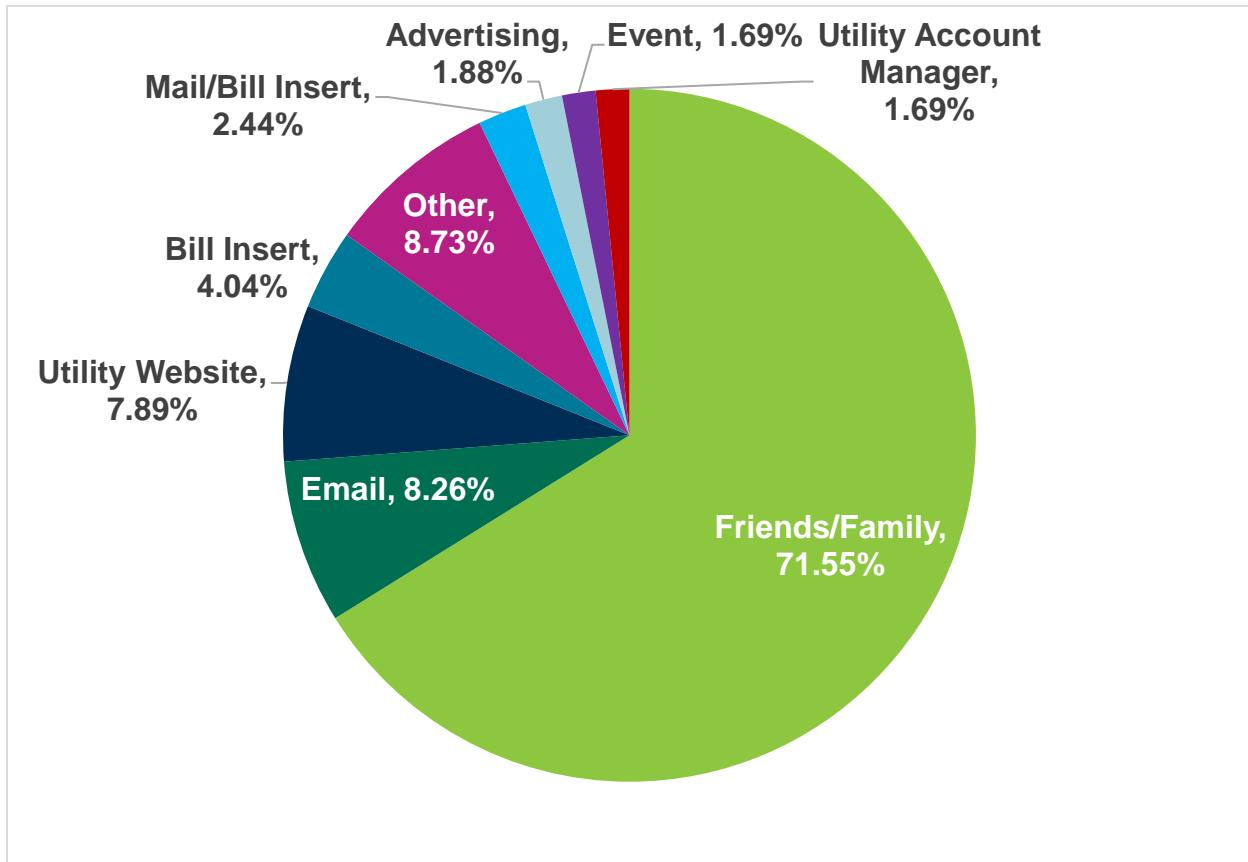
**Scoring is based on question response average.*

Table 19.9: Energy-Efficient Kit Customer Satisfaction Survey Results

QUESTION	ENERGY EFFICIENCY KIT SCORES*
Overall, how satisfied were you with your Energy-Efficient Kit?	9.5
How satisfied were you with the products included in your Energy-Efficient Kit?	9.5
How satisfied were you with the turnaround time it took to receive your Energy-Efficient Kit?	8.6
How satisfied were you with the process of requesting your Energy-Efficient Kit?	9.2
How likely is it that you would recommend the offering to a friend or colleague?	9.5
How satisfied were you with the ease of installing the products in your Energy-Efficient Kit?	9.6
Top motivation for participating in the offering.	No-cost products.

**Scoring is based on question response average.*

Graph 19.1 Lead Sources



The Energy Smart team tracked residential customer participation using identified lead marketing sources for customers that included community event/outreach, customer service center, email, friends and family/word-of-mouth marketing, direct mail, utility referrals, social media, the Energy Smart website and traditional advertising. The highest performing lead sources for PY10 included referral sources such as contractors, family and friends. Email and utility website referrals became more popular in PY10. Email referrals increased from 0.87% in PY9 to 8.26% in PY10. Utility website referrals also increased from 4.76% in PY9 to 7.89% in PY10. The team will continue to expand customer reach via email and drive traffic to the utility website.

Proposed Plans for PY11

Marketing plans in PY11 will build upon the program awareness built in PY10 as made evident by website and email lead source increases. The team will develop a series of integrated marketing campaigns that incorporate email marketing, Google search and display ads and social media ads that drive traffic to the Energy Smart website. Various forms of list segmentation will also be explored. Targeting will include

existing program customers for A/C Solutions and referral offerings, top-energy consumers to maximize kWh savings and all qualified customers for Online Marketplace promotions. The team will also expand program awareness through engaging content articles in the Circuit e-newsletter, local print ads and streaming digital radio ads. Plans include capitalizing on the prevalence of word-of-mouth/friends and family referrals with an incentivized referral program. Educating the customer base through monthly energy efficiency tips, product leave-behind materials and customer case studies is also planned for PY11. The CEP will be an additional remarketing tool. The HERs provides the team with customer-specific data to make recommendations to increase the efficiency of individual customer homes and develop nurture email marketing communications. Additionally, changes to the HER template to provide additional marketing of Energy Smart programs and CEP energy savings tools, including Rewards will be implemented. The Energy Smart team will also focus on increased energy-saving opportunities with manufacturer promotions on the Energy Smart Online Marketplace. In addition, there will be an increase in the Behavioral program participants, which will result in a wider audience for program marketing.

Community Outreach

Highlights

Under the complex conditions brought by the COVID-19 pandemic on social gatherings, Energy Smart quickly adapted and offered new programming almost entirely online. The PY10 community outreach strategy included attending virtual meetings run by community groups, offering additional job training opportunities, inviting community members to monthly Energy Smart-hosted briefings about the program and small business canvassing. The team offered flexible content options to community groups, ranging from five-minute briefings to 60-minute energy efficiency lessons to one 16-hour Green Building Professional (GPRO) certification program, to have the most positive community impact as possible. In PY10, community outreach was conducted over 69 event days to 1,817 community members.

Several non-profits hosted Energy Smart community outreach staff once or twice throughout the year as has been done in previous years, except that all participation was via webinar instead of in-person. These groups included Greater New Orleans Housing Authority (GNOHA), New Orleans Chamber of Commerce, Public Allies New Orleans and Dillard University.

As in previous years, neighborhood associations invited Energy Smart to their regular meetings to provide a five to 15-minute briefing. These groups included Carrollton Riverbend, Delassize, Mid City, Hoffman Triangle, Lower Garden District and Harmony Oaks neighborhood associations.

Two community groups, Jane’s Place and Central Circle, met periodically, but invited new people to show up at each event. Energy Smart was able to extend the program’s reach to new community members by returning to these groups each month, much the same way new students are seen each year in school classes, but via the same teacher.

The team presented to the GNO Interfaith Climate Coalition. A group of local faith leaders and several members signed their church buildings up for the Small Commercial & Industrial Solutions offering following the meeting. The Coalition also invited Energy Smart to the Season of Creation: A Jubilee for the Earth. This online festival will likely be continued into future years, in-person.

Two job training opportunities allowed community outreach to go in-depth with students. Quarterly, at Louisiana Green Corps, Energy Smart staff taught opportunity youth professional energy efficiency skills. The classes included at-home activities to practice home energy assessments and content about green job opportunities. The GPRO certificate program educated 12 building operations managers and business owners on how to integrate high-performance construction and maintenance practices into their everyday work.

Power Trip: Your Journey to Energy Efficiency was a new program offered by the program. Community members were invited to attend a 30-minute webinar on the Energy Smart program, followed by a question-and-answer session with an energy expert that provided individuals with information specifically for their home energy needs. In PY11, the team will expand marketing efforts to generate greater awareness of Power Trip to boost attendance.

Table 19.10: Community Event Virtual Attendance by Month

Month	
April	98
May	167
June	60
July	81
Aug	177
Sep	391
Oct	109
Nov	700
Dec	34

Review

Community outreach during the COVID-19 pandemic was exceptionally challenging. However, new methods such as virtual workshops, trainings and community events led to a strong showing in PY10. In PY11, as events can be held in person, Energy Smart will be attending as many events as possible. However, video conferencing is likely to continue to be a key part of community connection in PY11. Energy Smart will continue to meet the community where it is, whether that is in-person or virtually.

Commercial Marketing and Outreach

Highlights

The impacts of the COVID-19 pandemic required the team to focus on virtual outreach, digital advertising, email campaigns and earned media. Marketing tactics such as direct mail, social media and in-person distribution of energy efficiency kits to small businesses were implemented to broaden reach and program participation. Key segments such as restaurants, retail, large and small offices, commercial warehouses, hospitals, hotels, K-12 schools, publicly funded buildings and higher education were targeted in PY10.

The Commercial & Industrial (C&I) Portfolio expanded in PY10 with the launch of new offerings including New Construction, Large C&I Demand Response and EasyCool for Small Business. Within the larger offerings, several sub offerings were launched including Commercial Real Estate, Benchmarking, Small Business Kits and a Small Business Online Store. The program also moved to a more prescriptive application process for common measures with deemed savings which shifted many measures that previously required custom calculations to the prescriptive list.

To support these new offerings website landing pages, collateral and advertising were developed. New tiles were added for Commercial Real Estate, Benchmarking, Demand Response, Small Business Solutions and the Small Business Online Store. The Demand Response tile groups the Large C&I and EasyCool for Business offerings, to distinguish them from the energy efficiency offerings. The Small Business Solutions tiles was developed to group solutions that are specific to small business customers, such as Small Business Energy Efficiency Kits, Smart Thermostats, the Small Business Online Store and the existing Small Business Direct Install offering. The team also developed language and linkages between smart thermostats and EasyCool for Business to ensure that energy efficiency and demand response opportunities are always cross promoted.

Landing pages were continuously updated with new content such as the 25% End-of-Year bonus incentive, rebates on smart thermostats as well as COVID-19 safety messaging. The team developed product box stickers and cross-promotional inserts for the Small Business Energy Efficiency Kits and Small Business Online Store orders. To support the Trade Ally Network, the Energy Smart team developed a Trade Ally Certificate for trade allies to display in their businesses and to legitimize themselves when meeting with customers. The certificate recognized that the trade ally was authorized to act as a 2020 Energy Smart trade ally and included their trade ally tier ranking. To show appreciation to customers that participated in the program, a “Proud Participant in the Energy Smart Program” window

cling was developed and mailed to 204 customers. Lastly, the team completed a case study on the Andrew H. Wilson Charter School building automation system project and added it to the Success Stories section of the Energy Smart landing page.

Digital banner ads, paid search, print ads, social and direct mail were implemented in PY10. Advertising focused on free small business kits, rebates on smart thermostats, 25% bonus incentive, customer incentive caps and the Small Business Online Store. A total of 17 digital banner ads ran in PY10. The media channels used included City Business Journal, Biz New Orleans, NOLA.com. and the Chamber of Commerce. Paid search ran throughout PY10 providing continuous awareness of the program and offerings. With the focus on digital advertising, print insertions were reduced except for two ads that ran in Biz New Orleans. This included a full-page 250-word advertorial in the September issue with placement in the special "Proud to Be a Chamber Member" the other was a ¼ page ad in the October issue. As added value, free copies of the October issue were sent to individuals that registered for the virtual Real Estate & Economic Symposium, one of the largest real estate and commercial property symposium sponsored by Biz New Orleans. Paid social with flighted media schedules ran May through December. The launch of the Small Business Online store on November 25 was supported with Black Friday and Cyber Monday ads followed by general awareness ads. The team also implemented direct mail campaign in Q4 that sent Business Reply Cards for the Small Business Energy Efficiency kits to 2,031 small business customers in arrears. The goal of that campaign was to make customers who were financially struggling to pay their utility bill aware of the program and that the program was offering free kits to begin their journey to energy efficiency.

Earned media and email campaigns continued to be instrumental components of the communication mix. The Energy Smart team developed and distributed content to program partners for inclusion in their communications channels. Content was developed to message general program information, Earth Day, Energy Awareness month, free Small Business Energy Efficiency Kits, smart thermostats, EasyCool for Business, the 25% End-of-Year bonus incentive and the Small Business Online Store. As a result, the program received 15 earned media opportunities. The lead article in the May 7 Biz New Orleans e-newsletter, sent to over 19,000 subscribers, featured the free energy efficiency kits. Other partners that ran content in their e-newsletters or social media sites included StayLocal, Algiers Economic Development District, the Chef's Brigade, Downtown Development District and Entergy New Orleans. Email campaigns supplemented the paid advertising efforts throughout PY10 with eight promotional emails sent to commercial customers.

Marketing Collateral

- Small Business Direct Install Overview with New Incentive Rates.
- Prescriptive Overview with New Incentive Rates.
- New Construction Webpage, Overview and Guidelines.
- New Construction Digital Banner.
- Commercial Real Estate Webpage, Overview and Web Inquiry Form.
- Demand Response Webpage.
- Large C&I Demand Response Webpage and Web Inquiry Form.
- Large C&I Demand Response Tri-Fold Brochure.
- Large C&I Demand Response Program Overview.
- EasyCool For Business Webpage.
- EasyCool For Business Offering Incorporated into Smart Thermostat Landing Page.
- Benchmarking Webpage and Web Inquiry Form.
- Small Business Solutions Webpage.
- Small Business Energy Efficiency Kit Webpage and Order Form.
- Small Business Energy Efficiency Kit Labels and Inserts.
- Small Business Energy Efficiency Kit Content For E-Newsletters.
- Small Business Energy Efficiency Kit Digital Banner, Social and Paid Google Search Ads.
- Small Business Smart Thermostat Webpage and Rebate Form.
- Small Business Smart Thermostat Social and Paid Google Search Ads.
- Small Business Smart Thermostat Content For E-Newsletters.
- 25% Bonus Incentive Website Update.
- 25% Bonus Incentive Bonus Digital Banner, Search and Content For E-Newsletters.
- Small Business Online Store Webpage.
- Small Business Online Store Social, Digital Banner, Paid Search and Newsletter Content.

- Small Business Online Store Cross Promotional Insert.
- Digital Ads Messaging New \$500K Annual Customer Cap.
- Biz New Orleans Full-Page Print Advertorial.
- Direct Mailer with Business Reply Card.
- Earth Day and Energy Awareness Month Content.
- Andrew H. Wilson Case Study.
- Trade Ally Certificate.
- Co-Branded Trade Ally Tier Logos.
- “Proud Participant in The Energy Smart Program” Window Cling and Thank You Note.

Marketing Tactics

- Content For E-Newsletters and Organic Social Posts Submitted To:
 - Downtown Development District E-Newsletter.
 - Chef’s Brigade Facebook And Twitter Social Media.
 - Entergy New Orleans.
 - Algiers Economic Development Foundation.
 - StayLocal.
 - Algiers Economic Development Foundation.
 - Mayor’s Office of Economic Development.
 - NOLABA.
 - GNO, Inc.
 - Magazine Street Merchant Association.
- Full-Page Print Advertorial in September Biz New Orleans.
- ¼ Page Print Ad in October Biz New Orleans.
- Digital Banner Advertising.
- Paid Google Search.
- Social Media Posts.

- Webinars.
- Eblasts To Trade Allies.
- Eblasts To Business Customers.
- In-Person Distribution of Small Business Kits.
- Direct Mail.
- Mailing of Energy Smart Program Participant Thank You Note and Window Cling.

Table: 20.1 Commercial & Industrial Eblasts & Newsletters

NAME	DATE SENT	OPEN RATE	CLICK THROUGH RATE
PY10 Higher Education Cohort Webinar Eblast	4/10/2020	50%	10%
Energy Smart for Facility Management Webinar Eblast	4/19/2020	45%	6%
Energy Smart for Facility Management Webinar Eblast	4/30/2020	31%	5%
Trade Ally Bonus Eblast	5/15/2020	46%	0%
Small Business Kit	7/6/2020	13%	2%
Trade Ally Quarterly Newsletter	7/7/2020	21%	4%
Energy Advisor BENCHMARKING Service	8/24/2020	36%	14%
Smart Thermostats	8/26/2020	27%	1%
Incentive Bonus to Trade Allies	8/24/2020	40%	9%
Incentive Bonus to Small Commercial	8/24/2020	20%	3%
Incentive Bonus to Large Commercial	8/24/2020	16%	2%
Incentive Bonus to Facility Directors	9/1/2020	25%	3%
Higher Education Cohort Meeting Announcement	9/8/2020	24%	2%
New Lighting Incentives Facility Contacts	11/4/2020	24%	1%
New Lighting Incentives Trade Ally Contacts	11/4/2020	40%	0%
Energy Management Webinar Facility Contacts	11/17/2020	18%	4%
Energy Management Webinar Trade Allies	11/17/2020	27%	2%
Small Business Online Store Coming Soon	11/19/2020	17%	0%
Small Business Online Store Now Open	11/25/2020	13%	1%
25% Incentive Bonus Ending Soon	12/7/2020	16%	1%
Higher Education Cohort Meeting Announcement	12/8/2020	19%	0%

Table: 20.2: Print Advertising

PUBLICATION	DATE	SIZE	MESSAGE
Biz New Orleans	September	Full Page Advertorial	Program Awareness
Biz New Orleans	October	1/4 Page Ad	Incentive Caps
Direct Mail w/ BRC	11/20/2020	Standard Mailer with BRC	Small Business Kits

Table: 20.3: Digital Advertising

CHANNEL	DATE	IMPRESSIONS	CLICKS	MESSAGE
Google Paid Search	5/6 - 6/30/2020	21,341	288	Free Small Business Kits
Google Paid Search	4/28 - 6/30/2020	7,750	262	\$55 Smart Thermostat Rebate
Facebook	5/11 - 6/30/2020	95,814	305	Free Small Business Kits
Facebook	5/11 - 6/30/2020	46,634	220	\$55 Smart Thermostat Rebate
City Business Journal/The Daily Newsletter	6/8/2020	N/A	69	\$500K annual customer cap
City Business Journal/The Daily Newsletter	6/22/2020	N/A	83	\$500K annual customer cap
Biz New Orleans/Morning Biz	6/9 - 6/30/2020	N/A	18	Free Small Business Kits
Biz New Orleans/Bizneworleans.Com	6/9 - 6/30/2020	N/A	8	Free Small Business Kits
The Chamber of Commerce Newsletter	5/17/2020	N/A	N/A	Free Small Business Kits
The Chamber of Commerce Newsletter	6/1/2020	N/A	N/A	Free Small Business Kits
The Chamber of Commerce Local Deal Listing	5/8 - 6/30/2020	N/A	N/A	Free Small Business Kits
Google Paid Search	7/1 - 9/30/2020	98,000	868	Free Small Business Kits
Google Paid Search	7/17 - 8/25/2020	7,700	370	Smart Thermostats \$175 incentive
Google Paid Search	8/26 - 12/31/2020	19,700	846	Smart Thermostats \$220 incentive
Facebook	8/5 - 8/31/2020	283,109	1871	Free Small Business Kits
Facebook	8/18 - 8/31/2020	4,553	60	Smart Thermostats \$175 incentive
Facebook	9/3 - 9/30/2020	157,045	860	Smart Thermostats \$220 incentive
Biz New Orleans Morningbiz.com	7/1 - 7/9/2020	N/A	8	Free Small Business Kits
City Business Journal.com	7/4 - 7/17/2020	N/A	54	Free Small Business Kits
City Business Journal.com	9/1 - 9/11/2020	N/A	19	Customer Incentive Caps
Facebook	9/1 - 12/31/2020	5,607	12	Free Small Business Kits
Google Paid Search	10/1 - 12/31/2020	79,900	667	Free Small Business Kits
City Business Journal.com	10/03 - 10/16/2020	N/A	15	Bonus Incentive
Google Paid Search	10/2 - 12/31/2020	15,700	571	Bonus Incentive
Nola.com	10/28 - 11/11/2020	N/A	N/A	Bonus Incentive
The Chamber of Commerce Local Deal Listing	10/27 - 12/31/2020	N/A	1	Bonus Incentive
City Business Journal.com	11/16 - 11/24/2020	N/A	12	Bonus Incentive
City Business Journal.com	11/25 - 11/27/2020	N/A	N/A	Online Store Black Friday Deals
Biz New Orleans	11/25 - 11/27/2020	N/A	N/A	Online Store Black Friday Deals

Google Paid Search	11/25 - 11/27/2020	4,038	38	Online Store Black Friday Deals
Facebook	11/25 - 11/27/2020	1,379	5	Online Store Black Friday Deals
Facebook	11/30/2020	1,021	4	Online Store Cyber Monday
Biz New Orleans	11/30 - 12/18/2020	N/A	N/A	Online Store General Awareness
City Business Journal.com	11/28 - 12/31/2020	N/A	N/A	Online Store General Awareness
Google Paid Search	11/28 - 12/31/2020	7,029	68	Online Store General Awareness
Facebook	11/28 - 12/31/2020	6,093	20	Online Store General Awareness

Table: 20.4 Earned Media

ORGANIZATION	DATE	CONTENT
StayLocal Newsletter	4/13/2020	Program Awareness
Biz New Orleans E-Newsletter	5/7/2020	Free Energy Kits
StayLocal Newsletter	5/13/2020	Free Energy Kits
Entergy New Orleans Facebook	5/12/2020	Small Business Kits
Entergy New Orleans Twitter	5/12/2020	Small Business Kits
Algiers Economic Development Foundation Facebook	6/18/2020	Small Business Kits
Chef's Brigade Facebook	7/16/2020	Small Business Kits
Chef's Brigade Twitter	7/16/2020	Small Business Kits
Downtown Development District Newsletter	7/31/2020	Small Business Kits
Entergy New Orleans Newsroom	10/1/2020	Commercial Overview
Entergy New Orleans Facebook	10/1/2020	Energy Efficiency Month
Entergy New Orleans Circuit Newsletter	10/1/2020	Energy Efficiency Month
StayLocal Newsletter	11/25/2020	Small Business Online Store
Entergy New Orleans Circuit Newsletter	12/1/2020	Small Business Online Store
Downtown Development District Newsletter	12/4/2020	Small Business Online Store

Outreach Events, Presentations and Tactics

As a result of the COVID-19 pandemic, in-person outreach was halted and replaced with virtual methods such as webinars, virtual meetings and virtual facility walk-throughs. The Energy Smart team participated in 135 virtual outreach events that included customer meetings, program presentations to associations and their constituents, and quarterly Higher Education Cohort and Trade Ally Network meetings. The team connected with organizations such as the Mayor’s Office of Economic Development, Urban Conservancy, Iris Development, Water Collaborative, NOLABA, THRIVE. The team also engaged the Entergy New Orleans Key Account Service Managers to educate them on the new program offerings and identify opportunities to work collaboratively with key customers. The purpose of the meetings was to

share the benefits of the program and brainstorm on ways to increase awareness of the program to their audiences.

The Energy Smart team participated in several webinars throughout PY10. The team held a PY10 kick off meeting for facility directors and managers which included a guest speaker from Goodwill Industries who talked about the positive experience and ease of participation in completing a Building Automation System project with the Energy Smart program. In June, the Energy Smart team participated in a small business webinar hosted by StayLocal and LCI Workers Comp called “Back to Basics: Negotiating Your Lease and Being Energy Efficient”. Energy Smart was one of three presenters and the team shared information about the small business solutions available to Entergy New Orleans small business customers to help them lower their monthly utility expenses.

In Q3, the Energy Smart team presented on the Commercial Construction Solutions offering to the New Orleans American Institute of Architects chapter. The team also presented on residential and small business offerings to the leaders of the Hoffman Triangle Neighborhood Association and partnered with LaunchNOLA to host a webinar on small business solutions to their small business contacts.

In December, the Energy Smart team was invited to share the small business offerings to the Mayor’s Office of Economic Development during a weekly Mayor’s Office COVID-19 check-in.

Customer cold-calling increased exponentially in Q2 with the implementation of an End-of-Year incentive bonus in August. The team contacted over 800 small commercial customers that never participated in the Energy Smart program between August and December.

In-person outreach resumed in November when the team began distributing small business energy efficiency kits to restaurants, retail stores and offices throughout various commercial corridors in each City Council district. The kits contained a mix of LED lightbulbs, faucet aerators and smart power strips. This tactic enabled program staff to promote the suite of small business solutions to customers and suggest specific measures based on visible conditions of the property. Additionally, the team inquired about existing contractors of these commercial business owners, allowing staff to promote engagement between the business owner and contractor as well as an opportunity for the program to recruit contractors as trade allies. Each commercial customer who received a kit was registered as a lead in the database and received a follow-up email with information about other small business solutions. Energy Smart distributed 280 kits from November 17 – December 31, 2020.

The team continued outreach to Large C&I customers to promote the new demand response offering through the Energy Smart website, Trade Ally quarterly newsletter and advisory group meetings, presentations, and inter-company coordination to coordinate site visits or communications with managed accounts. Coordination with local building controls contractors, as well as existing non-DR customers led to new outreach and interest in the offering.

The Energy Smart team targeted key customer segments including higher education, commercial real estate, government, healthcare, hospitality, industrial and manufacturing to identify energy efficiency opportunities. The team engaged these segments through advertising, eblasts and direct outreach. Due to the COVID-19 pandemic, outreach mainly involved virtual meetings with customers and walk-throughs of facilities using smart phones and tablets.

Table: 20.5: Outreach Events and Presentations

DATE	PRESENTATION
4/2/2020	Trade Ally PY10 Kick-Off Meeting
4/13/2020	Goodwill Industries
4/15/2020	StayLocal
4/15/2020	Algiers Economic Development
4/15/2020	Downtown Development District
4/20/2020	New Construction incentive discussion -- kern family
4/26/2020	Higher Education Cohort Meeting
5/4/2020	New Orleans Baptist Theological
5/6/2020	Energy Smart PY10 Overview for Facility Managers
5/10/2020	GNO, Inc.
5/10/2020	NOFAB – New Orleans Food and Beverage
5/10/2020	NOLABA – New Orleans Business Alliance
5/10/2020	FPAC – Food Policy Advisory Committee
5/10/2020	Louisiana Restaurant Association
5/10/2020	Downtown Development District
5/26/2020	LA Fair Action Housing Action Center
6/2/2020	Pat Jackson with Port Orleans
6/8/2020	Christian Labat
6/10/2020	Convention Center
6/30/2020	StayLocal/LCI webinar
7/8/2020	Trade Ally Quarterly Meeting
7/15/2020	UNO Alumni Association
7/15/2020	LifeCity
7/21/2020	AIA New Orleans Chapter
7/21/2020	Deer Park Condo Association
7/27/2020	Atchafalaya Restaurant

7/28/2020	Edinburgh Williams Beauty Salon
7/29/2020	Air Service Air conditioning
7/31/2020	Dylan Laventhal
8/4/2020	Mayor's Office of Economic Development
8/5/2020	Urban Conservancy
8/6/2020	Christ Temple Church
8/6/2020	Rite Hite
8/7/2020	Concordia
8/10/2020	Urban Properties
8/10/2020	Urban Properties
8/11/2020	IRIS Development
8/12/2020	The Water Collaborative
8/12/2020	House of Refuge
8/14/2020	THRIVE
8/14/2020	Housing Authority of New Orleans
8/18/2020	Hoffman Triangle Neighborhood Association
8/26/2020	Mayor's Office of Economic Development
8/28/2020	Lafitte Redevelopment
8/28/2020	The Front LLC
8/31/2020	Housing NOLA
8/31/2020	Housing & Complex Care
8/31/2020	4 Dimensions LLC
8/31/2020	Roland Davis
9/1/2020	LaunchNOLA
9/1/2020	Hertz Investment Group
9/3/2020	WWII Museum
9/3/2020	Silocaf
9/4/2020	Jerusalem Missionary Baptist Church
9/4/2020	McDonald's on Carrollton
9/9/2020	Quality Inn
9/11/2020	Woodvine and Big Easy Bucha
9/15/2020	LSU Health System
9/15/2020	Customer training -- developer Steven Kennedy
9/16/2020	Orleans Tower
9/17/2020	Hertz Investment Group
9/17/2020	Children's Hospital
9/17/2020	LSU Health System
9/17/2020	Tulane Medical Center
9/17/2020	Dillard
9/17/2020	Lowe's Hotel
9/17/2020	Marriot
9/17/2020	Landry High School
9/17/2020	Orleans Tower

9/17/2020	HOLCIM
9/17/2020	Crescent Crown Distributing
9/17/2020	Customer training -- Ebenezer Baptist Church
9/18/2020	Poydras Properties
9/18/2020	Poydras Center
9/18/2020	City Church
9/18/2020	Woodvine and Big Easy Bucha
9/21/2020	Woodvine and Big Easy Bucha
9/22/2020	Mayor's Office of Economic Development
9/22/2020	Higher Education Cohort Meeting
9/22/2020	Reily Foods
9/22/2020	Mossy Motors
9/22/2020	Green Coast
9/24/2020	Loew's Hotel
9/24/2020	ENO Customer Service Managers
9/27/2020	LaunchNOLA Small Business Solutions Webinar
9/27/2020	Xavier University
9/29/2020	Magazine Street Merchant Association
9/29/2020	Enwave
10/1/2020	Spa Atlantis
10/8/2020	Quality Inn New Orleans East
10/8/2020	Eden House
10/9/2020	New Orleans Terminal
10/9/2020	Park Place Barber School
10/10/2020	Drink Cajun Fire
10/11/2020	Covenant House
10/12/2020	Mayor's Office of Economic Development
10/12/2020	PJs Coffee in New Orleans East
10/13/2020	Chamber of Commerce Power Breakfast
10/13/2020	LaunchNOLA
10/14/2020	Councilwomen Nguyen office
10/14/2020	Greater Ebenezer Baptist Church
10/15/2020	Quality Inn New Orleans East
10/15/2020	New Testament Baptist Church
10/19/2020	Creative Designs
10/20/2020	Cardinal Expo
10/20/2020	CX Exhibits
10/22/2020	BRT (John Rice)
10/26/2020	Waffle House
10/27/2020	Lofting Group
10/27/2020	Spa Atlantis
10/27/2020	Artisan Cafe
10/27/2020	DEM Services

10/29/2020	Youth Empowerment Project
10/29/2020	Fountainbleau Hotel
11/3/2020	Big Easy Bucha
11/3/2020	Keeler and Associates
11/5/2020	BRT (John Rice)
11/5/2020	WYES
11/10/2020	Lionheart Prints
11/10/2020	Energy Management and Technology: Fundamentals and Beyond
11/10/2020	Picayune Holdings
11/11/2020	Folgers
12/8/2020	NASA
12/9/2020	McDonnel Group
12/9/2020	Hancock Whitney
12/9/2020	University of Holy Cross
12/9/2020	Archdiocese of New Orleans
12/9/2020	Introduction to Motors and VFD
12/15/2020	Mayor's Office Weekly COVID Meeting
12/16/2020	State of Louisiana Electrical Division
12/17/2020	Lakeview Sushi
12/18/2020	DEM Services
12/21/2020	DEM Services

Program Presentations

- Trade Allies – 7 presentations.
- Higher Education – 6 presentations.
- K-12 – 1 presentation.
- Associations – 23 presentations.
- Museum – 1 presentation.
- Small Business – 25 presentations.
- Commercial Real Estate – 13 presentations.
- Religious/Faith Based – 8 presentations.
- Government – 9 presentations.
- Healthcare – 6 presentations.

- Hotels – 8 presentations.
- Manufacturing – 4 presentation.
- Non-profit – 4 presentations.
- Restaurant – 4 presentations.
- Warehouse – 4 presentations.
- Utility – 1 presentation.

Higher Education Cohort

Energy Smart established a Higher Education Cohort in PY8 with the goal of developing a peer-to-peer exchange network that provides a forum for sharing effective methods for achieving energy savings as well as overcoming barriers to success. The Cohort provides a platform for collaboration to share knowledge, reduce barriers and promote effective strategies for making campuses more sustainable and energy efficient. On a quarterly basis, institutions are convened to report on current and future energy efficiency projects, share “hands on” knowledge about participation in Energy Smart, demonstrate leadership in the industry to their peers, identify the support they need to implement projects and receive training on specific relevant topics. The cohort and ongoing engagement with this sector led to some application submittals and to an understanding of how to include Energy Smart into future capital projects for higher energy savings.

Table 20.6: Higher Education Cohort Meetings

DATE	LOCATION	TOPIC
4/26/20	Webinar	Program Year 10 Kick Off and new offerings overview.
9/22/20	Webinar	Recap of new offerings; Status to goals and budgets; Discuss the 25% customer bonus; Energy and Sustainability at the Morial Convention Center; Large C&I Demand Response offering overview.
12/17/20	Webinar	Recap of Program Year 10; Green Revolving Fund; Benchmarking.

Participating Institutions and Organizations:

- Dillard University.
- Louisiana State University Medical 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.
- New Orleans Baptist Association.
- NOLA Public Schools.
- Collegiate Academics.

Proposed Plans for PY11

The Energy Smart program will be expanding its marketing strength and expertise by hiring an advertising agency to help market the Commercial & Industrial offerings to participating and non-participating customers. Marketing plans in PY11 will continue to build upon program awareness built through prior program years with the primary goal of increasing program participation, particularly with large and small customers that have never participated in the Energy Smart program. The team will develop a series of integrated marketing campaigns that incorporate email marketing, Google search, display ads and social media ads that drive traffic to the Energy Smart website. Video case studies, expanded public relations and media events, outreach, customer testimonials and video case studies are further initiatives planned for PY11. Small commercial offerings such as EasyCool for Business, Small Business Direct Install and Small Business Online Store will be key focus areas. For the Large C&I offerings, focus will be on the Construction Solutions offering, non-lighting measures and those measures that produce the largest kWh savings in PY11.

A robust marketing plan for the Large C&I Demand Response offering will be developed and executed in PY11 to ensure that the offering remains on track to meet overall demand shed goals. The plan will focus on reaching customers on segments of electrical grid that may be more congested to improve grid resiliency.

Commercial & Industrial Customer Satisfaction

Customer satisfaction is one of the highest priorities for the Energy Smart program. Surveying was conducted by Entergy New Orleans' Third-Party Evaluator. Results showed that an overall satisfaction rate of 9.5 on a 10-point scale, with 10 indicating very high satisfaction. Individual customer satisfaction metrics also exhibited high satisfaction among customers. While results showed high satisfaction with the program and process, the Energy Smart team continuously works to improve and enhance the customer experience.

Table 20.7: Commercial & Industrial Customer Satisfaction

QUESTION	Result
How satisfied are you with the staff member who assisted you with your project?	10.0
How satisfied are you with the facility assessment or other technical services received from the staff person?	9.4
How satisfied are you with the amount of time it took to get the rebate or incentive after the completed application was submitted?	9.5
How satisfied are you with the range of equipment that qualifies for the program?	9.8
How satisfied are you with the steps you had to take to get through the program?	9.0
How satisfied are you with the contractor or trade ally that provided the service?	9.5
How satisfied are you with the energy efficiency improvement(s) you completed?	9.8
How satisfied are you with the program overall?	9.5

Trade Allies

The overall mission of the Trade Ally Network is to develop and increase the local residential, commercial and industrial contractor base by facilitating training opportunities, providing marketing engagement opportunities, assisting with program participation and 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. Throughout PY10, the Energy Smart team continued to focus on making enhancements to the Trade Ally Network. It expanded training and development opportunities and streamlined the application process. The program transitioned to online quarterly meetings and trainings to maintain safety measures due to the COVID-19 pandemic. This allowed the program to welcome speakers from organizations throughout the country to advise trade allies on a variety of topics such as building energy certifications, finance, sales and technical training. Additionally, the program conducted regular direct outreach to trade allies to increase engagement with the program.

Trade Ally Resources

Energy Smart provides resources each year to trade allies to improve their experience with the program. These resources include:

- Trade Ally Badges.
- Bi-Monthly Residential Trade Ally Newsletter.
- Residential Leave-Behind Flyer with Program Information.
- Residential Technical Training Available for BPI CEUs.
- Residential Field Guide Forms Regarding Trade Ally Service Measures.
- Residential Conflict of Interest Hazard Disclosure Form.
- Quarterly C&I Trade Ally Newsletter.
- C&I Leave-Behind Postcard with Examples Of Completed Projects.
- C&I Frequently Asked Questions.
- C&I Small Business Direct Install One-Page Summary.

- C&I Program Overview One-Page Summary.
- C&I List of Prescriptive Incentives.
- C&I Sales Proposal Tips.

In PY10, the Energy Smart team significantly improved the design of its quarterly C&I newsletter with a more visually appealing layout. The new format contains links to program information and training opportunities. New additions to the newsletter included a Trade Ally Spotlight and visual representations of the status to program goals and incentive funding.

Energy Smart also produced new materials allowing trade allies to promote their affiliation with the program as well as program offerings:

- Trade ally certificates.
- New construction document outlining guidelines for incentives.
- Summary of the Commercial Real Estate offering.

Trade Ally Safety

In PY10, Energy Smart produced a COVID-19 Safety Video which was distributed to all trade allies. This video provided an overview of the work safety procedures required of trade allies interfacing with clients. Program staff reiterated these safety guidelines in quarterly meetings, newsletters and regular communications. Residential trade allies were required to confirm that they had reviewed the COVID-19 safety guidelines prior to resuming work for the program. The Energy Smart team surveyed commercial trade allies through emails and phone calls to gauge the impact on COVID-19 on their businesses, to review safety guidelines, and to gain insight as to how the program could assist their business during the economic shutdown.

Energy Smart staff implemented the following safe work practices for all trade allies:

- Trade allies who feel sick shall not work onsite or in customers' businesses.
- Trade ally employees are responsible for ensuring temperature is below 100.4 degrees.
- Trade allies should perform pre-screens before the customer visits via phone or email. During the pre-screening, all parties should confirm if the site visit is warranted and conditions are safe, all parties should also confirm that no sickness or potential illness exist to individuals who have been

exposed, possibly exposed or quarantined. Trade allies may be asked to complete confidential health screenings or questionnaires by the customer or site location and may have to comply to be admitted on site.

- All trade allies should use protective equipment, known as PPE, when working on site.

Trade Ally Network Development and Highlights

The Energy Smart team recruited new C&I and Residential trade allies to the program through these methods:

- 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.
- Promotion of webinars, networking events and educational building tours to local professional networks.
- Facilitation of the GPRO (Green Professionals Building Skills & Maintenance) course in conjunction with the Urban League of Louisiana.
- Engagement with participating contractors that have not registered as trade allies.

The Residential Trade Ally Network was directly impacted by the COVID-19 pandemic forcing field-based offerings to be suspended while the Stay-at-Home order was in effect. Multifamily Solutions, Home Performance with ENERGY STAR®, A/C Solutions and Income Qualified Weatherization field work was suspended until the end of June.

On June 24, the program announced the re-opening of all residential offerings and provided health and safety guidelines for performing services in customer homes. The Energy Smart team re-enrolled residential trade allies who suffered direct economic impact from the COVID-19 Stay-at-Home orders. Next, the Energy Smart team processed customer assignments that had been on hold due to COVID-19 and increased the scheduling of customer referrals with active trade allies. The team provided in-person and virtual training with residential trade allies to boost the economic health of their businesses and ensure proper completion of services in the program.

In PY10, the Energy Smart team decided on the criteria for a tier system to evaluate residential trade allies and announced to the trade allies that this tier system would go into effect in Q1 of PY11. The

categories of the tier criteria will include quality reviews, kWh savings contribution and response time to customers. The tier system will support the program's goal for continuous improvement in trade ally performance and accountability. During the development of the residential tier system throughout PY10, Energy Smart staff sought feedback on metrics used in ranking the trade allies to increase trade ally involvement in the process.

The residential program modeled its tier system from the commercial tier system. PY10 was the second program year in which C&I trade allies were tiered either Platinum, Gold, Silver or General based on their participation in the program in the previous year.

Table 21.1: Residential Trade Ally Tiers

TIER	# OF TRADE ALLIES
Gold	5
Silver	5
General	2
TOTAL	12

While the program never suspended C&I trade allies from continuing field work, the team communicated the COVID-19 safety protocols to trade allies when acting on behalf of the program. The Energy Smart team added 34 new trade allies to the C&I Trade Ally Network in PY10.

C&I trade allies are listed on the online searchable database according to their tiers as well as their services provided and diverse supplier certification. Customers in search of trade allies are directed to this online searchable database. This tiered system is intended to incentivize C&I trade allies to work towards a higher tier ranking and help customers find trade allies based on their services and level of experience.

Table 21.2: C&I Trade Ally Tiers

TIER	# OF TRADE ALLIES
Platinum	7
Gold	5
Silver	22
General	90
TOTAL	124

Trade Ally Advisory Group (TAAG)

In PY10, the Energy Smart team continued to host Trade Ally Advisory Group (TAAG) meetings on a quarterly basis for both C&I and Residential trade allies, shifting to an online format considering the COVID-19 pandemic. TAAG meetings are essential to strengthening the relationship between the program and its trade allies. In addition to learning the status of program goals, incentive funding and program updates, trade allies can ask questions and provide insight about specific projects or about modifications to program processes. The program enhanced the TAAG experience in PY10 by facilitating efficient online meetings. Trade allies from all states were able to tune in live to the discussions.

Residential Trade Ally Advisory Group

The Residential Trade Ally Network kick off webinar was hosted in April 2020, with subsequent TAAG meetings held in July, October and December. The Energy Smart team improved the residential TAAG experience by:

- Modifying the format of presentations to be more interactive with trade allies and to allow for deeper discussions on how to streamline program processes.
- Setting meetings with trade allies who were unable to attend meetings to ensure that all trade allies had the opportunity to current program modifications.
- Offering follow-up online trade ally surveys to gain insight from participating trade allies.

Commercial & Industrial Trade Ally Advisory Group

The C&I kick off TAAG meeting was also held in April 2020, with subsequent TAAG meetings held in July and October. The Energy Smart team built upon the progress of the C&I TAAG experience from the prior program year by continuing the following elements:

- Welcoming guest speakers from workforce-development agencies.
- Welcoming guest speakers from Honeywell to provide an overview of the Commercial Demand Response offering.
- Emphasizing specific non-lighting prescriptive measures in categories such as HVAC and refrigeration.
- Highlighting direct outreach efforts in both large commercial and small commercial programs.
- Providing opportunities for individual application assistance.

- Polling trade allies on their interest in professional development opportunities.
- Promoting new offerings as well as the trade ally bonus and customer bonus.

Measuring the Network

Contractor Engagement

The Energy Smart team recruited local contractors to register as trade allies in both the residential and C&I programs. The table below shows the total number of trade allies registered with the program at the end of PY10.

Table 21.3: Contractor Engagement

CATEGORY	# OF TRADE ALLIES
C&I Network	124
Residential Network	13
TOTAL	137

Registered trade allies have met the program’s requirements to perform program services. These trade allies are required to maintain a level of activity in the program to remain registered. Energy Smart conducts a yearly review of registered trade allies.

Contractor Participation

A total of 50 C&I contractors submitted projects to Energy Smart in PY10, 30 of which were registered trade allies with the program. A total of 10 residential trade allies submitted rebates to the program team.

Table 21.4: Contractor Participation

CATEGORY	# OF COMPANIES
C&I Network	30
Residential Network	10
TOTAL	40

Planned or Proposed Changes

In PY11, the team proposes to launch a Trade Ally Portal where trade allies can view the status of their projects and access program documents, such as marketing materials and project applications. The portal will also store training materials and centralize critical program announcements.

For residential trade allies the team plans to build upon past successes by expanding its offerings in PY11 and streamlining the ease with which trade allies submit projects to the program. The program will enhance the online rebate submission system offered to streamline participation by simplifying the customer assignment and rebate submission process. Residential trade allies will have the opportunity to participate in other new offerings such as new construction, as well as window efficiency upgrades for residential customers.

Similarly, the team will create an improved internal tracking system for C&I trade allies that will track outreach campaigns, trade ally participation, project submissions and other areas pertaining to program goals. The team also plans to increase the share of non-lighting projects submitted such as HVAC, refrigeration and cooking equipment. The team will focus recruitment efforts on trade allies that perform non-lighting upgrades and those that serve the small business market.

Training Program

In PY10, Energy Smart’s training efforts significantly increased to support larger savings goals and increase visibility of the program. Energy Smart offered training opportunities to trade allies that were led by staff, technical trainers, finance experts and green-building consultants.

Due to COVID-19, the Energy Smart team committed to engaging trade allies in PY10 through a series of interactive webinars which were designed to help trade allies develop a variety of skillsets while Stay-at-Home orders were in place.

Audiences Trained

In PY10, the Energy Smart team provided training to the following groups:

- **Contractors/Trade Allies:** This group was targeted for training to increase existing technical skill levels, energy efficiency knowledge and program literacy to generate interest with their customer base and provide customers with a better participation experience.
- **Energy Smart Employees:** This group was targeted for training to improve technical knowledge of lighting and non-lighting areas.
- **Customers:** The Energy Smart team made presentations to customers regarding the program and available resources to empower them as participants.
- **Retail Employees:** This group was targeted for training to orient retail managers, section managers and other employees about energy-efficient products available for purchase at their stores and appliance rebates available to residents.

Training Topics/Content Categories

- **General Awareness Training:** Topics included Energy Smart eligibility and participation guidelines.
- **Soft Skills Training:** Topics included sales training, marketing skills, customer service practices and program operations.
- **Technical Training:** Topics included the fundamentals of energy efficiency, motors and variable

frequency drive, in depth trainings on combustion safety methods, air sealing and duct sealing in residential customer homes, operations certification opportunities and best practices of performing program measures.

- **Program Implementation Training:** Topics included trade ally orientations, program application walk-throughs, new-program orientations, retailer educations and training on program processes, systems and annual plans.

Graph 22.1: Training Investment by Audience Type

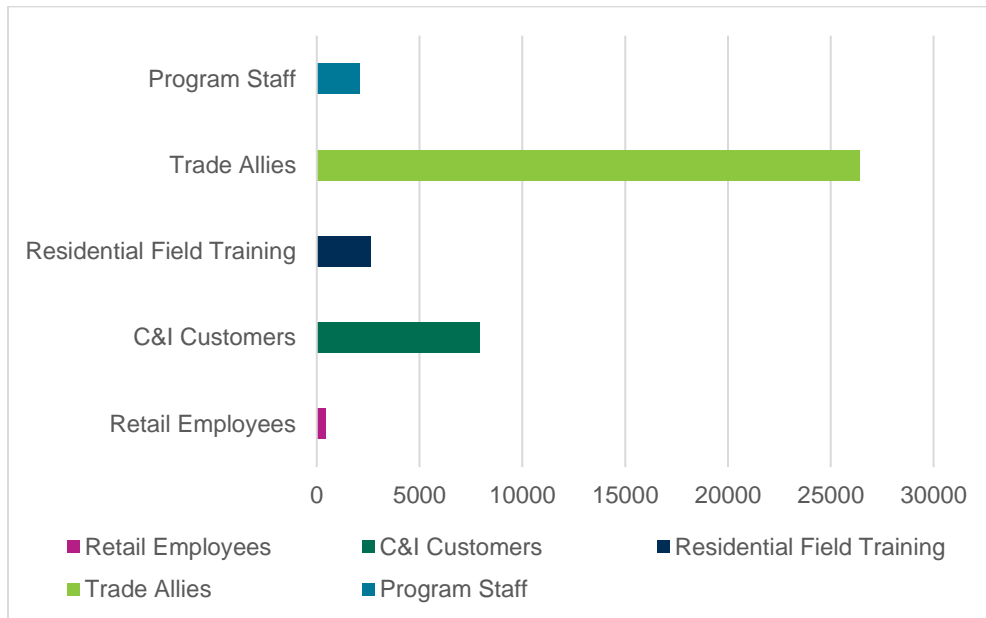
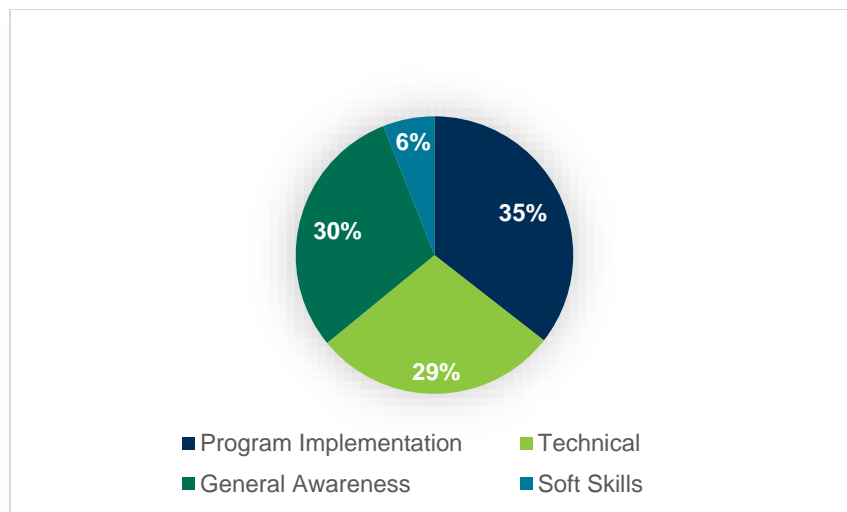


Chart 22.1: Training by Participation Type



Market Segmentation Training Highlights

Green Building Professional (GPRO)

Energy Smart partnered with the Urban League of Louisiana to host “Green Building Professional (GPRO) Operations & Maintenance Essentials,” a customer market segmentation and trade ally training event in August of PY10. GPRO coordinated with Energy Smart and the Urban League of Louisiana’s Contractor Resource Center to instruct this six-day course which focuses on strategies to reduce energy use while improving tenant comfort and health. The Urban League provided event outreach/marketing, registration support and virtual platform use.

GPRO Training Objective

This local-focused certification training aims to increase contractor knowledge of the principles of high-performance construction and how to maintain efficient operations for a medium to large scale building. Contractors and company operations managers had the opportunity to network and learn about common inefficiencies and their impacts on business, discuss relevant efficiency improvement projects and learn how to leverage available Energy Smart incentives to execute those projects. The course had a technical emphasis on energy efficiency in commercial buildings including lighting, HVAC, and building design. At the end of the course, students took a test on their understanding of many facets of building science and operations.

Technical Training

In December, the program offered two training opportunities eligible for continuing education credits. The instructor for both classes was Jerry Eaton, P.E., a specialist with over 20 years of teaching experience in assisting companies identify, quantify, and implement energy reduction projects and programs, which drives utility bill cost savings.

The first course, eligible for six professional development hours, was entitled Energy Management and Technology: Fundamentals and Beyond. The course provided attendees with an understanding of why energy management programs succeed or fail, how to develop and implement a culture of energy efficiency within an organization, how to analyze electric bills and how to understand utility costs. The instructor explained how energy management programs are a critical element in cost reduction and profitability initiatives within an organization. This course was attended by 22 commercial customers, 15 trade allies and four program staff members.

The second course, eligible for three professional development hours, was entitled Introduction to Motors and Variable Frequency Drives (VFD). The course covered when and why to use a VFD and provided an overview of terminology such as simple payback, blended energy cost and high efficiency motors. Attendees learned how to estimate energy cost savings and learned cost-reduction strategies through case studies.

Planned Improvements to Training Program

In PY11, the Energy Smart team will enhance its training program through the leadership of a new training partner which will direct training efforts in Q2, Q3 and Q4. This partner will enable the program to improve its ability to offer technical trainings that qualify for continuing education credits. Additionally, the Energy Smart team will provide educational opportunities by partnering with a variety of organizations. The subject matter of these educational opportunities will include:

- Technical training on air conditioner tune-ups for residential systems in cold weather conditions.
- Sales of residential services in addition to the measures offered by the program.
- Technical training on efficient building renovation options for windows and doors.
- Technical training on high efficiency residential design and construction methods.
- Regulations and economics of lightbulb recycling.
- Technical training on non-lighting measures such as refrigeration and HVAC.
- Commercial sales training focused on soft skills.
- Training on smart thermostats and demand response.
- Green building tours focused on energy efficiency and LEED certification.
- Retro-commissioning incentives and implementation.
- Sales of residential services outside of the program.

The Energy Smart team will expand opportunities for residential trade allies by working with outside organizations such as SELACACI and JohnStone of New Orleans to promote growth and 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.

Energy Smart will also poll C&I trade allies and commercial facility directors to gauge their interest in pursuing the Certified Energy Manager certification offered through the Association for Energy Engineers.

Quality Assurance

Residential Quality Assurance

The Energy Smart team performs multiple checks for quality assurance within the residential portfolio. All project rebate forms are reviewed for accuracy before approving the incentive payment. The team conducted on-site and in-office training for trade allies to ensure quality work, compliance with offering requirements and accurate rebate submissions. The team reviewed customer calls to evaluate the performance of customer care center agents in their interactions with customers.

The Energy Smart team performed desk audits periodically throughout PY10. These audits are designed to identify and inspect irregularities within submitted rebates. Energy Smart staff addressed any irregularity or customer issue that arose. The Energy Smart team would attempt to resolve the issue by phone; if further assistance was needed, then a staff member would address the issue on site.

The Energy Smart team also selected customers for quality assurance inspections which included checking diagnostic testing procedures and services to ensure best practices were being utilized by trade allies and the Energy Smart team. Virtual site inspections were used in PY10 to ensure the safety of customers and program staff.

Table 23.1: Residential Project Inspections

OFFERING	% OF PROJECTS INSPECTED
Home Performance with ENERGY STAR	66.67%
Multifamily Solutions	21.43%
Income-Qualified Weatherization	29.44%
A/C Solutions	9.25%

Commercial & Industrial Quality Assurance

The program conducted QA/QC reviews on 100% of Commercial & Industrial (C&I) projects in PY10. These checks included both pre-installation and post-installation desk reviews. Prior to the safety measures taken for COVID-19, all projects with incentives above \$5,000 were subject to an on-site inspection. Energy Smart conducted all project inspections through video calls with customers and/or the trade allies implementing the project. Virtual inspections were scheduled ahead of time just as they would

have been for in-person inspections. During the virtual pre-installation inspections, the customer or trade ally walked Energy Smart staff through the building using a smart phone or tablet to confirm that the information provided in the application matched the visual inspection. Every project received a thorough desk review. Energy Smart randomly selected 10% of prescriptive projects for inspections prior to processing incentive payments. The checks during the pre-installation reviews ensure the customer and project are eligible for the program and that the estimated savings and incentives are accurate. An accurate estimate gives the customer and contractor confidence that if the pre-approved scope of work is implemented as proposed, their projected savings and incentive amount would remain accurate as well. The post-installation checks verify that the equipment being incentivized is installed and operational, incentives match the claimed savings and that the claimed savings will be realized upon evaluation. Additionally, desk audits are performed quarterly to review program documentation and processes.

Initiatives

Market Segmentation

The Energy Smart team enhanced engagement with small business customers by launching a full suite of energy solutions specific to small businesses. In addition to the Small Business Direct Install (SBDI) offering, the team introduced smart thermostats and EasyCool for Business, Small Business Energy Efficiency Kits and a Small Business Online Store. These offerings are intended to provide small businesses with several different ways to participate, including the virtual retail option through the Online Store. The launch of the Small Business Energy Efficiency Kits was expedited in response to the COVID-19 pandemic and offers a no-cost solution for customers to begin their energy efficiency journey through a pre-packaged kit of basic measures that customers can self-install. To further participation, the team began canvassing commercial corridors throughout all City Council districts to distribute kits and directly engage customers. Additionally, the team implemented a direct mail campaign whereby Business Reply cards were sent to customers in arrears to promote the free Energy Efficiency Kits and other offerings. The goal of these new solutions and tactics is to reach small business customers that are generally harder to engage and because they are some of the customers hardest hit by the pandemic.

During the first few months of PY10 when the Stay-at-Home orders were in effect, the team handed out energy efficiency products at food distribution locations throughout the City Council districts and relied on virtual options for residential customers. The team handed out single and four-packs of LED light bulbs at various drive-through food distribution sites and provided customers with collateral on the Energy Smart offerings. While field work was paused, the team engaged customers through the Energy Smart Online Marketplace which offered free Energy Efficiency Kits and a free smart thermostat for a limited time.

A Virtual Home Energy Assessment (VHEA) was launched and offered customers the option to have the program conduct their comprehensive home assessment through a smart phone or tablet. During the VHEA, the Energy Advisor conducted the virtual assessment with the customer, produced the summary report and then the team direct-shipped custom boxes of energy efficiency products to customer homes for self-installation. The team also implemented an email campaign for customers in arrears that promoted Energy Awareness Month in October and highlighted the Home Performance with ENERGY STAR® and A/C Tune-up offerings.

Supplier Diversity

Energy Smart partners with multiple small and disadvantaged businesses to help deliver the program. Choosing diverse partners was part of a conscious decision to create a dynamic and diverse delivery model and invest in the development of local businesses, providing them with necessary experience to thrive and grow in the energy efficiency sector. Small, minority and/or disadvantaged businesses that support 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 \$675,387 in non-incentive program funds with diverse suppliers throughout PY10.

During PY10 the Energy Smart team assisted any trade allies with potential to acquire diverse-supplier certifications in beginning the application process and connecting them with support from the Urban League of Louisiana.

Trade allies holding diverse-supplier certifications accounted for 8% of C&I project submissions and 21% of total C&I kWh savings.

The residential program consists of a diverse Trade Ally Network with potential for several trade allies to acquire diverse-supplier certifications. The Energy Smart team is committed to uncovering and addressing hurdles to trade ally acquisition of diverse supplier certifications and to connect those trade allies to the state and federal officials who can assist them.

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 extensive experience in workforce development and training initiatives.

The ULLA serves an integral role in the New Orleans community as an advocate, a service provider and a trusted source of information for communities of color and underserved populations on a variety of topics. As such, the ULLA plays a pivotal role in engaging communities on behalf of Energy Smart, reaching minority contractors to prepare them to provide energy efficiency services for clients as well as green industry opportunities in the region. Additionally, ULLA's Contractor Resource Center provides

support and training to local contractors who may not have previous experience performing energy efficiency upgrades or who haven't worked with a utility incentive program in the past.

Energy Smart coordinates program trainings through the program's partnership with the Urban League of Louisiana's Contractor Resource Center that provides year-round training for contractors at their multiple Louisiana locations. In April, Energy Smart partnered with ULLA to host a webinar focused on assistance with diverse-supplier certifications. Representatives from ULLA and state and federal officials detailed the steps for trade allies to obtain the uniform application for the Disadvantaged Business Enterprise certification.

In PY10, Energy Smart also partnered with ULLA to create and promote Green Tech Month, a series of five webinars which promoted potential career paths in the clean energy sector. ULLA created a web site for the webinar series as well as marketing materials and the organization promoted the event among its job seekers. ULLA Vice President of Workforce Development Cherie LaCour-Duckworth co-hosted each webinar and introduced the guests. One webinar focused specifically on careers in residential energy efficiency and a second on careers in commercial energy efficiency. Attendees heard from successful professionals regarding the necessary certifications and academic career paths to form their own paths in these fields. The audience consisted of college students, workforce development networks and working professionals whose careers had been impacted by COVID-19.

In addition to the partnership with the ULLA, the Energy Smart team coordinates with other local workforce development agencies, including:

- Delgado Community College.
- Junior Achievement of Greater New Orleans.
- Louisiana Green Corps.
- New Orleans Business Alliance.
- Nunez Community College.
- YouthForce Nola.
- YouthWorks City of New Orleans.

Energy Smart coordinated trade allies to be guest speakers with the Launch NOLA Power Hour, where industry leaders meet participants in the YouthForce NOLA Launch program of students who recently graduated high school. Trade ally representatives shared lessons on their careers in energy efficiency.

The team will develop more connections between workforce agencies and trade allies in PY11. The Energy Smart team laid the groundwork in PY10 to increase the level of instruction focused on energy efficiency within these agencies and to increase the level of engagement between trade allies and the agencies. In addition to facilitating guest speakers of trade allies to workforce networks, a central workforce goal of the program is to promote internships and job shadowing which could lead to employment opportunities within the Trade Ally Network.

A photograph of three people in an office environment. In the center, a woman with a large, curly afro hairstyle is smiling broadly, looking towards the right. To her left, a man with reddish hair is partially visible, also smiling. To her right, another man with a beard and dark hair is smiling. They appear to be in a collaborative meeting or working together at a desk. The background is slightly blurred, showing office shelves. The entire image is framed by a solid green border.

FINANCIAL PERFORMANCE

Financial Highlights

Table 25.1

OFFERING	INCENTIVE SPEND	INCENTIVE BUDGET	% OF BUDGET
Small Commercial & Industrial Solutions	\$593,564	\$1,077,495	55.09%
Large Commercial & Industrial Solutions	\$2,126,161	\$3,304,809	64.34%
Publicly Funded Institutions	\$297,249	\$275,268	107.99%
Commercial & Industrial Construction Solutions	\$23,762	\$35,438	67.05%
Large Commercial & Industrial Demand Response	\$0	\$39,457	0.00%
EasyCool for Business	\$1,960	\$5,655	34.66%
Home Performance with ENERGY STAR	\$222,617	\$325,004	68.50%
Retail Lighting & Appliances	\$1,364,325	\$1,237,392	110.26%
Multifamily Solutions	\$89,346	\$106,130	84.19%
Income Qualified Weatherization	\$375,607	\$269,967	139.13%
A/C Solutions	\$151,608	\$246,461	61.51%
School Kits & Community Outreach	\$52,568	\$54,206	96.98%
Behavioral	\$0	\$0	N/A
Rewards	\$0	\$100,000	0.00%
EasyCool - Direct Load Control	\$61,760	\$57,750	106.94%
EasyCool - Bring Your Own Thermostat	\$129,395	\$134,290	96.35%
Total	\$5,489,922	\$7,269,322	75.52%

**Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from 4/1/2020 to 12/31/2020.*

Table 25.2 below illustrates the monthly EECR contributions, expenses and balances associated with PY10 and early PY11.

Table 25.2

Month /Year	Energy Efficiency Revenues (from EECR)	Beginning Balance	PY9 Amortization + Carrying Charges	Adj Energy Efficiency Revenues	PY10 /PY11 Expenses	PY10 /PY11 Balance	PY9 Expenses	PY9 Exp Algiers	PY9 Amort (3 years - PY10-12)	PY9 Balance
Program Year 10										
11/2019										\$179,603
01/2020		\$114,668	\$109,641				\$1,868,090	\$98,604	\$82,322	(\$168,372)
02/2020			\$109,641						\$82,322	(\$168,372)
03/2020			\$109,641				\$1,526,641	\$84,042	\$82,322	\$1,442,311
04/2020	\$1,352,637		\$109,641	\$914,073		(\$914,073)	\$154,571	\$86,638	\$82,322	\$1,601,198
05/2020	\$1,387,890		\$109,641	\$1,278,249	\$786,044	(\$1,406,278)			\$82,322	\$1,518,877
06/2020	\$1,726,898		\$109,641	\$1,617,257		(\$3,023,535)	\$314,221	\$26,698	\$82,322	\$1,777,474
07/2020	\$1,933,543		\$109,641	\$1,823,902	\$1,868,468	(\$2,978,970)	\$920,593	\$37,184	\$82,322	\$2,652,929
08/2020	\$1,968,434		\$109,641	\$1,858,793	\$2,031,972	(\$2,805,791)			\$82,322	\$2,570,607
09/2020	\$1,995,652		\$109,641	\$1,886,011	\$1,750,804	(\$2,940,999)	\$274,367	\$83,032	\$82,322	\$2,845,685
10/2020	\$1,733,665		\$109,641	\$1,624,024	\$363,544	(\$4,201,479)	\$283,759	\$30,481	\$82,322	\$3,077,604
11/2020	\$1,449,799		\$109,641	\$1,340,158	\$964,572	(\$4,577,065)		\$60,415	\$82,322	\$3,055,697
12/2020	\$1,421,024		\$109,641	\$1,311,383	\$739,790	(\$5,148,658)			\$82,322	\$2,973,375
Program Year 11										
01/2021	\$1,606,650		\$109,641	\$1,497,009	\$2,281,579	(\$4,364,089)			\$82,322	\$2,891,054
02/2021	\$1,487,205		\$109,641	\$1,377,564	\$1,613,237	(\$4,128,415)			\$82,322	\$2,808,732
03/2021	\$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.

Net Savings Summary

Summary

Entergy’s Third-Party Evaluator, ADM, conducted the program evaluation to verify the gross energy savings of each offering. Additionally, ADM estimated program net-to-gross ratios (NTGRs) through evaluation of free-ridership and spillover effects.

The Energy Smart program achieved 49,599,653 in Net kWh savings and 8,919.46 in Net kW savings, reaching 87.67% of the kWh goal and 72.01% of the kW target. These values represent savings net-of-free-ridership, compared to the filed goals.

Table 26.1

OFFERING	NET kWh SAVINGS	kWh GOAL	% TO GOAL	NET kW REDUCTIONS	kW TARGET	% TO TARGET
Small Commercial & Industrial Solutions	3,355,719	6,971,994	48.13%	644.44	1,397.02	46.13%
Large Commercial & Industrial Solutions	18,146,963	24,180,632	75.05%	1,641.97	3,245.61	50.59%
Publicly Funded Institutions	1,773,603	1,672,804	106.03%	124.20	219.73	56.52%
Commercial & Industrial Construction Solutions	279,621	230,403	121.36%	64.58	44.53	145.03%
Large Commercial & Industrial Demand Response	-	-	N/A	-	1,679.00	N/A
EasyCool for Business	-	-	N/A	-	130.50	N/A
Home Performance with ENERGY STAR	838,013	1,640,521	51.08%	178.10	1,090.19	16.34%
Retail Lighting & Appliances	7,208,743	6,890,189	104.62%	759.72	545.38	139.30%
Multifamily Solutions	447,291	437,472	102.24%	106.01	163.70	64.76%
Income Qualified Weatherization	899,228	656,208	137.03%	729.27	445.44	163.72%
A/C Solutions	732,556	1,312,417	55.82%	305.22	553.29	55.16%
School Kits & Community Outreach	368,181	350,297	105.11%	51.69	41.61	124.22%
Behavioral	15,549,735	12,230,000	127.14%	3,333.88	0.00	N/A
Rewards	-	-	N/A	-	0.00	N/A
EasyCool - Direct Load Control	-	-	N/A	980.37	764.10	128.30%
EasyCool - Bring Your Own Thermostat	-	-	N/A	-	2,066.00	N/A
Totals	49,599,653	56,572,936	87.67%	8,919.46	12,386.10	72.01%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from 4/1/2020 to 12/31/2020. Savings reflect verified net energy savings as documented in ADM’s Evaluation, Measurement and Verification (EM&V) report.

The Energy Smart program achieved a Net-to-Gross Ratio (NTGR) of 92.51% in Net kWh savings relative to the verified gross kWh savings and a kW NTGR of 93.66%.

Table 26.2

OFFERING	VERIFIED GROSS kWh	NET kWh SAVINGS	kWh NTGR	VERIFIED GROSS kW	NET kW REDUCTIONS	kW NTGR
Small Commercial & Industrial Solutions	3,355,719	3,355,719	100.00%	644.44	644.44	100.00%
Large Commercial & Industrial Solutions	18,903,086	18,146,963	96.00%	1,824.42	1,641.97	90.00%
Publicly Funded Institutions	1,876,035	1,773,603	94.54%	132.24	124.20	93.92%
Commercial & Industrial Construction Solutions	279,621	279,621	100.00%	64.58	64.58	100.00%
Large Commercial & Industrial Demand Response	-	-	N/A	-	-	N/A
EasyCool for Business	-	-	N/A	-	-	N/A
Home Performance with ENERGY STAR	1,081,372	838,013	77.50%	217.58	178.10	81.85%
Retail Lighting & Appliances	9,889,557	7,208,743	72.89%	1,074.61	759.72	70.70%
Multifamily Solutions	497,487	447,291	89.91%	114.87	106.01	92.29%
Income Qualified Weatherization	899,228	899,228	100.00%	729.27	729.27	100.00%
A/C Solutions	814,856	732,556	89.90%	339.51	305.22	89.90%
School Kits & Community Outreach	468,115	368,181	78.65%	67.28	51.69	76.83%
Behavioral	15,549,735	15,549,735	100.00%	3,333.88	3,333.88	100.00%
Rewards	-	-	N/A	-	-	N/A
EasyCool - Direct Load Control	-	-	N/A	980.37	980.37	100.00%
EasyCool - Bring Your Own Thermostat	-	-	N/A	-	-	N/A
Totals	53,614,811	49,599,653	92.51%	9,523.05	8,919.46	93.66%

Appendices

Appendix A: School Kits & Education Summary

SCHOOL NAME	DATE	KITS DISTRIBUTION	ENROLLMENT OFFERING
Alice M. Harte Charter School	5/27/2020	1	Charter
Andrew H. Wilson Charter	10/23/2020	80	Charter
Audubon Charter School	10/2/2020	87	Charter
Bishop McManus Academy	11/18/2020	15	Charter
Bricolage Academy	6/29/2020	38	Charter
Dr. King High School	10/23/2020	85	Charter
Edward Hynes Charter School	5/27/2020	1	Charter
Einstein Charter School	11/18/2020	98	Charter
Eleanor McMain Secondary School	11/16/2020	98	Charter
Energy Wise Alliance	5/27/2020	8	N/A
Esperanza Middle School	12/1/2020	64	Charter
FirstLine at Live Oak	10/13/2020	60	Charter
International School of Louisiana	5/18/2020	221	Charter
Joe Brown Community Center	6/5/2020	26	N/A
KIPP Believe College Prep	6/27/2020	197	Charter
KIPP Morial School	12/9/2020	105	Charter
Lake Forest Elementary Charter School	12/10/2020	67	Charter
Lusher Charter School	10/26/2020	354	Charter
Lycée Francais	5/18/2020	1	Charter
Morris Jeff Community School	5/27/2020	212	Charter
RENEW Schaumburg Elementary	12/2/2020	70	Charter
Rosenwald Recreation Center	6/4/2020	39	Charter
Saint Joan of Arc Catholic School	9/11/2020	27	Charter
Sanchez Community Center	6/5/2020	37	Charter
St. Mary's Academy	11/1/2020	9	Charter
St. Rita Catholic School	11/23/2020	20	Scholarship

Appendix B: Community Outreach Summary

DATE	GROUP	LOCATION	PEOPLE AT EVENT
4/14/2020	Greater New Orleans Housing Authority (GNOHA)	Webinar	28
4/15/2020	Louisiana Green Corps	Webinar	20
4/21/2020	Louisiana Green Corps	Webinar	20
4/22/2020	Louisiana Green Corps	Webinar	20
4/23/2020	Louisiana Fair Housing Action Center	Webinar	10
5/12/2020	New Orleans Chamber of Commerce	Webinar	30
5/14/2020	Central Circle Virtual Coffee Break Updates	Webinar	18
5/14/2020	CRNA - Carrollton Riverbend NA	Webinar	20
5/20/2020	GNO Interfaith Climate Coalition	Webinar	16
5/26/2020	LA Fair Housing Action Center	Webinar	16
5/26/2020	Mayor's Round Table	Webinar	34
5/27/2020	GNO Interfaith Climate Coalition	Webinar	15
5/28/2020	Central Circle Virtual Coffee Break Updates	Webinar	18
6/15/2020	Fairground Neighborhood Association Zoom Meeting	Webinar	18
6/24/2020	Central Circle Meeting	Webinar	14
6/30/2020	Housing Summit 2020	Webinar	28
7/20/2020	Louisiana Green Corps	Webinar	12
7/21/2020	Louisiana Green Corps	Webinar	12
7/21/2020	Central Circle Meeting	Webinar	14
7/22/2020	Louisiana Green Corps	Webinar	12
7/22/2020	Harmony Oaks	Webinar	17
7/29/2020	Central Circle Meeting	Webinar	14
8/4/2020	Iris Development Lower Garden District Meeting	Webinar	36
8/12/2020	Janes Place - Renters Assembly	Webinar	18
8/18/2020	GPRO	Webinar	12
8/18/2020	Hoffman Triangle	Webinar	19
8/19/2020	GPRO	Webinar	12
8/19/2020	Janes Place - Renters Assembly	Webinar	12
8/20/2020	GPRO	Webinar	12
8/26/2020	Janes Place - Renters Assembly	Webinar	14
8/26/2020	Central Circle Meeting	Webinar	17
8/31/2020	Healthy Homes Housing and Complex Care Roundtable	Webinar	25
9/1/2020	GPRO	Webinar	12
9/2/2020	Janes Place - Renters Assembly	Webinar	8
9/2/2020	GPRO	Webinar	12
9/3/2020	Power Trip	Webinar	4

9/3/2020	GPRO	Webinar	12
9/9/2020	Janes Place - Renters Assembly	Webinar	9
9/10/2020	Green Tech Month	Webinar	28
9/15/2020	Green Tech Month	Webinar	42
9/16/2020	Janes Place - Renters Assembly	Webinar	16
9/16/2020	Season of Creation: A Jubilee for the Earth	Webinar	23
9/17/2020	Green Tech Month	Webinar	29
9/22/2020	Green Tech Month	Webinar	37
9/23/2020	Janes Place - Renters Assembly	Webinar	17
9/23/2020	Season of Creation: A Jubilee for the Earth	Webinar	19
9/23/2020	Delassize Neighborhood Association Meeting	Webinar	22
9/24/2020	Green Tech Month:	Webinar	44
9/30/2020	Central Circle	Webinar	13
9/30/2020	Janes Place - Renters Assembly	Webinar	16
9/30/2020	Season of Creation: A Jubilee for the Earth	Webinar	28
10/7/2020	Power Trip	Webinar	4
10/7/2020	Janes Place - Renters Assembly	Webinar	12
10/12/2020	Mid-City Neighborhood Association	Webinar	31
10/14/2020	Janes Place - Renters Assembly	Webinar	9
10/14/2020	Central Circle Monthly Meeting	Webinar	18
10/19/2020	Broadmoor NA Meeting	District B - Keller Library	23
10/21/2020	Janes Place - Renters Assembly	Webinar	12
11/4/2020	Janes Place - Renters Assembly	Webinar	9
11/4/2020	Power Trip	Webinar	6
11/10/2020	St John Neighborhood Association	Webinar	31
11/11/2020	New Orleans Neighborhood Virtual Summit	Webinar	280
11/12/2020	Dillard University Outreach Call	Webinar	6
11/12/2020	New Orleans Neighborhood Virtual Summit	Webinar	280
11/16/2020	Canvassing	Webinar	50
11/16/2020	Broadmoor Improvement Association Meeting	Webinar	24
11/20/2020	Public Allies of New Orleans	Webinar	23
12/4/2020	Power Trip	Webinar	6
12/3/2020	Louisiana Green Corps	Webinar	14
12/4/2020	Louisiana Green Corps	Webinar	14

Appendix C: Training and Education

Date	Title	Audience	Attendees	Length	Objective	Description
4/2/2020	C&I Trade Ally Training -- Energy Smart PY10 Kickoff	C&I Trade Allies	32	90	Kickoff of PY10 to inform trade allies of program goals and offerings.	Trade allies received updates on new programs and incentive goals by a variety of staff.
4/4/2020	Retail Training (Costco New Orleans #1147)	Retail Staff and Customers	3	20	Program Implementation	Product knowledge.
4/6/2020	C&I Trade Ally Training -- Digital Lumens	C&I Trade Allies	1	60	Program Overview and Implementation Advice	Met with Ben Rukavina to discuss program marketing materials and steps for project submission.
4/8/2020	Residential Trade Ally Advisory Group	Residential Trade Allies	28	45	Program Implementation	Review PY9 program goals, new rebate and incentive amounts and new income-qualified measures for duct efficiency and attic insulation.
4/9/2020	Retail Training (Home Depot- Central #385)	Retail Staff and Customers	1	15	Program Implementation	Product knowledge and program benefits.
4/10/2020	C&I Trade Ally Training -- Motion Industries	C&I Trade Allies	1	30	Program Overview and Implementation Advice	Onboarding through review of marketing materials, project submission, and communications.
4/14/2020	C&I Trade Ally Training -- Commercial Energy Financing	C&I Trade Allies	20	45	Provide information about options for commercial financing.	Representative of NEIF spoke about lending options for commercial energy efficiency projects.
4/20/2020	C&I Trade Ally Training -- NOLA Electric	C&I Trade Allies	1	60	Overview of New Construction Incentives	Existing trade ally (customer project manager) learned about new construction offerings.
4/20/2020	C&I Trade Ally Training -- NOLA Electric	C&I Trade Allies	2	60	Overview of New Construction Incentives	Second part of training focused on new construction.
4/21/2020	C&I Trade Ally Training -- Balthazar Elektriks	C&I Trade Allies	1	30	Calculator Training	Calculator overview and project submission process.
4/22/2020	C&I Trade Ally Training -- Diverse Supplier Certification	C&I Trade Allies	14	45	Technical Assistance with Diverse Supplier Applications	State and federal representatives provided information about DBE and other certifications.
4/27/2020	C&I Trade Ally Training -- Brotherhoodway	C&I Trade Allies	1	30	Calculator Training	Provided assistance with a calculator overview for a new trade ally.
4/29/2020	C&I Trade Ally Training -- Technical Reference Manual	C&I Trade Allies	16	60	Technical Training on Technical Reference Manual	Engineering department provided assistance with custom measures found in Technical Reference Manual.

4/30/2020	C&I Trade Ally Training -- Balthazar Elektriks	C&I Trade Allies	1	30	Calculator Training	Provided assistance with a calculator overview for a new trade ally.
5/4/2020	Commercial Customer -- New Orleans Baptist Theological Seminary	C&I Trade Allies	1	30	Program Overview and Calculator Training	Facility Director received program overview of updates to the program.
5/5/2020	C&I Trade Ally Training -- Magnetite Panels	C&I Trade Allies	1	60	Program Overview and implementation advice	Onboarding of a new trade ally -- marketing materials, project submission, and communications.
5/8/2020	Residential Trade Allies -- Kickoff Meeting	Residential Trade Allies	12	60	Program Overview and Kickoff	Provide updates to the program for the new year for PY 10.
5/11/2020	C&I Trade Ally Training -- Rhodium	C&I Trade Allies	1	30	Program Overview and Implementation Advice	An overview of incentive values, project submission guidelines, and communication tips.
5/13/2020	Internal Staff Training -- Computrols Webinar on Post COVID Re-occupying	Energy Smart Staff	1	30	Internal Staff Training	Gain insight on building facility directors and their energy efficiency goals during COVID.
5/13/2020	C&I Trade Ally Training -- 3D Service Group	C&I Trade Allies	1	15	Program Overview and Implementation Advice	An overview of incentive values, project submission guidelines, and communication tips.
5/19/2020	C&I Trade Ally Training -- Site Logic	C&I Trade Allies	1	15	Program Overview and Implementation Advice	An overview of incentive values, project submission guidelines, and communication tips.
5/20/2020	C&I Trade Ally Training -- Melink	C&I Trade Allies	1	15	Program Overview and Implementation Advice	Onboarding of a new trade ally -- marketing materials, project submission, and communications.
5/22/2020	C&I Trade Ally Training -- Southern Style	C&I Trade Allies	1	15	Program Overview and Implementation Advice	An overview of incentive values, project submission guidelines, and communication tips.
5/22/2020	C&I Trade Ally Training -- Palco	C&I Trade Allies	1	30	Program Overview Re-education of Existing Trade Ally	Review of project submission guidelines for existing trade ally.
5/22/2020	C&I Trade Ally Training -- Natal's	C&I Trade Allies	1	30	Program Overview Re-education of Existing Trade Ally	Review of project submission guidelines for existing trade ally
5/26/2020	C&I Trade Ally Training -- Paul Poole	C&I Trade Allies	1	30	Program Overview with New Trade Ally	Onboarding of a new trade ally -- marketing materials, project submission, and communications.
5/28/2020	C&I Trade Ally Training -- Urban League Resources	C&I Trade Allies	6	60	Technical Training on resources available from Urban League.	Business advisor with Urban League provided an overview of resources available from Contractor Resource Center.
5/29/2020	C&I Trade Ally Training -- Magnetite Panels	C&I Trade Allies	1	60	Program Overview and Implementation Advice	Onboarding of a new trade ally -- marketing materials, project submission, and communications.

6/2/2020	Commercial Customer	C&I Trade Allies	1	30	Program Overview for a commercial customer.	Discuss prescriptive incentives, SBDI, project submission process, and the searchable database.
6/2/2020	C&I Trade Ally Training -- C&O Plumbing	C&I Trade Allies	1	30	Program Overview and Implementation Advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips.
6/3/2020	C&I Trade Ally Training -- Sales Training	C&I Trade Allies	20	60	Sales Training for Trade Allies	Sales training focused on telling successful stories and using Energy Smart marketing materials.
6/3/2020	C&I Trade Ally Training -- Trane Technologies	C&I Trade Allies	1	15	RCx overview	Review of RCx updates in PY10 with existing trade ally.
6/8/2020	Commercial Customer -- The Building on O.C. Haley	Commercial Customer	1	30	Program Overview for a commercial customer,	Discuss prescriptive incentives, SBDI, project submission process, and the searchable database.
6/10/2020	Commercial Customer -- Ernest Morial Convention Center	Commercial Customer	4	60	Calculator Training	General Calculator training for project submission.
6/11/2020	C&I Trade Ally Training -- Citi Approved	C&I Trade Allies	1	30	Program Overview and Implementation Advice	An overview of incentive values, project submission guidelines, and communication tips.
6/12/2020	C&I Trade Ally Training -- Computrols	C&I Trade Allies	1	45	Review of sales training with trade ally.	Follow-up on sales training that trade ally attended, focusing on equating energy efficiency with customer goals.
6/15/2020	C&I Trade Ally Training -- Triple HHH	C&I Trade Allies	1	30	Program Overview and Implementation Advice	An overview of incentive values, project submission guidelines, and communication tips.
6/15/2020	C&I Trade Ally Training -- Salas O'Brien	C&I Trade Allies	1	15	Program overview for existing trade ally.	Brief overview of project submission guidelines for an existing trade ally.
6/16/2020	Individual Trade Ally Training -- DSL LLC	C&I Trade Allies	1	30	Program Overview and Implementation Advice	An overview of incentive values, project submission guidelines, and communication tips.
6/16/2020	C&I Trade Ally Training -- Enernet	C&I Trade Allies	1	30	Program Overview and Implementation Advice	Onboarding of a new trade ally -- marketing materials, project submission, and communications.
6/17/2020	C&I Trade Ally Training -- Scott's Electrical Solutions	C&I Trade Allies	1	30	Program Overview and Implementation Advice	An overview of incentive values, project submission guidelines, and communication tips.
6/26/2020	C&I Trade Ally Training -- Moses Engineers	C&I Trade Allies	1	30	Program Overview and implementation advice.	An overview of incentive values, project submission guidelines, and communication tips.

6/30/2020	C&I Trade Ally Training -- June 30 Arc Software Training	C&I Trade Allies	10	60	Technical training on energy-efficiency software.	Overview of Arc software, the LEED certification software associated with USGBC and provided by Arcskoru.
6/30/2020	Commercial Customer -- June 30 Arc Software Training	Commercial Customer	9	60	Technical training on energy-efficiency software.	Overview of Arc software, the LEED certification software associated with USGBC and provided by Arcskoru.
6/30/2020	Internal Staff -- June 30 Arc Software Training	Energy Smart Staff	1	60	Technical training on energy-efficiency software.	Overview of Arc software, the LEED certification software associated with USGBC and provided by Arcskoru.
7/1/2020	Residential Trade Ally Advisory Group	Residential Trade Allies	29	45	Program Implementation	COVID-19 recap, available rebates, program changes, A/C Tune-up news and smart T-stat order options.
7/1/2020	Retail Training (Home Depot- Central #385)	Retail Staff and Customers	3	25	Program Implementation	Product knowledge, Program Benefits.
7/1/2020	Retail Training (Walmart- Behrman #1163)	Retail Staff and Customers	1	5	Program Implementation	Product knowledge.
7/2/2020	Retail Training (Walmart- Chef Menteur #3167)	Retail Staff and Customers	1	10	Program Implementation	Pricing discrepancies.
7/2/2020	Retail Training (Walmart- Bullard #912)	Retail Staff and Customers	2	20	Program Implementation	Product knowledge, program benefits and pricing discrepancies.
7/2/2020	Retail Training (Rainbow Grocery)	Retail Staff and Customers	1	15	Program Implementation	Product knowledge and program benefits.
7/2/2020	Retail Training (Rockery Ace Hardware)	Retail Staff and Customers	1	15	Program Implementation	Product knowledge.
7/2/2020	Retail Training (Uptown Supermarket)	Retail Staff and Customers	2	5	Program Implementation	Product knowledge and program benefits.

7/6/2020	Retro-commissioning overview for RSPs	C&I Trade Allies	16	60	Provide an overview of RCx incentive stages to service providers.	Review of application phase, investigation phase, implementation, and measurement & verification.
7/8/2020	Quarterly Trade Ally Group meeting July 8	C&I Trade Allies	18	60	Quarterly program overview of goals, updates, and feedback.	Review of the status of program funding to date and discussed educational opportunities.
7/8/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	1	30	Technical	Instruction on btu/hr and EER.
7/8/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	1	30	Technical	Instruction on program guidelines and standards, along with the ACTU tutorial.
7/8/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	1	30	Technical	Instruction on program guidelines and standards, along with the ACTU tutorial.
7/13/2020	Individual Trade Ally Training -- Perle Construction	C&I Trade Allies	1	45	Program overview for a potential commercial & industrial trade ally.	Reviewed incentives, bonus, and the process for submitting applications with company management
7/15/2020	Trade Ally Training LEED Credentials	C&I Trade Allies	12	60	Facilitate training beneficial to C&I trade allies.	Review of LEED credentials, continuing education and exam procedures.
7/15/2020	APTIM Staff Training - LEED Credentials	Energy Smart Staff	1	60	Facilitate training beneficial to the Energy Smart staff.	Review of LEED credentials, continuing education and exam procedures.
7/15/2020	Community Outreach Program Overview -- UNO Alumni	Community Outreach	12	60	Present an overview about the program to the general public.	Presented to UNO alumni about program incentives from customer and trade ally perspective.
7/20/2020	Potential Trade Ally Training -- Chester Electric	C&I Trade Allies	1	15	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
7/21/2020	APTIM Staff Training - Trane Fundamentals	Energy Smart Staff	1	180	Technical training on non-lighting fundamentals.	HVAC fundamentals pertinent to non-lighting category of incentives.

7/21/2020	Potential Trade Ally Training -- AIA Presentation	C&I Trade Allies	6	60	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
7/21/2020	Customer Training -- Deer Park Condo Association	C&I Trade Allies	1	30	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
7/23/2020	Potential Trade ally Training --GTI Services	C&I Trade Allies	1	15	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
7/23/2020	Potential Trade Ally Training -- Lucas Construction	C&I Trade Allies	1	30	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
7/27/2020	Customer training - Atchafalaya Restaurant	Commercial Customer	1	30	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
7/28/2020	Potential Trade Ally Individual Training -- Capital Area Construction	C&I Trade Allies	1	30	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
7/28/2020	Customer Training -- Edinburgh Williams Beauty Salon	Commercial Customer	1	15	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
7/29/2020	Potential Trade Ally Training -- Air Service Air Conditioning	C&I Trade Allies	1	30	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
7/30/2020	Potential Trade Ally Training - Expert Air	C&I Trade Allies	1	15	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
7/30/2020	Trade Ally Training -- Trane Technologies	C&I Trade Allies	1	15	Program implementation review with C&I Trade ally.	Review of updates to incentives and project submission.
7/30/2020	Potential Trade Ally Training -- Energywise Solutions	C&I Trade Allies	1	15	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.

7/31/2020	Customer Training -- Dylan Laventhal	Commercial Customer	1	30	Program overview for a potential commercial customer.	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
8/4/2020	Iris Development Lower Garden District Meeting	Residential & Customer Commercial Customers	36	60	Program overview of incentives for residential and commercial customers.	Provided an overview of all incentives available to customers.
8/6/2020	Customer Training -- Christ Temple Church	Commercial Customer	1	30	Program overview for a potential commercial customer.	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
8/6/2020	Potential Trade Ally Individual Training -- Rite Hite	C&I Trade Allies	1	30	Provide a program a overview to a potential trade ally.	Reviewed incentives, bonus, and the process for submitting applications with company management.
8/7/2020	Trade Ally Individual Training -- Concordia	C&I Trade Allies	2	30	Onboarding of a new trade ally.	Review of all incentives, the process for submitting projects, and timeline for incentives.
8/10/2020	Customer Training -- Urban Properties	Commercial Customer	1	15	Program overview for a potential commercial customer.	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
8/12/2020	Trade Ally Individual Training -- Synergy	C&I Trade Allies	1	30	Program implementation review with C&I Trade ally	Reviewed updates to incentives and project submission.
8/12/2020	Customer Training -- House of Refuge	Commercial Customer	1	30	Program overview for a potential commercial customer.	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
8/18/2020	GPRO Training	C&I Trade Allies	8	120	Educate potential trade allies about energy-efficiency skillsets.	Educate attendees about skills needed to become an energy-efficiency professional and how to use the Energy Smart program.
8/19/2020	GPRO Training	C&I Trade Allies	8	120	Educate potential trade allies about energy- efficiency skillsets.	Educate attendees about skills needed to become an energy-efficiency professional and how to use the Energy Smart program.

8/20/2020	GPRO Training	C&I Trade Allies	8	120	Educate potential trade allies about energy-efficiency skillsets.	Educate attendees about skills needed to become an energy-efficiency professional and how to use the Energy Smart program.
8/21/2020	Trade Ally Individual Training -- Flick Engineering	C&I Trade Allies	1	15	Program implementation review with a C&I Trade ally.	Reviewed updates to incentives and project submission.
8/24/2020	Trade Ally Individual Training on Smart Thermostats -- Premier Energy Concepts	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/24/2020	Trade ally Individual Training on Smart Thermostats -- White Rhino Construction	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/24/2020	Trade Ally Individual Training on Smart Thermostats -- E-1 Electric	C&I Trade Allies	1	15	Program implementation review with C&I Trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/24/2020	Trade Ally Individual Training on Smart Thermostats -- Automated Controls	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/24/2020	Trade Ally Individual Training on Smart Thermostats -- Star Service	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/24/2020	Trade Ally Individual Training on Smart Thermostats -- 3G	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/24/2020	Trade Ally Individual Training on Smart Thermostats -- ABM	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/24/2020	Trade Ally Individual Training on Smart Thermostats -- H&E	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/24/2020	Trade Ally Individual Training on Smart Thermostats -- J&R A/C and Heating	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.

8/24/2020	Trade Ally Individual Training on Smart Thermostats -- Landis Construction	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/25/2020	Trade Ally Individual Training - H&E Comfort	C&I Trade Allies	1	15	Program implementation review with C&I trade ally.	Review the updated smart-thermostat prescriptive incentive and project submission.
8/26/2020	Retail Training (Walgreens #3889)	Retail Staff and Customers	1	5	Program Implementation	Product knowledge and program benefits.
8/27/2020	Potential Trade Ally Training -- E. Sam Jones	C&I Trade Allies	1	15	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
8/31/2020	Housing NOLA Webinar	Community Partners	25	60	Educate the community about the Energy Smart program.	Overview of commercial and residential Energy Smart incentives to housing professionals in New Orleans.
8/31/2020	Potential Trade Ally Training -- Blue Box Air	C&I Trade Allies	2	60	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
8/31/2020	Customer Training -- Laundromat Owner Roland Davis	Commercial Customer	1	30	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
9/1/2020	GPRO Training	C&I Trade Allies	8	120	Educate potential trade allies about energy-efficiency skillsets.	Instruction in skills needed to become an energy-efficiency professional and how to use the Energy Smart program.
9/2/2020	GPRO Training	C&I Trade Allies	8	120	Educate potential trade allies about energy-efficiency skillsets.	Instruction in skills needed to become an energy-efficiency professional and how to use the Energy Smart program.
9/3/2020	Trade Ally Individual Training -- Mayer Electric	C&I Trade Allies	1	15	Program implementation review with a C&I trade ally.	Review of updates to incentives and project submission.

9/3/2020	GPRO Training	C&I Trade Allies	8	120	Educate potential trade allies about energy-efficiency skillsets.	Instruction in skills needed to become an energy-efficiency professional and how to use the Energy Smart program.
9/4/2020	Customer training -- McDonald's on Carrollton	Commercial Customer	1	45	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
9/9/2020	Customer training -- Quality Inn in New Orleans East	Commercial Customer	1	30	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
9/9/2020	Residential Field Training - J&R AC and Heating	Residential Trade Allies	1	60	Technical training with trade ally staff while performing services.	Instruction on picture requirements, calendar requirements, and best practices.
9/10/2020	Green Tech Month	Community Partners	56	60	Instruct the public about workforce development in energy efficiency.	Facilitation of a webinar on careers in energy efficiency directed toward students and the general public.
9/11/2020	Customer training -- Woodvine and Big Easy Bucha	Commercial Customer	1	30	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
9/15/2020	Customer Training -- Developer Steven Kennedy	Commercial Customer	1	30	Program overview for a potential commercial customer	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
9/15/2020	Residential Field Training (Rebirth Energy Solution)	Residential Trade Allies	1	30	Technical	Instruction in safety below houses.
9/15/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	1	15	Technical	Documentation and best practices.
9/15/2020	Residential Field Training (Big Star Conservation)	Residential Trade Allies	1	15	Technical	Insulation preparation and documentation.
9/17/2020	Residential Field Training (Magnetite Window Panels)	Residential Trade Allies	1	15	Technical	Instruction in duct sealing and air conditioning.

9/17/2020	Green Tech Month	Community Partners	40	60	Instruct the public about workforce development in energy efficiency.	Facilitation of a webinar on careers in energy efficiency directed toward students and the general public.
9/17/2020	Trade Ally Individual Training -- FSG Electric	C&I Trade Allies	1	45	Onboarding of a new trade ally.	Review of all incentives, the process for submitting projects, and timeline for incentives.
9/17/2020	Trade Ally Individual Training -- Energy Management Collaborative	C&I Trade Allies	1	15	Program implementation review with a C&I trade ally.	Review of updates to incentives and project submission.
9/17/2020	Customer training -- Ebenezer Baptist Church	Commercial Customer	1	30	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
9/18/2020	Residential Field Training - Magnetite Window Panels	Residential Trade Allies	1	15	Technical training with trade ally staff while performing services.	Instruction on material usage
9/18/2020	Trade Ally Individual Training -- Concordia	C&I Trade Allies	4	45	Program implementation review with C&I trade ally.	Review of updates to incentives and project submission.
9/18/2020	Trade Ally Individual Training -- Diggs Electrical	C&I Trade Allies	1	30	Program implementation review with a C&I trade ally.	Review of updates to incentives and project submission.
9/18/2020	Customer Training -- Woodvine and Big Easy Bucha	Commercial Customer	1	30	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
9/21/2020	Residential Field Training	Residential Trade Allies	1	30	Technical	Sealing measures and water damage mitigation best practices.
9/21/2020	Customer Training -- Woodvine and Big Easy Bucha	Commercial Customer	1	30	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives.
9/22/2020	Green Tech Month	Community Partners	34	60	Instruct the public about workforce development in energy efficiency.	Facilitation of a webinar on careers in energy efficiency directed toward students and the general public.

9/22/2020	Customer Training -- Reily Foods	Commercial Customer	1	15	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting and non-lighting incentives.
9/22/2020	Customer Training -- Mossy Motors	Commercial Customer	1	30	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting and non-lighting incentives.
9/25/2020	Retail Training (Rockery Ace Hardware)	Retail Staff and Customers	1	10	Program Implementation	Product knowledge and program benefits.
9/25/2020	Retail Training (Uptown Supermarket)	Retail Staff and Customers	1	10	Program Implementation	Product knowledge and program benefits.
9/25/2020	Retail Training (Rainbow Grocery)	Retail Staff and Customers	1	5	Program Implementation	Product knowledge and program benefits.
9/29/2020	Customer Training -- Enwave	Commercial Customer	1	45	Program overview for a potential commercial customer.	Review of small business incentives such as smart thermostat, kits, lighting and non-lighting incentives.
9/29/2020	Trade Ally Individual Training -- Smith Engineering for Enwave	C&I Trade Allies	3	45	Provide a program overview to a potential trade ally.	Review of incentives, bonus, and the process for submitting applications with company management.
9/29/2020	Trade Ally Individual Training -- Rashad's A/C and Heating	C&I Trade Allies	1	30	Onboarding of a new trade ally.	Review of incentives, the process for submitting projects and timeline for incentives.
9/29/2020	Trade Ally Training	Residential Trade Allies	10	120	Technical	Training on Air Sealing and Duct Sealing, including the best methods and safest ways to work with weatherizing homes.
10/1/2020	Residential Field Training (Big Star Conservation)	Residential Trade Allies	2	15	Technical	Duct sealing best practices.
10/6/2020	Residential Field Training (Duct Pro)	Residential Trade Allies	2	60	Technical	Best practices, HPwES follow up measures, and material usage. documentation.

10/6/2020	Trade Ally Advisory Group	Residential Trade Allies	13	120	Program Implementation	Updates to the Energy Smart programs and discussing trade ally experiences in the program, with a focus on best practices.
10/7/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	1	30	Technical	Onboarding instruction including picture requirements, calendar requirements and best practices.
10/7/2020	Residential Field Training (Duct Pro)	Residential Trade Allies	2	120	Technical	Measure prioritization, safety measures (PPE), material usage, attic tents and follow-up sales.
10/7/2020	Residential Field Training (Magnetite Window Panels)	Residential Trade Allies	1	15	Technical	Material usage.
10/9/2020	C&I Trade Ally Individual Training -- Rashad's A/C and Heating	C&I Trade Allies	1	30	Program Implementation	Training on details regarding project submission, timeline for incentives, and specifics to upcoming projects.
10/11/2020	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	15	Technical	Duct sealing best practices.
10/12/2020	C&I Trade Ally Individual Training -- Rashad's A/C and Heating	C&I Trade Allies	1	15	Program Implementation	Overview of project submission, timeline for incentives, and specifics to upcoming projects.
10/14/2020	Residential Field Training (Duct Pro)	Residential Trade Allies	2	30	Technical	Instruction on submitting projects and the timeline for rebates.
10/19/2020	C&I Trade Ally Individual Training -- Rashad's A/C and Heating	C&I Trade Allies	1	30	Program Implementation	Training on details regarding project submission, timeline for incentives, and specifics to upcoming projects.
10/19/2020	Customer Training -- Brijesh with Quality Inn	Commercial Customer Training	1	30	Program Implementation	Project submission overview to a commercial customer.
10/20/2020	C&I Trade Ally training -- Premiere A/C	C&I Trade Allies	1	30	Program Implementation	General overview of the program and the steps for submitting projects.
10/21/2020	C&I Trade Ally Individual Training -- Johnson controls	C&I Trade Allies	1	15	Program Implementation	General overview of the program and the steps for submitting projects.
10/21/2020	Retail Training (Walgreens #5040)	Retail Staff and Customers	1	15	Program Implementation	Product knowledge and program benefits.

10/21/2020	Retail Training (Walgreens #5551)	Retail Staff and Customers	2	15	Program Implementation	Product knowledge and program benefits.
10/21/2020	Retail Training (Walgreens #9063)	Retail Staff and Customers	1	15	Program Implementation	Product knowledge and program benefits.
10/22/2020	Customer training -- CX Exhibits	Commercial Customer Training	2	45	Program Implementation	Program overview to a commercial customer looking to submit an LED lighting project.
10/23/2020	Residential Field Training (Big Star Conservation)	Residential Trade Allies	1	30	Technical	Instruction on batt insulation in attics and duct sealing.
10/23/2020	C&I Trade Ally Individual Training -- Elan Studio	C&I Trade Allies	1	30	Program Implementation	General overview of the program and the steps for submitting projects, particularly LED lighting projects.
10/28/2020	C&I Trade Ally Individual Training -- Bernhard MCC	C&I Trade Allies	1	45	Program Implementation	General overview of the program and the steps for submitting projects.
10/29/2020	C&I Trade Ally Individual Training -- Lina Stern	C&I Trade Allies	1	60	Program implementation	Program update and overview for an existing trade ally.
11/2/2020	C&I Trade Ally training -- Benfatti	C&I Trade Allies	1	15	Program implementation	Program overview to an HVAC contractor to consider working with the tune-up offering.
11/4/2020	C&I Trade Ally Individual Training -- GalCan Electric	C&I Trade Allies	1	30	Program Implementation	Onboarding review of steps for project submission and timeline for incentives.
11/5/2020	Customer training -- BRT (John Rice)	Commercial Customer Training	1	30	Program Implementation	Program overview to a potential customer connected by outreach.
11/9/2020	C&I Trade Ally Individual Training -- Daikin	C&I Trade Allies	1	30	Program Implementation	Onboarding review of steps for project submission and timeline for incentives.
11/10/2020	Retail Training (Home Depot- Bullard #352)	Retail Staff and Customers	2	15	Program Implementation	Product knowledge, program benefits, changes to pricing and product selection.
11/10/2020	Retail Training (Home Depot- Central #385)	Retail Staff and Customers	1	15	Program Implementation	Product knowledge, program benefits, changes to pricing and product selection.
11/10/2020	Retail Training (Uptown Supermarket)	Retail Staff and Customers	1	15	Program Implementation	Product knowledge, and program benefits.

11/10/2020	Retail Training (Rockery Ace Hardware)	Retail Staff and Customers	2	15	Program Implementation	Product knowledge, program benefits, changes to pricing and product selection.
11/10/2020	Retail Training (Rainbow Grocery)	Retail Staff and Customers	1	15	Program Implementation	Product knowledge, program benefits, savings, and incentives.
11/11/2020	Residential Field Training (Duct Pro)	Residential Trade Allies	2	120	Technical	AC Tune Up, Duct system designs, Air sealing mechanical closets.
11/12/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	2	30	Technical	Overview of hazard disclosure, including photo documentation, testing procedures and secondary measures.
11/12/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	2	30	Technical	Review of equipment recommendations such as A-Frame, ladder, multiple hex head bits and stiff brushes for blower fan.
11/12/2020	C&I Trade ally individual training - Blue Box Air	C&I Trade Allies	1	30	Program Implementation	Onboarding review of steps for project submission and timeline for incentives.
11/13/2020	Residential Field Training (Duct Pro)	Residential Trade Allies	3	60	Technical	Instruction on duct sealing, fire hazards, electrical hazards and kits for AC cleaning.
11/13/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	1	15	Technical	Review of best methods for clearing mineral deposit spots.
11/17/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	2	30	Technical	Quoting follow up measures for HPwES customers and rebate opportunities for trade allies and customers.
11/17/2020	Residential Field Training (Big Star Conservation)	Residential Trade Allies	1	15	Technical	Homeowner on benefits of insulation, LED light bulbs and roof venting.
11/17/2020	Residential Field Training (Magnetite Window Panels)	Residential Trade Allies	2	120	Technical	Best practices for Air Sealing & Duct Sealing.
11/17/2020	Trade Ally Training	Residential Trade Allies	8	120	Technical	Program training covering CAZ testing and training in homes to ensure health and safety standards are met prior to air sealing.
11/18/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	2	30	Technical	Instruction on hazard disclosure documentation and safety measures while accessing condensers.
11/18/2020	Residential Field Training (Big Star Conservation)	Residential Trade Allies	2	15	Technical	Instruction on duct sealing requirements, materials, photos, and return sealing.

11/19/2020	Residential Field Training (Public Construction Inc.)	Residential Trade Allies	2	30	Technical	Instruction on how to seal around the attic fan area and installation of smart thermostats.
11/24/2020	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	15	Technical	AC Tune Up best practices.
11/24/2020	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	15	Technical	Testing requirements in rainy weather.
12/1/2020	C&I Trade Ally Individual Training -- JCI	C&I Trade Allies	1	15	Program Implementation	Program overview with a focus on non-lighting incentives.
12/4/2020	Residential Field Training (Public Construction Inc.)	Residential Trade Allies	3	60	Technical	Multifamily duct sealing.
12/4/2020	Residential Field Training (Public Construction Inc.)	Residential Trade Allies	2	30	Technical	Sealing around return cavities through a wall.
12/4/2020	Residential Field Training (Public Construction Inc.)	Residential Trade Allies	2	30	Technical	Sealing supply boxes disconnected from wall.
12/8/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	1	15	Technical	Photo documentation requirements.
12/8/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	1	30	Technical	Instruction on AC Tune Up: cold weather calibration. smart thermostat installation and attaching faceplates.
12/8/2020	Residential Field Training (J&R AC & Heating)	Residential Trade Allies	1	15	Technical	Identification of issue locations and sealing opportunities on hard duct systems.
12/9/2020	C&I Trade Ally Individual Training -- GalCan Electric	C&I Trade Allies	3	30	Program Implementation	Part two of onboarding with a new trade ally.
12/10/2020	Residential Trade Ally Advisory Group	Residential Trade Allies	25	120	Program Implementation	Review of program year 2020 to date and provide opportunity for discussion and feedback from residential trade allies.
12/13/2020	Residential Field Training (Diversified Energy)	Residential Trade Allies	3	60	Technical	Testing procedures for duct blasts and supply vents.
12/14/2020	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	15	Technical	Duct sealing requirements (bottom and top seams supply ducting splits).
12/14/2020	Residential Field Training (Duct Pro)	Residential Trade Allies	1	15	Technical	How to test ACTU in colder weather and rooftop safety.
12/15/2020	Residential Field Training (Diversified Energy)	Residential Trade Allies	1	15	Technical	Air sealing best practices and duct sealing best practices.
12/17/2020	Residential Field Training (Public Construction Inc.)	Residential Trade Allies	1	15	Technical	Instruction on proper duct sealing.

12/18/2020	Residential Field Training (Public Construction Inc.)	Residential Trade Allies	5	15	Technical	Instruction on proper sealing from inside of supply duct in within conditioned space.
12/28/2020	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	2	30	Technical	Air sealing priorities and testing requirements.
12/28/2020	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	2	30	Technical	Air sealing priorities and testing requirements.
12/21/2020	Customer Training -- DEM Services (Denise)	Commercial Customer Training	1	60	Program Implementation	Program overview to a customer who is submitting a project.

Appendix D: Marketing Collateral

Residential Marketing Collateral

April Facebook Ad

Entegy New Orleans
Sponsored

Celebrate Earth Day and get up to an additional \$30 off Energy Smart's special pricing on the ecobee3 Lite and ecobee Voice Control thermostats.

Save up to **\$30 on ecobee smart thermostats**

Celebrate Earth Day with an additional \$30 off.
Offer valid April 16-20, 2020.

[HTTPS://SHOP.ENERGYSMARTNOLA.COM/THERMOSTATS/](https://shop.energysmartnola.com/thermostats/) **Shop Now**

20 562 Comments 311 Shares

Like Comment Share

Entegy New Orleans
Sponsored

Spring into water savings and reduce your utility costs with 75% off water-saving products.

Spring Savings Sale
75% Off Water-Saving Products
Offer valid: May 22 - 29, 2020

[SHOP.ENERGYSMARTNOLA.COM](http://shop.energysmartnola.com)
Shop 75% Off Water-Saving Products. **Shop Now**

Offer Valid May 22-29, 2020.

Like Comment Share

Entegy New Orleans
Sponsored

Stay cool and save big on your energy bill this summer with \$50 off the ecobee Smart Thermostat with Voice Control. Sale ends June 30.

SUMMER SALE:
GET UP TO \$50 OFF
ecobee Smart Thermostats.

[SHOP.ENERGYSMARTNOLA.COM/](http://shop.energysmartnola.com/)
Get \$50 Off the ecobee Smart Thermostat with Voice Control **Get Offer**

Like Comment Share

Rebate Forms
Window Air Conditioner Rebate Form

Get a \$50 Rebate

Energy Smart Window Air Conditioner Rebate

Complete this form and mail to the address listed on the back with a copy of your dated sales receipt or email to residentialapps@energysmartnola.com. Limit four rebates per customer per year. See reverse side for complete terms and conditions. Submitted product must be **ENERGY STAR® Qualified** to receive a rebate.



**\$50 Rebate on ENERGY STAR
 Qualified Air Conditioner Units**

To search for qualified products and to verify eligibility, go to:
www.energystar.gov/productfinder/product/certified-room-air-conditioners.

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



Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required.

Purchaser's Name: _____ Email: _____
 Entergy Customer's Name: _____ Entergy Customer's Email: _____
 Installation Address: _____ City: _____ State: _____ ZIP: _____
 Purchaser's Address: _____ City: _____ State: _____ ZIP: _____
 Daytime phone: _____

Type of Residence: Single Family (Detached) Single Family (Attached) Multifamily (5 or more units) Other: _____ Own Rent

Size of area to be cooled: _____ sq. ft.

Air Conditioner Information: Make: _____ Model: _____

Cooling Capacity: (Btu/hr) _____ Is system reverse cycle: Yes No CEER: _____ Window or wall installation: _____

Louvered Sides: Yes No

By signing below, purchaser authorizes Energy Smart to perform on site inspections as needed to confirm installation. A separate rebate must be filled out for each window air conditioner unit purchased. A rebate check will be paid to purchaser listed on this form. Email address will only be used to notify you of your rebate status.

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to: Email: residentialapps@energysmartnola.com
Energy Smart
 524 Elmwood Park Blvd., Suite 120
 New Orleans, LA 70123-3308
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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 003-008-10-00

Pool Pump Rebate Form

Get a \$300 Rebate

Energy Smart In-ground Pool Pump Rebate

Complete this form and mail to the address listed on the back with a copy of your dated sales receipt or email to residentialapps@energysmartnola.com. Limit four rebates per customer per year. See reverse side for complete terms and conditions. Submitted product must be **ENERGY STAR® Qualified** to receive a rebate.



\$300 Rebate on ENERGY STAR Qualified In-ground Pool Pump

To search for qualified products and to verify eligibility, go to: energystar.gov/products/other/pool_pumps.

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



Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required:

Purchaser's Name: _____ Email: _____

Entergy Customer's Name: _____ Entergy Customer's Email: _____

Installation Address: _____ City: _____ State: _____ ZIP: _____

Purchaser's Address: _____ City: _____ State: _____ ZIP: _____

Daytime phone: _____

Type of Residence: Single Family (Detached) Single Family (Attached) Multifamily (5 or more units) Other _____

Own Rent

Pool Pump Information: Make: _____ Model #: _____

Pool Pump Horsepower: _____ Type of Pump: Two Speed Variable Speed

Approx. hours of operating per day in **filtering** mode: _____

Age of replaced pump: _____ Estimate of pool square footage: _____

Approx. hours of operating per day in **cleaning** mode: _____

By signing below, purchaser authorizes Energy Smart to perform on site inspections as needed to confirm installation. A separate rebate must be filled out for each in-ground pool pump purchased. A rebate check will be mailed to purchaser listed on this form. Email address will only be used to notify you of your rebate status.

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:

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

Email: residentialapps@energysmartnola.com

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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043-00110-00

Dehumidifier Rebate Form

Get a \$25 Rebate

Energy Smart Dehumidifier Rebate

Complete this form and mail to the address listed on the back with a copy of your dated sales receipt or email to residentialapps@energysmartnola.com. Limit four rebates per customer per year. See reverse side for complete terms and conditions. Submitted product must be **ENERGY STAR® Qualified** to receive a rebate.



\$25 Rebate on ENERGY STAR Qualified Dehumidifier

To search for qualified products and verify eligibility, go to: website:energystar.gov/products/appliances/dehumidifiers.

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



Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please fill out completely. Only dehumidifiers qualify for this rebate. All information is required.

Purchaser's Name: _____ Email: _____
Entergy Customer's Name: _____ Entergy Customer's Email: _____
Installation Address: _____ City: _____ State: _____ ZIP: _____
Purchaser's Address: _____ City: _____ State: _____ ZIP: _____
Daytime phone: _____

Type of Residence: Single Family (Detached) Single Family (Attached) Multifamily (5 or more units) Other _____
 Own Rent

Dehumidifier Information: Make: _____ Model#: _____ Capacity (pints): _____

How is the residence currently heated and cooled: (check all that apply): **Heat** Gas Heated Electrically Heated Heat Pump System
Cool Air Conditioned (Central or Room A/C) No Air Conditioning

By signing below, purchaser authorizes Energy Smart to perform on site inspections as needed to confirm installation. A separate rebate must be filled out for each dehumidifier purchased. A rebate check will be mailed to purchaser listed on this form. Email address will only be used to notify you of your rebate status.

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:
Energy Smart
524 Elmwood Park Blvd., Suite 140
New Orleans, LA 70123-3308

Email: residentialapps@energysmartnola.com
All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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063-00210-00

Heat Pump Water Heater Rebate Form

Get a \$400 Rebate

Energy Smart Heat Pump Water Heater Rebate

Complete this form and mail to the address listed on the back with a copy of your dated sales receipt or email to residentialapps@energysmartnola.com. Limit four rebates per customer per year. See reverse side for complete terms and conditions. Submitted product must be **ENERGY STAR® Qualified** to receive a rebate.



\$400 Rebate on ENERGY STAR Qualified Heat Pump Water Heater

Water heater must be certified as a heat pump ENERGY STAR water heater product. Certification can be found on the ENERGY STAR website: energystar.gov/products/water_heaters/heat_pump_water_heaters.

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



Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please fill out completely. Only heat pump water heaters qualify for this rebate. All information is required.

Purchaser's Name: _____ Email: _____
Entergy Customer's Name: _____ Entergy Customer's Email: _____
Installation Address: _____ City: _____ State: _____ ZIP: _____
Purchaser's Address: _____ City: _____ State: _____ ZIP: _____
Daytime phone: _____

Type of Residence: Single Family (Detached) Single Family (Attached) Multifamily (5 or more units) Other _____
 Own Rent

Heat Pump Water Heater Information: Make: _____ Model#: _____

How is the residence currently heated and cooled: (check all that apply): **Heat** Gas Heated Electrically Heated Heat Pump System
Cool Air Conditioned (Central or Room A/C) No Air Conditioning

Existing water heater type and age: Electric Water Heater Gas Water Heater Heat Pump Water Heater Approx. Age: _____
Installation location: Inside Conditioned Space Unconditioned Garage Unconditioned Basement Others (Specify) _____

By signing below, purchaser authorizes Energy Smart to perform on site inspections as needed to confirm installation. A separate rebate must be filled out for each heat pump water heater purchased. A rebate check will be mailed to purchaser listed on this form. Email address will only be used to notify you of your rebate status.

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:

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

Email: residentialapps@energysmartnola.com

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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063-0025-10-00

Smart Thermostat Rebate

Get a \$100 Rebate

Energy Smart Smart Thermostat Rebate

Complete this form and mail to the address listed on the back with a copy of your dated sales receipt or email to residentialapps@energysmartnola.com. Limit two rebates per customer per year. This rebate offer cannot be used towards purchases from the Energy Smart Online Marketplace. See reverse side for complete terms and conditions. Submitted product must be

ENERGY STAR® Qualified to receive a rebate.



Receive up to \$100 rebate on ENERGY STAR® Qualified Smart Thermostats.

To search for qualified products and to verify eligibility, go to:
https://www.energystar.gov/products/heating_cooling/smart_thermostats.

Smart Thermostat Rebate Qualifying Products List

BRAND	MODEL NUMBER	BRAND	MODEL NUMBER
Alarm.com	B36-T10	EcoFactor	Simple S100
Alarm.com	ADC-T3000	Emerson	ST55U; ST55
American Standard	ACONT824AS52DB	Emerson	ST75U; ST75
American Standard	Gold 824	Emerson	ST75WU; ST75W
Braeburn	7320	HIVE	SLT4
Braeburn	7205	Honeywell	Lyric
Braeburn	7300	Honeywell	TH6220WF
Braeburn	7305	Honeywell	TCC
Bryant	T6-WEM01-A	LUX	GEO
Carrier	TP-WEM01-A	LUX	KONO
Côr®	TSTWHA01	LUX	GEOX
Côr®	TSTWRH01	Nest	T3007ES
Deriva	IntelliSync	Nest	T3016US
ecobee	EB-STATE4	Nest	T3017US
ecobee	EB-STATE3	Nest	T3021US
ecobee	EB-STATE3LT	Nest	T3007EF
ecobee	EB-STATE5-01	Nest	T4000ES
ecobee	EB-STATE5C-01	Nest	T4001ES
ecobee	EB-STATE5P-01	Nest	T4000EF
ecobee	EB-STATE5PC-01	PROSTAT	PRS7325WF
ecobee	EB-STATE5PB-01	Trane	TCONT824AS52DB
ecobee	EB-STATE5VP-01	Venstar	T2000
EcoFactor	Simple S100 B	Venstar	T7900

Please send this application along with required documents to:
Energy Smart
524 Elmwood Park Blvd, Suite 140
New Orleans, LA 70123

Call: **504-229-6868** / Email: residentialapps@energysmartnola.com
All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.
This offer is available through Dec. 31, 2020 or while funds last.

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

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Please send this application along with required documents to:
Energy Smart
524 Elmwood Park Blvd, Suite 140
New Orleans, LA 70123

Call: **504-229-6868** / Email: residentialapps@energysmartnola.com
All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.
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063-002710-00

Residential Electric Customer Information

Purchaser's Email: _____
 Entergy Customer's Email: _____
 City: _____ State: _____ ZIP: _____
 City: _____ State: _____ ZIP: _____

Single Family (Attached) Multifamily (5 or more units) Other _____

Heat that apply: **Heat** Gas Heated Electrically Heated Heat Pump System
Cool Air Conditioned (Central or Room A/C) No Air Conditioning
Type Manual Programmable Unknown

Model: _____ Serial Number: _____

Square Footage: _____

Form on site inspections as needed to confirm purchase. A separate rebate must be filled out for each purchaser listed on this form. Email address will only be used to notify you of your rebate status.

_____ Date: _____

Refrigerator Rebate Form

Get a \$50 Rebate

Energy Smart Refrigerator Rebate

Complete this form and mail to the address listed on the back with a copy of your dated sales receipt or email to residentialapps@energysmartnola.com. Limit four rebates per customer per year. See reverse side for complete terms and conditions. Submitted product must be **ENERGY STAR® Qualified** to receive a rebate.



\$50 Rebate on ENERGY STAR Qualified Refrigerators

To search for qualified products and to verify eligibility, go to energystar.gov/productfinder/product/certified-residential-refrigerators/results. Compact refrigerators and freezers less than 7.75 cubic feet do not qualify.

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



Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required.

Purchaser's Name: _____ Email: _____

Entergy Customer's Name: _____ Entergy Customer's Email: _____

Installation Address: _____ City: _____ State: _____ ZIP: _____

Purchaser's Address: _____ City: _____ State: _____ ZIP: _____

Daytime phone: _____

Type of Residence: Single Family (Detached) Single Family (Attached) Multifamily (5 or more units) Other _____
 Own Rent

Refrigerator Information: Make: _____ Model #: _____ **Ice Maker:** Yes No

Defrost Type: Automatic Defrost Partial Automatic Defrost Manual Defrost **Through the Door Water/Ice Dispenser:** Yes No

Product Type: Top Freezer Side Freezer Bottom Freezer Single Door Other (Specify) _____

By signing below, purchaser authorizes Energy Smart to perform on site inspections as needed to confirm purchase. A separate rebate must be filled out for each refrigerator purchased. A rebate check will be mailed to purchaser listed on this form. Email address will only be used to notify you of your rebate status.

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:

Energy Smart

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

Email: residentialapps@energysmartnola.com

All rebate forms must be submitted within 45 days of the purchase date.
All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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Water Cooler Rebate Form

Get up to \$50 Rebate

Energy Smart Water Cooler Rebate

Fill out the reverse side of this form and mail to the address listed on the back with a copy of your dated sales receipt or email to residentialapps@energysmartnola.com. Limit four rebates per customer per year. See reverse side for complete terms and conditions. Submitted product must be **ENERGY STAR® Qualified** to receive a rebate.



Up to a \$50 Rebate on ENERGY STAR Qualified Water Coolers

To search for qualified products and verify eligibility, go to: energystar.gov/productfinder/product/certified-water-coolers.

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



Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please fill out completely. Only water coolers qualify for this rebate. All information is required.

Purchaser's Name: _____ Email: _____

Entergy Customer's Name: _____ Entergy Customer's Email: _____

Installation Address: _____ City: _____ State: _____ ZIP: _____

Purchaser's Address: _____ City: _____ State: _____ ZIP: _____

Daytime phone: _____

Type of Residence: Single Family (Detached) Single Family (Attached) Multifamily (5 or more units) Other _____
 Own Rent

Water Cooler Information: Brand: _____ Make: _____ Model#: _____

Product type: Hot & Cold \$50 Rebate Cook & Cold \$25 Rebate Cold Only \$25 Rebate

By signing below, purchaser authorizes Energy Smart to perform on site inspections as needed to confirm installation. A separate rebate must be filled out for each water cooler purchased. A rebate check will be mailed to purchaser listed on this form. Email address will only be used to notify you of your rebate status.

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:

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

Email: residentialapps@energysmartnola.com

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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Income Qualified Weatherization Rebate Form

Income Qualified Weatherization Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Customer Name: (Account Holder on Record) _____ **Account Number:** _____ **Meter Number:** _____

Customer Address: _____ **City:** _____ **State:** _____ **ZIP:** _____

Customer Email Address: _____ **Customer Phone Number:** _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____
 Own Rent (PLEASE NOTE: If you rent, it is necessary to have the owner of the property sign this form.)

How is the residence primarily heated and cooled:

Heating: Electric Resistance Heated (Furnace, Baseboard, etc.) Heat Pump System (Air Source, Mini-Split, etc.) Gas Heated

Cooling: Air Conditioned (Central or Room A/C) No Air Conditioning **Approximate Age of the HVAC System:** _____

Choose one: Send rebate check to me. Please attach copies of dated invoices for the work including installation and materials costs.
 I authorize direct payment of the rebate in the amount of \$_____ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Customer Signature: _____ **Date:** _____

Attic Insulation (For trade ally use only)			
Total Insulation Cost: _____		Total Insulation Sq. ft.: _____	
Starting R value: (R8 or less) _____		Final R value: (R30 or more) _____	
Starting R-value	\$ REBATE per Sq. ft. (per heating fuel type)		
	Gas-Heated	Heat Pump	Electric Strip or Furnace
R-0 to R-4	\$0.85 per Sq. ft.	\$0.85 per Sq. ft.	\$0.85 per Sq. ft.
R-5 to R-8	\$0.85 per Sq. ft.	\$0.85 per Sq. ft.	\$0.85 per Sq. ft.
Total Rebate Amount: _____ X _____ = _____ <small>Insulation Sq. ft. X Rebate per Sq. ft.</small>			

Service Date: _____

Air Infiltration and Reduction*			
Total Air Sealing Cost: \$ _____		Number of Stories: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3+	
Home Shielding (pick one): <input type="checkbox"/> Normal <input type="checkbox"/> Well <input type="checkbox"/> Exposed			
Starting CFM50	Final Improved CFM50	CFM50 Reduction*	
_____	_____	_____	
<small>*10% CFM50 reduction required for eligibility</small>			
\$ REBATE per CFM50 Reduction (per heating fuel type)			
Gas-Heated	Heat Pump	Electric Strip or Furnace	Electric Strip or Furnace (No A/C)
\$0.50 per Sq. ft.	\$0.50 per CFM50	\$0.50 per CFM50	Not-Eligible
Total Rebate Amount: _____ X _____ = _____ <small>CFM50 Reduction X Rebate per CFM50 Reduction</small>			

Please send this application along with required documents to: Call: 504-229-6868 / Email: residentialapps@energysmartnola.com
 Energy Smart
 524 Elmwood Park Blvd. Suite 140
 New Orleans, LA 70123-3308
 Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.
 This offer is available through Dec. 31, 2020 or while funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.
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Income Qualified Weatherization Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

By signing below, I, the trade ally, confirm I performed (or have confirmed that a participating Energy Consultant has conducted) passing Combustion Safety Tests according to BPI, HERS or other nationally recognized standards where appropriate, before beginning any work and after any work was completed. I must include the results of the above tests with this rebate form for quality assurance purposes.

Trade Ally's Company Name: (please print) _____

Trade Ally's Mailing Address: _____

City: _____ State: _____ ZIP: _____

Trade Ally's Signature: _____ Date: _____

Primary Contact: _____

Contact Person Email: _____ Contact Person Phone: _____

How did you hear about the program? Bill Insert Door-to-Door Canvassing Email Event Friends/Family Mailer
 Search Engine Social Media Calling Campaign Utility Website Other _____

Terms and Conditions

Rebate Offer:

Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between April 1, 2020 and Dec. 31, 2020. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

Participation Requirements:

Failure to provide any of the required information will prevent processing of your application. The dated invoice must match the date of service listed on the rebate program procedures, requirements and rebate levels are subject to change or cancellation without notice and are subject to available program funds. Misrepresentation of installation location or measure eligibility may result in forfeiture of the rebate. Please allow up to 4-6 weeks from the date all required information is received to process your rebate.

Inspection:

Program reserves the right to conduct pre-inspection or post-inspection of proposed and completed projects. This inspection will be scheduled with the applicant.

Liability:

Entergy New Orleans, LLC or their parents, subsidiaries, employees, affiliates and agents assume no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.

Customer Satisfaction Survey:

I understand that I may be contacted by Energy Smart to complete a survey or questionnaire to provide feedback on my satisfaction with the program.

Send signed application and all required documents to:

Energy Smart

524 Elmwood Park Blvd, Suite 140
New Orleans, LA 70123-3308
Phone: 504-229-6868
Email: residentialapps@energysmartnola.com

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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063-002210-00



HPwES Attic Insulation Rebate Form

Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Choose one: I participated in Home Performance with ENERGY STAR®.
 I participated in the Multifamily Solutions.

Customer Name: _____ Account Number: _____ Meter Number: _____
 (Account Holder on Record)

Customer Address: _____ City: _____ State: _____ ZIP: _____

Customer Email Address: _____ Customer Phone Number: _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____
 Own Rent (PLEASE NOTE: If you rent, it is necessary to have the owner of the property sign this form.)

How is the residence primarily heated and cooled?

Heating: Electric Resistance Heated (Furnace, Baseboard, etc.) Heat Pump System (Air Source, Mini-Split, etc.) Gas Heated

Cooling: Air Conditioned (Central or Room A/C) No Air Conditioning Approximate Age of the HVAC System: _____

Choose one: Send rebate check to me. Please attach copies of dated invoices for the work including installation and materials costs.
 I authorize direct payment of the rebate in the amount of \$_____ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Customer Signature: _____ Date: _____

Attic Insulation (For trade ally use only)			
Total Insulation Cost: _____	Total Insulation Sq. ft.: _____		
Starting R value: (R8 or less) _____	Final R value: (R30 or more) _____		
Starting R-value	\$ REBATE per Sq. Ft. (per heating fuel type)		
	Gas-Heated	Heat Pump	Electric Strip or Furnace
R-0 to R-4	\$0.30 per Sq. ft.	\$0.35 per Sq. ft.	\$0.45 per Sq. ft.
R-5 to R-8	\$0.30 per Sq. ft.	\$0.35 per Sq. ft.	\$0.45 per Sq. ft.
Total Rebate Amount: _____ X _____ = _____ <small>Insulation Sq. ft. X Rebate per Sq. ft.</small>			

Service Date: _____

Air Infiltration and Reduction*			
Total Air Sealing Cost: \$ _____	Number of Stories: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3+		
Home Shielding (pick one): <input type="checkbox"/> Normal <input type="checkbox"/> Well <input type="checkbox"/> Exposed			
Starting CFM50	Final Improved CFM50	CFM50 Reduction*	
_____	_____	_____	
<small>*10% CFM50 reduction required for eligibility</small>			
\$ REBATE per CFM50 Reduction (per heating fuel type)			
Gas-Heated	Heat Pump	Electric Strip or Furnace	Electric Strip or Furnace (No A/C)
\$0.20 per CFM50	\$0.30 per CFM50	\$0.40 per CFM50	Not-Eligible
Total Rebate Amount: _____ X _____ = _____ <small>CFM50 Reduction X Rebate per CFM50 Reduction</small>			

Please send this application along with required documents to: Call: 504-229-6868 / Email: residentialapps@energysmartnola.com
 Energy Smart
 524 Elmwood Park Blvd, Suite 140
 New Orleans, LA 70123-3308
 Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.
 This offer is available through Dec. 31, 2020 or while funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

By signing below, I, the trade ally, confirm I performed (or have confirmed that a participating Energy Consultant has conducted) passing Combustion Safety Tests according to BPI, HERS or other nationally recognized standards where appropriate, before beginning any work and after any work was completed. I must include the results of the above tests with this rebate form for quality assurance purposes.

Trade Ally's Company Name: (please print) _____

Trade Ally's Mailing Address: _____

City: _____ State: _____ ZIP: _____

Trade Ally's Signature: _____ Date: _____

Primary Contact: _____

Contact Person Email: _____ Contact Person Phone: _____

How did you hear about the program? Bill Insert Door-to-Door Canvassing Email Event Friends/Family Mailer
 Search Engine Social Media Calling Campaign Utility Website Other _____

Terms and Conditions

Rebate Offer:

Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between April 1, 2020 and Dec. 31, 2020. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

Participation Requirements:

Failure to provide any of the required information will prevent processing of your application. The dated invoice must match the date of service listed on the rebate program procedures, requirements and rebate levels are subject to change or cancellation without notice and are subject to available program funds. Misrepresentation of installation location or measure eligibility may result in forfeiture of the rebate. Please allow up to 4-6 weeks from the date all required information is received to process your rebate.

Inspection:

Program reserves the right to conduct pre-inspection or post-inspection of proposed and completed projects. This inspection will be scheduled with the applicant.

Liability:

Entergy New Orleans, LLC or their parents, subsidiaries, employees, affiliates and agents assume no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.

Customer Satisfaction Survey:

I understand that I may be contacted by Entergy Smart to complete a survey or questionnaire to provide feedback on my satisfaction with the program.

Send signed application and all required documents to:

Energy Smart

524 Elmwood Park Blvd, Suite 140
New Orleans, LA 70123-3308
Phone: 504-229-6868

Email: residentialapps@energysmartnola.com

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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063-0016-10-00



A/C Solutions: A/C Tune-Up Rebate Form

A/C Solutions: A/C Tune-Up Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Customer Name: _____ **Account Number:** _____ **Meter Number:** _____
 (Account Holder on Record)

Customer Address: _____ **City:** _____ **State:** _____ **ZIP:** _____

Customer Email Address: _____ **Customer Phone Number:** _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____

Own Rent (PLEASE NOTE: If you rent, it is necessary to have the owner of the property sign this form.)

Choose one: Send rebate check to me.

I authorize direct payment of the rebate in the amount of \$_____ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Customer's Signature: _____ **Date:** _____

Please attach copies of dated invoices for the work including installation and materials costs.

The Energy Smart program provides rebates for residential customers to promote the maintenance tune-ups of HVAC equipment. This service must be completed by a participating trade ally.

Service Date: _____

HVAC Tune-up Rebate				
	Type of System	Cost / Rebate	System Performance	Refrigerant Charge Level
Primary System	<input type="checkbox"/> Air Conditioning <input type="checkbox"/> Heat Pump	Tune-up Cost: \$_____	Nominal Tonnage: _____ SEER: _____ Metering Device: <input type="checkbox"/> TXV <input type="checkbox"/> Fixed Orifice BTU/hr. Total: Pre: _____ Post: _____ EER: Pre: _____ Post: _____ Heating Efficiency: (HSPF of heat pump) _____	Nameplate charge: _____ lbs. (4 to 20) Amount of charge added: _____ oz. (up to 64) Amount of charge removed: _____ oz. (up to 64)
	Approximate Age of System _____	Rebate Amount: \$_____		
Secondary System	<input type="checkbox"/> Air Conditioning <input type="checkbox"/> Heat Pump	Tune-up Cost: \$_____	Nominal Tonnage: _____ SEER: _____ Metering Device: <input type="checkbox"/> TXV <input type="checkbox"/> Fixed Orifice BTU/hr. Total: Pre: _____ Post: _____ EER: Pre: _____ Post: _____ Heating Efficiency: (HSPF of heat pump) _____	Nameplate charge: _____ lbs. (4 to 20) Amount of charge added: _____ oz. (up to 64) Amount of charge removed: _____ oz. (up to 64)
	Approximate Age of System _____	Rebate Amount: \$_____		
Rebate for Single Family: (Up to \$150 per System) _____			Rebate for Multifamily: (Up to \$125 per System) _____	

I certify that a thorough tune-up has been completed, including all of the applicable actions indicated in the next page checklist and I have increased the system efficiency to the best of my ability.

Trade Ally's Name: (please print) _____ **Service Date:** _____

Mailing Address: _____ **City:** _____ **State:** _____ **ZIP:** _____

Trade Ally's Signature: _____ **Date:** _____

Primary Contact Person: _____ **Contact Person Email:** _____ **Contact Person Phone:** _____

Please send this application along with required documents to: Call: 504-229-6868 / Email: residentialapps@energysmartnola.com
 Energy Smart
 524 Elmwood Park Blvd, Suite 140
 New Orleans, LA 70123

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.
 This offer is available through Dec. 31, 2020 or while funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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A/C Solutions: A/C Tune-Up Rebate Form

Available for Entergy New Orleans Customers

Checklist items marked as "NO" have been corrected			
Thermostat has been checked for proper operation.	<input type="checkbox"/>	Thermostat is operating properly.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Air filter has been inspected.	<input type="checkbox"/>	Existing filter is clean or has recently been changed.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Condensate drain has been inspected.	<input type="checkbox"/>	Condensate drain shows no sign of leakage.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Plumbing components and traps intact.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Drains free from obstruction.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Evaporator coil has been inspected.	<input type="checkbox"/>	Drain pan free from biological growth.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Coil free of contaminants that could restrict air flow.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Evaporator fan and motor has been inspected.	<input type="checkbox"/>	Fan or blower has tight connection with blower motor shaft.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Fan can rotate freely.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Blower wheel is free of dust and debris.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Bearings are properly lubricated (if applicable).	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
All accessible refrigerant lines have been inspected.	<input type="checkbox"/>	Line free of any leaks, kinks, crushed sections or restrictions.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Proper insulation in place.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Condenser coil has been inspected.	<input type="checkbox"/>	Condenser coils have been brushed and combed.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Condenser fins have been brushed and combed.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Condenser fan motor has been inspected.	<input type="checkbox"/>	Fan blade has a tight connection to the blower motor shaft.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Fan can rotate freely.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Fan is properly lubricated (if applicable).	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>

How did you hear about the program? Bill Insert Door-to-Door Canvassing Email Event Friends/Family Mailer Search Engine Social Media Calling Campaign Utility Website Other _____

Terms and Conditions

Rebate Offer:

Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between April 1, 2020 and Dec. 31, 2020. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

Participation Requirements:

Failure to provide any of the required information will prevent processing of your application. The dated sales receipt must match the date of service listed on the rebate program procedures, requirements and rebate levels are subject to change or cancellation without notice and are subject to available program funds. Misrepresentation of installation location or measure eligibility may result in forfeiture of the rebate. Please allow up to 4-6 weeks from the date all required information is received to process your rebate.

Inspection:

Program reserves the right to conduct pre-inspection or post-inspection of proposed and completed projects. This inspection will be scheduled with the applicant.

Liability:

Entergy New Orleans, LLC, or their parents, subsidiaries, employees, affiliates and agents assume no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.

Customer Satisfaction Survey:

I understand that I may be contacted by Energy Smart to complete a survey or questionnaire to provide feedback on my satisfaction with the program.

Send signed application and all required documents to:

Energy Smart

524 Elmwood Park Blvd, Suite 140
New Orleans, LA 70123

Phone: 504-229-6868

Email: residentialapps@energysmartnola.com

Please send this application along with required documents to:

Energy Smart
524 Elmwood Park Blvd, Suite 140
New Orleans, LA 70123

Call: 504-229-6868 / Email: residentialapps@energysmartnola.com

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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Duct Efficiency Improvement Rebate Form

Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

- Choose one:** I participated in Home Performance with ENERGY STAR®.
 I participated in Multifamily Solutions.

Customer Name: _____ **Account Number:** _____ **Meter Number:** _____
 (Account Holder on Record)

Customer Address: _____ **City:** _____ **State:** _____ **ZIP:** _____

Customer Email Address: _____ **Customer Phone Number:** _____

- Type of Residence:** Single Family Multifamily (5 or more units) Other _____
 Own Rent (PLEASE NOTE: If you rent, it is necessary to have the owner of the property sign this form.)

- Choose one:** Send rebate check to me.
 I authorize direct payment of the rebate in the amount of \$_____ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Customer's Signature: _____ **Date:** _____
 Please attach copies of dated invoices for the work including installation and materials costs.

Duct Efficiency Improvement Rebate							
	Cooling Capacity (Tons)	Test-In (CFM25)	Test-In (35% or less)	Test-Out (CFM25)	Reduction (CFM25)	Total Duct Sealing Cost	Duct Sealing Rebate
Primary System							
Secondary System							

Duct Sealing Rebate Amount = Reduced CFM25 x Rate Below
(\$1.50 Elec Furnace or Heat Pump; x \$0.75 Gas Heated/Others)

Pre- and post-duct leakage to outside testing (duct pressurization and blower door) or total duct leakage (duct pressurization only) is required for qualifying jobs. Test-in value is lesser of **A**) 35% nominal total system airflow OR **B**) actual tested leakage, whichever is less. System must show a 25% CFM25 improvement from lesser test-in value to qualify. Only available for existing non-gutted homes.

HVAC System Characteristics

Approximate Age of the HVAC System:
 _____ (Primary System) _____ (Secondary System)

Primary Heating System* **Secondary Heating System***

Electric Furnace Electric Furnace
 Heat Pump Heat Pump
 Gas Furnace Gas Furnace
 Other (Please Specify) _____ Other (Please Specify) _____

Heating Efficiency: (HSPF if heat pump / AFUE if furnace)
 _____ (Primary System) _____ (Secondary System)

Cooling Efficiency: (SEER)
 _____ (Primary System) _____ (Secondary System)

*For eligibility, heating and cooling characteristics must be included.

Service Date: _____

By signing below, I, the trade ally, confirm I performed (or have confirmed that a participating Energy Consultant has conducted) passing Duct Blaster Tests according to BPI, HERS or other nationally recognized standards where appropriate, before beginning any work and after any work was completed. I must include the results of the above tests with this rebate form for quality assurance purposes.

Trade Ally's Name: _____
(please print)

Mailing Address: _____

City: _____ **State:** _____ **ZIP:** _____

Trade Ally's Signature: _____ **Date:** _____

Primary Contact Person: _____

Contact Person Email: _____

Contact Person Phone: _____

Please send this application along with required documents to: Call: 504-229-6868 / Email: residentialapps@energysmartnola.com
 Energy Smart
 524 Elmwood Park Blvd, Suite 140
 New Orleans, LA 70123

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

How did you hear about Energy Smart? Bill Insert Door-to-Door Canvassing Email Event Friends/Family Mailer
 Search Engine Social Media Calling Campaign Utility Website Other _____

Terms and Conditions

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Participation Requirements:

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Inspection:

Program reserves the right to conduct pre-inspection or post-inspection of proposed and completed projects. This inspection will be scheduled with the applicant.

Liability:

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I understand that I may be contacted by Energy Smart to complete a survey or questionnaire to provide feedback on my satisfaction with the program.

Send signed application and all required documents to:

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For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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Customer Surveys

Multifamily Solutions Customer Survey

Thank you for participating in the Multifamily Solutions offering.

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit energysmart.multifamily.energysmartfeedback.com. Please call **504-229-6868** if you have any questions. Be sure to tell your friends and family about participating in Energy Smart.

Please rate the questions below on a scale of 1 to 10. 1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.	Lowest ← → Highest										
	1	2	3	4	5	6	7	8	9	10	N/A
Overall, how satisfied are you with the Multifamily Solutions offering?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the professionalism of the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the safety measures taken by the energy advisor (used ladder, wore gloves, had on safety glasses, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with how neat and clean the energy advisor left the site?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with the energy-efficient products installed?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend the offering to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yes, I would like to receive emails about other Energy Smart offerings.
 Email: _____

Additional feedback:

What motivated you to participate in the offering?
 Items and audit were free of charge.
 Wanted to reduce my utility bill.
 Wanted to help the environment.
 Referral from a friend or family member.
 Other _____

Name of your energy advisor: _____



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Income-Qualified Weatherization Customer Survey

Thank you for participating in the Income-Qualified Weatherization offering.

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit energysmart.iqw.energysmartfeedback.com. Please call **504-229-6868** if you have any questions. Be sure to tell your friends and family about participating in Energy Smart.

Please rate the questions below on a scale of 1 to 10. 1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.	Lowest —————> Highest									
	1	2	3	4	5	6	7	8	9	10
Overall, how satisfied are you with the Income-Qualified Weatherization offering?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the professionalism of the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the safety measures taken by the energy advisor (used ladder, wore gloves, had on safety glasses, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy-efficient products installed?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to implement changes recommended by the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the enrollment and scheduling process?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend the program to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yes, I would like to receive emails about other Energy Smart offerings.
 Email: _____

Additional feedback:

What motivated you to participate?

- Items and audit were free of charge.
- Wanted to reduce my utility bill.
- Wanted to help the environment.
- Referral from a friend or family member.
- Other _____

Name of your energy advisor: _____



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HPwES Customer Survey

Thank you for participating in the Home Performance with ENERGY STAR® offering.

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit energysmart.hpwes.energysmartfeedback.com. Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Please rate the questions below on a scale of 1 to 10. 1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.	Lowest ← → Highest									
	1	2	3	4	5	6	7	8	9	10
Overall, how satisfied were you with the Home Performance with ENERGY STAR offering?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the professionalism of the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the safety measures taken by the energy advisor (used ladder, wore gloves, had on safety glasses, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy-efficient products installed?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to implement changes recommended by the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the enrollment and scheduling process?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend the program to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yes, I would like to receive emails about other Energy Smart offerings.

Email: _____

What motivated you to participate?

- Items and audit were free of charge.
- Wanted to reduce my utility bill.
- Wanted to help the environment.
- Referral from a friend or family member.
- Other _____

Additional feedback:

Name of your energy advisor: _____



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A/C Tune-up Survey

Thank you for participating in the A/C Tune-up offering.

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit energysmart.actuneup.energysmartfeedback.com. Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Please rate the questions below on a scale of 1 to 10. 1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.	Lowest	—————> Highest								
	1	2	3	4	5	6	7	8	9	10
Overall, how satisfied are you with the A/C Tune-up offering?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the professionalism of the contractor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the contractor's knowledge and ability to answer your questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the safety measures taken by the contractor (used ladder, wore gloves, had on safety glasses, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the quality of service provided by your contractor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the enrollment and scheduling process?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend the program to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yes, I would like to receive emails about other Energy Smart offerings.

Email: _____

What motivated you to participate?

- Items and audit were free of charge.
- Wanted to reduce my utility bill.
- Wanted to help the environment.
- Referral from a friend or family member.
- Other _____

Additional feedback:

Name of your contractor: _____



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Overview Brochures English

Ready to get Energy Smart?

Visit energysmartnola.com.
Call **504-229-6868**.
Email info@energysmartnola.com.

It's time to put your energy into saving money.

Get Energy Smart and Save

Energy Smart

Entergy

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WHAT IS ENERGY SMART?

Energy Smart helps to lower your Entergy New Orleans utility bills. The offering uses a comprehensive whole-house approach to improve energy efficiency and comfort through home improvements such as:

- Home energy assessments with direct install measures (LEDs, faucet aerators, low-flow shower heads, etc.).
- A/C tune-up to improve the cooling output and efficiency of your air conditioning unit by up to 30 percent, plus get a \$150 instant rebate.
- Replacement of existing equipment with ENERGY STAR®-qualified models.

Central A/C	Up to a \$200 rebate per system
Air Source Heat Pump	Up to a \$250 rebate per system
Mini-split (Ductless) Heat Pump	Up to a \$500 rebate per system
Window A/C	\$50 rebate
Refrigerator	\$50 rebate
Heat Pump Water Heater	\$400 rebate
In-Ground Pool Pump	\$300 rebate
Attic Insulation	Up to \$.45 per sq. ft.
Air Infiltration	Average \$250 per home for 650 CFM50 reduction
Duct Sealing	Average \$400 per home for 200 CFM25 reduction
Dehumidifier	\$25 rebate
Smart Thermostat	Up to \$100 rebate
Duct Efficiency	Average \$350 per home

WHY CHOOSE ENERGY SMART?

Savings - Earn valuable cash rebates for saving energy.

Choices - Incentives are available for a wide range of energy-efficiency improvements in your home, apartment or business.

Ease - Work directly with a participating contractor who provides instant rebates on qualifying measures.

Quality - Energy Smart approves contractors and works with them closely to ensure the highest-quality work.

Energy Smart reduces the up-front cost of improving your home. Depending on the projects you choose, Energy Smart can offer you over \$5,000 toward your home energy improvements, which could save you 20 percent or more on your annual utility bill.

WHERE DO I START?

1. Call **504-229-6868** or visit energysmartnola.com to review the offerings and decide what's right for you.
2. Contact Energy Smart to schedule a free home energy assessment.
3. Implement energy-efficiency improvements.
4. Receive Energy Smart rebates.
5. Start saving energy and money.

Energy Smart
A New Orleans Program

Entergy

Spanish

Es el momento de poner toda su energía en **ahorrar dinero.**

¿Listo para obtener Energy Smart?

Visite energysmartnola.com, llame al **504-229-6868** o envíe un correo electrónico a info@energysmartnola.com para obtener más información.



Energy Smart es un programa integral de eficiencia energética desarrollado por el Consejo de la Ciudad de Nueva Orleans y administrado por Entergy New Orleans, una división de Entergy Services, LLC. Todos los derechos reservados.



Obtenga Energy Smart y ahorre

¿QUÉ ES ENERGY SMART?

Energy Smart le ayuda a reducir sus facturas de electricidad de Entergy New Orleans. La oferta utiliza un enfoque integral de toda la casa para mejorar la eficiencia energética y la comodidad a través de mejoras en el hogar, tales como:

- Evaluaciones energéticas a domicilio con medidas de instalación directa (LEDs, aireadores de grifo, cabezales de ducha de bajo flujo, etc.).
- Ajuste del aire acondicionado para mejorar el rendimiento de enfriamiento y la eficiencia de su unidad de aire acondicionado hasta en un 30 por ciento, además de obtener un reembolso instantáneo de \$150.
- Reemplazo de los equipos existentes por equipos con calificación ENERGY STAR®.

A/C central	Un reembolso de hasta \$200 por sistema
Bomba de calor de fuente de aire	Un reembolso de hasta \$250 por sistema
Bomba de calor mini split (sin ductos)	Un reembolso de hasta de \$500 por sistema
A/C de ventana	Reembolso de \$50
Refrigerador	Reembolso de \$50
Calentador de agua con bomba de calor	Reembolso de \$400
Bomba para piscina construida en el suelo	Reembolso de \$300
Aislamiento del ático	Hasta \$.45 por pie cuadrado
Infiltración de aire	Promedio de \$250 por vivienda para una reducción de 650 CFM50
Sellado de conductos	Promedio de \$400 por vivienda para una reducción de 200 CFM50
Deshumidificador	Reembolso de \$25
Termostato inteligente	Reembolso de hasta \$100
Eficiencia del sistema de ductos	Promedio de \$350 por hogar



¿POR QUÉ ELEGIR ENERGY SMART?

Ahorros - Gane valiosos descuentos en efectivo por ahorrar energía.

Opciones - Los incentivos están disponibles para una amplia gama de mejoras de eficiencia energética en su casa, apartamento o negocio.

Facilidad - Trabajo directamente con un contratista participante que ofrezca descuentos instantáneos en medidas elegibles.

Calidad - Energy Smart aprueba a los contratistas y trabaja estrechamente con ellos para garantizar un trabajo de la más alta calidad.

Energy Smart reduce el costo inicial de realizar mejoras en su hogar. Dependiendo de los proyectos que elija, Energy Smart puede ofrecerle más de \$5,000 para las mejoras energéticas de su hogar, lo que podría ahorrarle un 20 por ciento o más en su factura anual de energía eléctrica.

¿POR DÓNDE EMPIEZO?

1. Llame al **504-229-6868** o visite energysmartnola.com para revisar las ofertas y decidir lo que es más conveniente para usted.
2. Póngase en contacto con Energy Smart para programar una evaluación de energía gratuita en su hogar.
3. Implemente mejoras de eficiencia energética.
4. Reciba reembolsos de Energy Smart.
5. Empiece a ahorrar dinero y energía.

Vietnamese

Đã đến lúc sử dụng năng lượng của bạn để tiết kiệm tiền.

Quý vị sẵn sàng sử dụng Energy Smart chưa?

Tới trang mạng energysmartnola.com
 Gọi số **504-229-6868**
 Email info@energysmartnola.com



Energy Smart là một chương trình tiết kiệm năng lượng toàn
 HỒ ĐÔNG THÀNH PHỐ New Orleans thiết lập và do công ty Energy New Orleans, L.L.C.
 Entergy Services, L.L.C. Bảo Lưu Mọi Quyền

ENERGY SMART LÀ GÌ?

Energy Smart giúp quý vị giảm chi phí điện nước Entergy New Orleans của quý vị. Chương trình sử dụng một phương pháp toàn diện cho toàn bộ căn nhà nhằm tăng hiệu quả sử dụng năng lượng và mức độ tiện dụng thông qua các cải tiến gia cư, chẳng hạn như:

- Đánh giá mức độ sử dụng năng lượng của căn nhà với những thay đổi trực tiếp (đèn LED, vòi nước, máy thông gió, đầu vòi sen dòng chảy chậm v.v...)
- Chính lại hệ thống máy lạnh để tăng hiệu quả làm lạnh và làm cho nó hoạt động tốt hơn đến 30 phần trăm, ngoài ra còn được giảm giá \$150 ngay.
- Thay thế thiết bị hiện tại bằng các thiết bị đủ tiêu chuẩn ENERGY STAR®:

Hệ thống điều hòa không khí trung tâm	Hoàn tiền trở lại tới \$200 cho mỗi hệ thống
Máy Bơm Nhiệt Nguồn Khí	Hoàn tiền trở lại tới \$200 cho mỗi hệ thống
Máy Bơm Nhiệt Không Ống Dẫn	Hoàn tiền trở lại tới \$500 cho mỗi hệ thống
Máy điều hoà không khí gắn trên cửa sổ	Hoàn tiền trở lại tới \$50
Tủ lạnh	Hoàn tiền trở lại tới \$50
Máy Dun Nước Nóng Bằng Bơm Nhiệt	Hoàn tiền trở lại tới \$400
Máy Bơm Hồ Bơi	Hoàn tiền trở lại tới \$300
Cách Nhiệt Trần Tầng Áp Mái	Tối thiểu là \$40 một feet vuông.
Lọc Khí	Trung bình \$250 mỗi nhà nếu giảm 650 CFM50
Bít Kín Đường Ống	Trung bình \$250 mỗi nhà nếu giảm 200 CFM25
Máy khử độ ẩm	Khuyến mãi hoàn trả \$25
Nhiệt biểu kế thông minh	Khuyến mãi hoàn trả tới tối đa \$100
Tiết kiệm năng lượng cho đường ống dẫn	Trung bình \$350 một căn nhà

TẠI SAO NÊN CHỌN ENERGY SMART?

Nhiều khoản tiết kiệm – Hướng các khoản khuyến mãi hoàn tiền mặt quý giá khi tiết kiệm năng lượng.

Nhiều lựa chọn – Có các khoản thưởng ưu đãi cho nhiều công trình tiết kiệm năng lượng khác nhau trong nhà, khu nhà vườn, hoặc cơ sở thương mại của quý vị.

Tiện lợi – Làm việc thẳng với một nhà thầu mà đang tham gia với các hoàn tiền. Những cách thức tiết kiệm năng lượng đủ điều kiện thì họ sẽ lập tức cho ngay.

Chất lượng – Energy Smart xác nhận các nhà thầu và làm việc với họ chặt chẽ để bảo đảm chất lượng công trình tốt nhất.

Chương trình Energy Smart giúp giảm chi phí ứng trước để cải tiến căn nhà của quý vị. Tuy thuộc dự án quý vị lựa chọn, Energy Smart có thể dành cho quý vị hơn \$5,000 để trang trải các khoản chi phí cải tiến tiết kiệm năng lượng cho nhà, qua đó có thể giúp quý vị tiết kiệm được ít nhất 20 phần trăm hoặc là hơn trên hóa đơn dịch vụ điện nước hàng năm.

TÔI CÓ THỂ BẮT ĐẦU THẾ NÀO?

1. Gọi **504-229-6868** hoặc lên mạng website energysmartnola.com để xem các khuyến mãi của chương trình và có lựa chọn phù hợp với quý vị.
2. Liên lạc với Energy Smart để sắp xếp một buổi hẹn miễn phí.
3. Thực hiện các cải tiến để tiết kiệm năng lượng.
4. Nhận các hoàn tiền của Energy Smart.
5. Bắt đầu tiết kiệm năng lượng và chi phí.



Program Offering Handout



Home Performance with ENERGY STAR®

Through the Home Performance with ENERGY STAR offering, you'll receive a **free** Home Energy Assessment with recommendations for ways to improve your home's energy efficiency. Rather than focusing on a single problem (like an old heater or cooling system, insufficient insulation or leaky windows), the Home Performance with ENERGY STAR offering helps you improve your home's whole system. **Free** installation of energy-saving upgrades* in your home may include:



LED Light Bulbs**

- LEDs can only replace incandescent or halogen light bulbs.
- Lighting cannot be replaced in rarely used spaces such as an attic or closet.
- Bulbs will not be replaced if in a location that may be a safety hazard.



Smart Thermostats

- Usually a follow-up measure installed at a later date.



Smart Power Strips



Low-Flow Showerheads

- Electric water-heated areas only.
- Handheld showerheads cannot be replaced.



Hot Water Pipe Insulation

- Electric water-heated areas only.
- Limit of 10 ft. of pipe insulation at the heater source only.



Low-Flow Bathroom Aerators

- Electric water-heated areas only.
- Specialty faucet types cannot be replaced.



Low-Flow Kitchen Aerators

- Electric water-heated areas only.
- Specialty faucet types cannot be replaced.

*Actual products installed may differ from the images shown. Measures are determined based on the environment, overall efficiency and product availability. Products may not be installed in each unit, depending on utility eligibility and existing baselines.

**Number of LED bulbs installed is dependent on availability.

For more information about this and other energy efficiency offerings, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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About the Assessment

Energy Smart offers home energy assessments and instant rebates to residential Entergy New Orleans electric customers who are looking to invest in energy improvements in their homes. With the help of a participating trade ally, if you make home improvements to upgrade your equipment and reduce your energy bills, you'll also be helping to protect the environment. Energy Smart approves trade allies and works with them closely to ensure the highest quality work.

- If you are a renter, it is necessary to have the owner of the property sign an approval form.
- Service must be performed between April 1, 2017, and Dec. 31, 2020.
- The application must be submitted within 45 days of the service being provided.
- We may ask for you to fill out a questionnaire to provide feedback regarding satisfaction with your experience.





Energy Smart Step-By-Step Guide More Opportunities to Save

Energy Smart Online Marketplace

As an Entergy New Orleans customer, you're eligible to receive instant discounts on energy-saving products that we'll ship right to your door. In addition to products, the Energy Smart Online Marketplace has educational blog posts on more ways to save. Shop and start saving today at shop.energysmartnola.com.

Service Rebates

(Work must be completed by a participating trade ally, except for lighting discounts.)

In-Store Lighting Discounts

- Visit energysmartnola.com for a list of participating retailers.

Central A/C Replacement

- Up to \$500 Mail-In Rebate per unit.

Attic Insulation

- Up to \$.45 per square foot.

Central A/C Duct Sealing

- Up to \$1.50 per CFM50 reduction.

Home Air Sealing

- Up to \$.40 per CFM50 reduction.

Central A/C Tune-Up

- Up to \$150 per unit.
- All Entergy New Orleans residential customers are eligible.
- System must be at least one year old.
- The unit must be in working order at the time of the tune-up.
- Rebates do not cover adding new refrigerant, or repairing or replacing any mechanical parts.
- The same A/C system is eligible for a second rebate only after two years have elapsed.

Purchase Rebates

ENERGY STAR Window A/C Units

- \$50 Mail-In Rebate.

ENERGY STAR Refrigerators

- \$50 Mail-In Rebate.

ENERGY STAR Pool Pumps

- \$300 Mail-In Rebate.

ENERGY STAR Heat Pump Water Heaters

- \$400 Mail-In Rebate.

ENERGY STAR Dehumidifiers

- \$25 Mail-In Rebate.

ENERGY STAR Water Coolers

- Up to \$50 Mail-In Rebate.

ENERGY STAR Smart Thermostats

- Up to \$100 Mail-In Rebate.

Please allow up to 4-6 weeks from the date all required information is received to process your rebate. Must allow the program team to perform on-site inspections of the appliances installed or work performed. A rebate check will be mailed to the purchaser listed on the rebate forms. Email address will only be used to notify you of your rebate status. Visit energysmartnola.com for more information and to learn more about program rebates.

To find a participating trade ally to work with you on your weatherization projects or a retailer where you can purchase products eligible for a rebate, call **504-229-6868** or visit energysmartnola.com.

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Customer Authorization Form

Energy Smart Customer Authorization Form

Please print clearly

Customer Name: _____

Property Address: _____

Telephone: _____

Alternate Telephone: _____

Email Address: _____

I am the Owner or Tenant residing at the above described Property. *PLEASE NOTE: If you are a Tenant, it is necessary to have the Owner of the Property sign this authorization form.*

By signing this Authorization, I give permission to Franklin Energy Services, LLC and Enertouch, Inc. d/b/a Franklin Energy Demand Response ("Franklin Energy"), an independent contractor of Entergy New Orleans, LLC, to enter noted Property to perform a Home Energy Assessment and Improvements Evaluation (the "Evaluation"). Based upon observations made during the Evaluation, Franklin Energy may conduct and/or install any, all or none of the following energy-saving home improvements (hereinafter, the "Work"):

- LED light bulbs (may include decorative bulbs).
- Smart thermostat.
- General air sealing.
- Duct sealing (minor repairs).
- Low-flow shower head.
- Faucet aerators.
- Water heater pipe insulation (electric only).
- Vinyl weather stripping around doors.
- Blower door test.
- Attic insulation (blown-in).

Combustion Test

Carbon Monoxide Level: _____ PASS FAIL

Note: Before beginning work during all in-home appointments, a carbon monoxide combustion test will be performed for the safety of the homeowner and contractor. In the event of a failing carbon monoxide combustion test, the Evaluation and, if started, the Work will be terminated immediately and all present in the home will be advised to leave the premises and call for immediate assistance.

Customer Consent

I understand that the specific items to be installed from the above list will be set forth in a Home Energy Audit and Improvements Report (the "Report"), and I hereby authorize Franklin Energy to install, free of charge to me, the selected energy-saving home improvements, as recommended in the Report. I understand that if I have any questions about the Work or the Report, I may call **504-229-6868** or visit **energysmartnola.com** for more information.

In consideration of Evaluation and any Work provided without charge to me, I agree to indemnify, hold harmless, release and waive any and all actions or speculative damages arising from the Evaluation or the Work whether in contract, tort or other legal theory, and further agree that Entergy Corporation or any of its subsidiaries, including Entergy New Orleans, LLC, and Franklin Energy and its affiliates, will not be liable for losses or indirect, special, punitive, consequential, incidental or speculative damages resulting from or arising from Owner/Tenant participation in the Evaluation or Work.

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

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Energy Smart Customer Authorization Form

I understand that the installation of attic insulation may occur up to ninety (90) business days following the date of the assessment. To the extent applicable, the Owner/Tenant agrees to clear the attic and/or areas where installation will occur and in a manner that allows for such installation and for the contractor to access the attic, sites of installation and other areas of the Property necessary for installation. If necessary access is not provided within the specified time period, attic insulation will not be installed.

I understand that actual energy savings may differ from those estimated on the Report due to variations in individual energy-use habits, home characteristics and any applied energy-efficient measure. If I have been referred to the Home Energy Assessment and Improvements Program via a Social Service Agency (SSA), I understand that information based on my participation in this Program may be shared with SSA, and I consent to Entergy Corporation Entergy New Orleans, LLC or Franklin Energy disclosing such information to the SSA. As a participant in the Program, I consent to the disclosure of pertinent customer information, type of cooling system at the home and other information necessary to implement and monitor the Program to Entergy New Orleans, LLC; Franklin Energy; and their agents, contractors, and measurement and verification vendors as applicable.

I have reviewed the income guidelines and, to the best of my knowledge, I represent that my total household income is at or below the qualifying income levels based on the number of income-earning residents living in this home. I understand this information is being used only to verify eligibility for the Program and neither Entergy New Orleans, LLC, nor Franklin Energy will record or store the income information contained therein.

Authorized Signature: _____

Printed Name: _____

Date: _____

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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063-0021-10-00



Broken Item Leave Behind

Multifamily Solutions



Please be careful as you enter.



Multifamily Solutions



Resident of Unit _____:

As part of our program, we installed energy-saving products in your home on behalf of the Multifamily Solutions offering.



Unfortunately, during the installation process, we accidentally broke a _____ (which belonged to either Energy Smart or the building's management company) in your _____.

Although we have cleaned up the broken pieces, thoroughly vacuumed and mopped the surrounding area, please proceed with caution in the upcoming days to ensure your safety. If you have any questions, please call us anytime at _____.

On behalf of the entire program team, we sincerely apologize for this inconvenience. We appreciate your understanding and participation in the Energy Smart program.

Sincerely,

Energy Smart Program Team

Energy Advisor Name: _____
(please print)

Witness Name: _____
(please print)

Date: ____ / ____ / ____

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HPwES Completion Survey

Certificate of Completion

Home Performance with ENERGY STAR®

This property has successfully made energy efficiency improvements that meet the standards of the **Energy Smart Home Performance with ENERGY STAR Program.**

Home Performance Solutions:

- Air sealing.
- Duct sealing.
- Attic insulation.
- Energy-efficient light bulbs.
- Smart power strips.
- Low-flow showerheads.
- Faucet aerators.
- Smart thermostat(s).

Location:

Date Completed:



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Labels

Energy Efficiency Kit Label



Energy Smart
Energy Efficiency Kit

Install today to save today.

EnergySmart 
A New Orleans Program

 *Entergy*

Four Pack Bulb Label



Energy Smart LED Bulb Kit

Install today to start saving.



energysmartnola.com • 504-229-6868

Single Bulb Label

Energy Smart LED Light Bulb



energysmartnola.com

504-229-6868

50% LEDs Promotion: Home Page Banner



(JPG version)

Radio Banner Ad

Entergy New Orleans
Sponsored · 🌐

Celebrate 4th of July with dimmable LEDs for as low as \$0.13.

Independence Day Sale:
Take 50% Off
Dimmable LED bulbs.

SHOP.ENERGYSMARTNOLA.COM/
Get 50% Off Dimmable LEDs
Offer valid July 2-8, 2020. Limits apply.

Get Offer

Like Comment Share

Assets

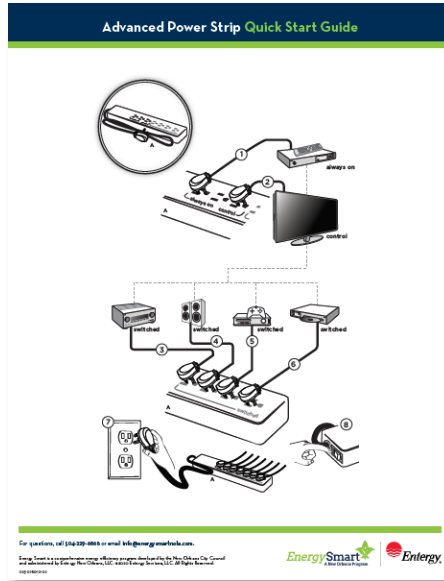
Get started: Visit energysmartnola.com or call (504) 229-6868

Energy Smart
A New Orleans Program

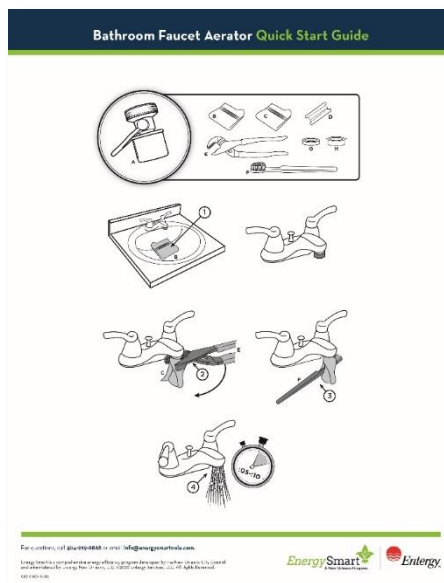
Entergy

Product Instruction Pages

Advanced Power Strip



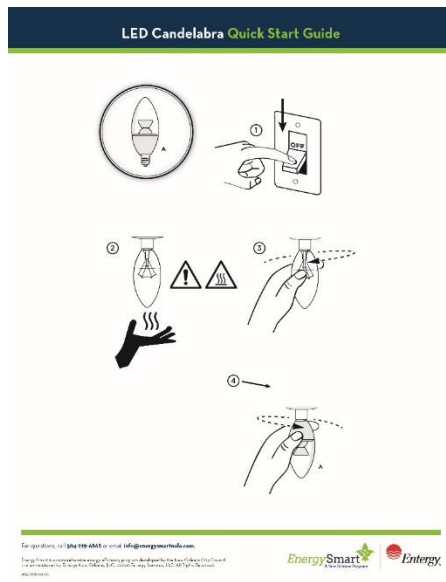
Bathroom Faucet Aerator



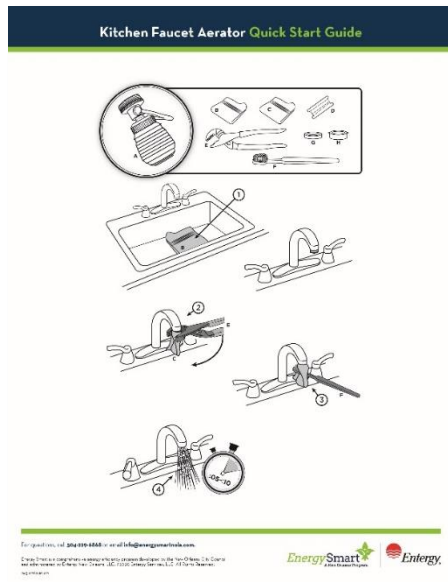
LED BR30



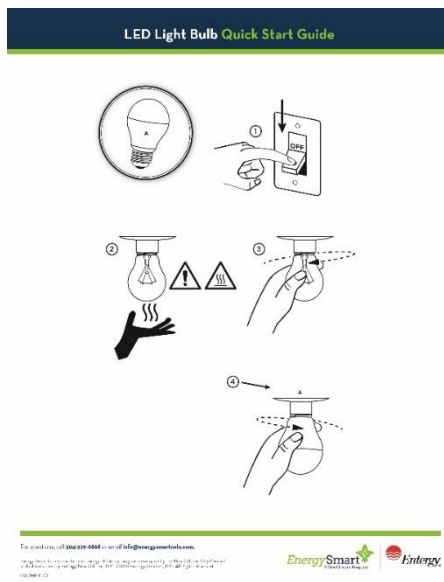
LED Candelabra



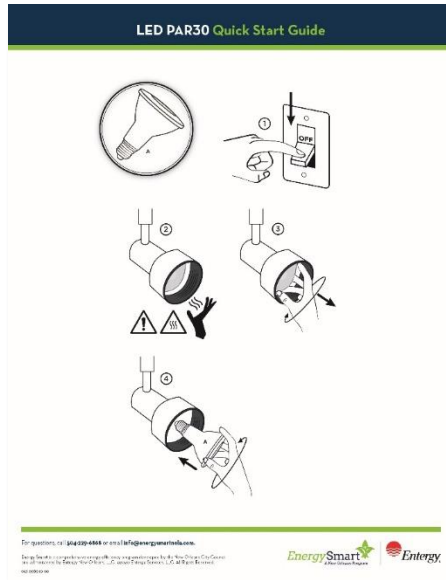
Kitchen Faucet Aerator



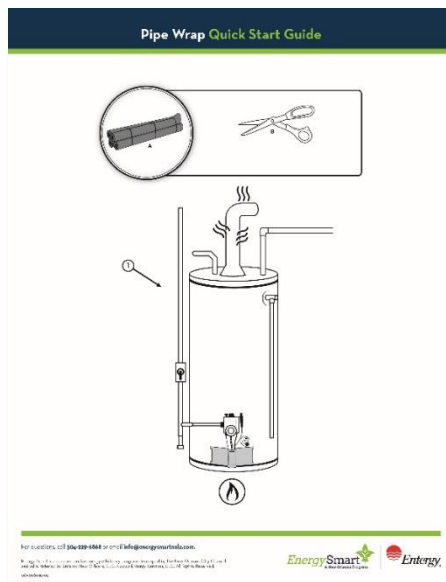
LED Light Bulb



LED PAR30



Pipe Wrap



Easy Cool Switch Letter and Envelope

Letter



- 3) If you'd like to purchase a new smart thermostat, you can do so from any retailer and get up to a \$100 rebate, or you can buy one from the Energy Smart Online Marketplace at energysmartnola.com. View the attached list of qualifying smart thermostats. Once enroll your thermostat in EasyCool at enrollmythermostat.com/enteryno.
- 4) If you'd like to have a new smart thermostat installed by a heating and cooling contractor approved Energy Smart trade ally at energysmartnola.com/search-companies. Once enroll your thermostat in EasyCool at enrollmythermostat.com/enteryno. To further your cooling and savings, consider also signing up for an A/C tune-up.
- 5) If you'd like to keep your switch, no further action is needed. You will still receive your incentive each year you participate.

About EasyCool Events

- During this year's cycling season, we may call an "event," which means the switch to cycle system or your smart thermostat will be activated.
- Adjustment events will only affect the temperature by a few degrees, with minimal impact. You can easily opt out of an event at any time, for any reason. Your participation is voluntary.
- If an event is called and you have an **EasyCool switch**, your air conditioner compressor at 50 percent of its normal run time, while allowing the fan to continue to run and circulate cooled air.
- If an event is called and you have an **EasyCool-enabled smart thermostat**, your smart thermostat will be adjusted by a few degrees.
- These events are limited to weekdays (no weekends or holidays) during times when electricity is at its highest - typically for 2-4 hours between noon and 8 p.m.
- Event notifications are posted on the Energy Smart EasyCool website.

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

Sincerely,
Your Energy Smart EasyCool Team

P.S. Don't forget to tell your family and friends about saving \$40 every year with EasyCool. For information, visit energysmartnola.com or call us at **504-229-6868**.



504-229-6868
energysmartnola.com
info@energysmartnola.com

July 2020

<Addressee's Name >

<Street Mailing Address>

<City>, <State> <Postal Code>

Dear <Addressee's Name>:

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

Smart Thermostat Upgrade

As an existing EasyCool participant, we wanted you to be the first to know that you can upgrade your current A/C cycling switch to a smart thermostat. Energy Smart has many smart thermostat options, including a **free Sensi that can be installed for free by the Energy Smart team**. Check out the attached list of other qualifying smart thermostats that can be installed by you or a program trade ally. It's easy to pick your own thermostat and start saving.

Currently, your EasyCool switch cycles your air conditioner on and off during high-demand events. By upgrading to a smart thermostat, Energy Smart will instead adjust your thermostat set point a few degrees during high-demand events. It's that easy.

With an EasyCool smart thermostat, you will still receive your **annual \$40 incentive** for each year you participate - plus a **one-time \$25 incentive** just for making the upgrade. Additionally, a smart thermostat will give you more control over the comfort of your home and potential energy savings year-round. If you'd like to upgrade to a smart thermostat, simply call **504-229-6868** to discuss your options.

Check out your options:

- 1) If you already own a smart thermostat, enroll now at enrollmythermostat.com/enteryno.
- 2) If you'd like to take advantage of the free Sensi offer, simply call **504-229-6868** to schedule your appointment. At the scheduled time, an Energy Smart technician will remove your switch, install your new Sensi smart thermostat and help you enroll your new thermostat.

062 0005 10 00

Envelope



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



**Energy Smart EasyCool Offering.
It's Easier Than Ever To Save.**

See inside for participation details.



Customers in Arrears Postcard and Email

Email

We know times are hard right now. We can help you save energy and money.

Dear %%DataValue1%%,

Energy Smart wants to help by showing you how you can take control of your energy costs. Here are just a few of the offerings that are available to you:

A/C Tune-Up

- Get an instant rebate of up to **\$150**.
- Optimize your cooling system and save money.

In-Person Energy Advisor Visit

- A specially-trained technician will follow all CDC protocols and PPE guidelines.
- Visit lasts 90 minutes and includes free installation of energy-efficient products.

Virtual Home Energy Assessment

- Your assessment will be conducted via a smartphone or tablet.
- An Energy Advisor provides suggested upgrades and mails energy-efficient products to your home for you to install.


EasyCool

- Earn cash incentives for reducing energy use during peak demand periods.
- Get up to **\$65** after your first year with EasyCool.

Ready to get Energy Smart?

Visit energysmartnola.com. Call 504-229-6868.

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




Complete and return this card to participate in EasyCool, receive an A/C Tune-Up or to request your free Home Performance with ENERGY STAR Assessment.

Name: _____

Phone: _____ Email: _____

Entergy Account #: _____


- Address -
-City-, -State -Zip-



Address Line 1
Address Line 2

INDECIA
HERE

-Attn to-
-Property Name-
-Address-
-City-, -State -Zip-



We know times are hard right now. We can help you save energy and money.

003-0076-10-00 ENTERGY We're Here to Help Postcard v013.indd 1 9/3/20 8:48 AM



Start reducing your energy usage.



COVID-19 created financial hardships for so many New Orleanians. Energy Smart wants to help by showing you how you can take control of your energy costs. Here are just a few of the offerings that are available to you:

A/C Tune-Up

- Get an instant rebate of up to \$150.
- Optimize your cooling system and save money.

In-Person or Virtual Home Performance with ENERGY STAR® Assessment

- A specially-trained technician will assess your home for energy-saving opportunities.
- Receive free energy-efficient products for your home for you to install.

EasyCool

- Earn cash incentives for reducing your energy use during peak demand periods.
- Get up to \$65 in your first year of participating.

Ready to get Energy Smart?



Visit energysmartnola.com.

or



Complete the attached business reply card.

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



NEW ORLEANS LA 70123-9905
524 ELMWOOD PARK BLVD, #140
ENERGY SMART PROGRAM

POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 278001 NEW ORLEANS, LA



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES




083-0076-10-00 ENTERGY We're Here to Help Postcard_v013.indd 2


9/2/20 8:18 AM

Home Comfort Digital Campaign

Email




Upgrade to an ENERGY STAR Smart Thermostat
Smart thermostats offer a new level of heating and cooling control. You can receive a \$100 Energy Smart rebate when you purchase a



Switch to an ENERGY STAR Heat Pump Water Heater
The hot water heater is one of the home's largest energy users. Upgrade to an ENERGY STAR Heat Pump Water Heater and receive a \$400 rebate.


[Learn More ▶](#)



There's No Place Like HOME


Make Your Home More Comfortable – and Receive Energy Smart Rebates

Now that we're all spending more time at home, making it comfortable and efficient is more important than ever. **Energy Smart** makes it easy with a wide range of rebates when you make efficient upgrades. Here are just a handful of ways we can help you use less energy, lower your energy bill, address hot or cold spots, and better enjoy your home.



Sign Up for Home Performance with ENERGY STAR®
This program begins with a free in-person or virtual energy assessment and takes a whole-home approach to improving efficiency and comfort.


[Learn More ▶](#)



Keep Cool with A/C Solutions
An efficient air conditioner can increase comfort and lower your bill. Learn how you can earn an instant rebate when you tune-up your existing A/C or upgrade to a qualifying system.

[Learn More ▶](#)

are just the beginning.
energy and earn rebates with **Energy Smart**.


Call 504-229-6866.

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Display Ads



BRING HOME THE REBATES.
Earn cash back and lower your bill.

[LEARN MORE ▶](#)

EnergySmart
A New Orleans Program

 **Entergy.**



BRING HOME THE REBATES.
Earn cash back and lower your bill.

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BRING HOME THE REBATES.
Earn cash back and lower your bill.

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Facebook Ads

Campaign 1 Ad

The image shows a Facebook advertisement for the Energy Smart program in New Orleans. At the top left is the Energy New Orleans logo with a 'Like Page' button. The text reads: 'Spending more time at home doesn't have to mean increased energy bills. Energy Smart is here to help you save money and reduce energy usage.' The main visual is a woman in a blue top holding a stack of papers, with a dark blue background on the right containing the text 'Increase Comfort at Home and EARN CASH'. Below the image is the headline 'Get Energy Smart, and Start Saving' and a sub-headline 'Energy New Orleans residential customers only. Restrictions apply.' A 'Learn More' button and the URL 'ENERGYSMARTNOLA.COM' are also present. At the bottom, engagement metrics show 20 likes, 562 comments, and 311 shares, along with 'Like', 'Comment', and 'Share' interaction options.

Energy New Orleans
Sponsored Like Page

Spending more time at home doesn't have to mean increased energy bills. Energy Smart is here to help you save money and reduce energy usage.

Increase Comfort at Home and EARN CASH



Get Energy Smart, and Start Saving
Energy New Orleans residential customers only. Restrictions apply.

ENERGYSMARTNOLA.COM Learn More

20 562 Comments 311 Shares

Like Comment Share

HPwES Survey Email



Hi Energy Smart Customer,



Thank you for participating in the Income-Qualified Weatherization offering. Energy Smart would like your feedback regarding your installation and customer service experience. Simply [click here](#) or on the button below to complete a brief survey.

[Complete the survey](#)

Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Sincerely,
Nate Wolf
Program Manager

Income Qualified Weatherization Survey Email



Hi Energy Smart Customer,


Thank you for participating in the Home Performance with ENERGY STAR® offering. Energy Smart would like your feedback regarding your installation and customer service experience. Simply [click here](#) or on the button below to complete a brief survey.

[Complete the survey](#)

Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Sincerely,
Nate Wolf
Program Manager


CEP Carousel



Central Air Conditioner Rebates

Earn cash rebates up to \$500 when purchasing a new energy-efficient air conditioner.


[Learn More](#)



Central Air Conditioner Rebates

Earn cash rebates up to \$500 when purchasing a new energy-efficient air conditioner.


[Learn More](#)



Home Performance with ENERGY STAR®

Choose an in-person or virtual home energy assessment and you'll also receive free energy-efficient products, including LED light bulbs and smart power strips.


[Learn More](#)



Home Performance with ENERGY STAR®

Choose an in-person or virtual home energy assessment and you'll also receive free energy-efficient products, including LED light bulbs and smart power strips.


[Learn More](#)



Home Performance with ENERGY STAR®

Choose an in-person or virtual home energy assessment and you'll also receive free energy-efficient products, including LED light bulbs and smart power strips.


[Learn More](#)



EasyCool

Earn cash incentives for helping to reduce energy use during periods of high electricity usage. Get \$25 for enrolling, plus \$40 for each year you participate.


[Learn More](#)



EasyCool

Get cash incentives for helping to reduce energy use during short periods of high electricity usage. First-time enrollees can collect up to \$65, plus \$40 each additional year they participate.

[Learn More](#)



A/C Solutions

Keep your home cool, comfortable and energy efficient with an A/C Tune-up, central A/C rebates and smart thermostats.

[Learn More](#)

Energy Efficiency Month Email



Schedule Your Appointment
TODAY

Bring Savings Home During National Energy Awareness Month

October is **National Energy Awareness Month**. That's why we're making you **aware** that all of our Energy Smart programs are now open, giving you access to a variety of energy-saving benefits.



Schedule a no-cost
assessment

Home Performance with ENERGY STAR®

- Manage your home comfort and energy costs with a comprehensive whole-house assessment.
- Assessment is safe, easy and provided at no out-of-pocket cost.
- A virtual assessment option is available.
- The assessment also includes LED light bulbs, a smart thermostat, water aerators, power strips and pipe insulation.
- You can qualify for discounts and rebates on additional services such as duct sealing, A/C tune-ups and A/C replacements.

A/C Tune-up

- Optimize your cooling and savings.
- Receive an instant rebate of up to \$150.
- Improve the cooling output and efficiency of your A/C unit by up to 30 percent.
- Your A/C unit will be more dependable and last longer.
- Get a lower monthly energy bill, a cooler indoor environment, better humidity control and instant savings toward the cost of the tune-up.



Learn how you can get an
Energy Smart A/C Tune-up

Save Energy

To schedule an assessment or a tune-up—and learn more about Energy Smart and the other energy-saving opportunities—visit energysmartnola.com or call 504-229-6868.

For more information about these and other Energy Smart offerings:



Visit
energysmartnola.com




Call 504-229-6868



Email
info@energysmartnola.com

Energy Efficiency Kit Survey Email



Hi Energy Smart Customer,

Thank you for ordering an Energy Efficiency Kit from Energy Smart. We would like your feedback regarding your experience receiving and installing your Energy Efficiency Kit with ENERGY STAR® certified products. Simply [click here](#) or on the button below to complete a brief survey.

[Complete the survey](#)

Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Sincerely,
Nate Wolf
Program Manager

EasyCool Customer Survey Email



Thank you for your participation in EasyCool.

Thanks for your participation in the Energy Smart EasyCool offering, which makes an important contribution to reducing energy demand, benefiting the environment and keeping electric costs more affordable. Thank you for helping to use energy wisely.

You're invited to take a brief customer satisfaction survey.

- Less than 5 minutes to complete.
- Your input helps us improve our offerings and services.

[Take our survey ►](#)

For any questions, please call **504-229-6868** or [email](#) us.

Thank you again for participating in the Energy Smart EasyCool offering.

A/C Tune-up Survey Email



Hi Energy Smart Customer,

Thank you for participating in the A/C Tune-up offering. Energy Smart would like your feedback regarding your installation and customer service experience. Simply [click here](#) or on the button below to complete a brief survey.

[Complete the survey](#)

Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Sincerely,

Nate Wolf

Program Manager

Q3 Commercial and Industrial Marketing Collateral

Trade Ally Bonus Announcement Email – Sent 5/15/2020

Ellerd, Dawn

From: dawn.ellerd@aptim.com
Sent: Tuesday, July 21, 2020 5:59 PM
To: Ellerd, Dawn
Subject: Mailchimp Template Test - "Trade Ally Bonus Announcement"



Trade Ally Bonus



Dear Energy Smart Trade Allies,

The Energy Smart Team is excited to announce the launch of the **Prescriptive Trade Ally Bonus**. This bonus is designed to ease the transition from a custom-based application process to a prescriptive-based approach.

Trade Allies who submit projects containing prescriptive measures will **receive** a bonus based on **25% of the uncapped prescriptive incentives** for that

1

The Trade Ally Bonus will be available until December 31,

For more information about the Prescriptive Trade Ally Bonus, please contact vin.fitzwilliam@aptim.com or by phone at 504-377-

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Prescriptive energy efficiency program developed by the New Orleans City Council
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Our mailing address is:
Energy Smart
900 Camp Street, Suite 364
New Orleans, LA 70130

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

Smart Thermostat Rebate Form

SMALL BUSINESS SMART THERMOSTAT REBATE

Complete the following information and mail to the address listed below with a copy of your dated sales receipt, or email this form and your receipt to commercialapps@energysmartnola.com. Limit **two** rebates per customer account. Complete terms and conditions are included below. A list of qualified products can be found on the back of this form, or visit energysmartnola.com/smart-tstats.



Receive up to a **\$55** rebate on ENERGY STAR® Qualified Smart Thermostats. Rebate amount cannot exceed the actual cost of the thermostat.

Energy Smart Small Business Electric Customer Information

Please fill out completely. All information is required:

Purchaser's Name: _____ Phone Number: _____ Email: _____

Installation Address: _____ City: _____ State: _____ ZIP: _____

Purchaser's Address: _____ City: _____ State: _____ ZIP: _____

Electric Account Number: _____ Building Type: _____

Ownership: Own Rent

Existing Thermostat: Brand: _____ Model: _____

How is the business currently heated and cooled? (Check all that apply):

HEAT: Gas Heated Electrically Heated Heat Pump System Unknown

COOL: Air Conditioned (central or room A/C) No Air Conditioning

Type: Manual Programmable Unknown

Smart thermostat replacement: Brand: _____ Model: _____ Serial Number: _____

Total square footage served by installed thermostat: Square Footage: _____

By signing below, purchaser authorizes Energy Smart to perform on-site inspections as needed to confirm installation. A separate rebate must be filled out for each smart thermostat purchased. A rebate check will be paid to purchaser listed on this form. Email address will only be used to notify you of your rebate status.

Purchaser's Signature: _____ Date: _____

SEND THIS APPLICATION ALONG WITH A COPY OF YOUR DATED SALES RECEIPT TO:

- commercialapps@energysmartnola.com
- Energy Smart
- 900 Camp Street, Suite 364
- New Orleans, LA 70130

All rebate forms must be received within 45 days of the purchase date. All purchased thermostats must be new. Used or rebuilt thermostats are not eligible for a rebate. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2020, or while funds last.



SMART THERMOSTAT REBATE QUALIFYING PRODUCTS LIST

BRAND	MODEL NUMBER
Alarm.com	B36-T10
Alarm.com	ADC-T3000
American Standard	ACONT824AS52DB
American Standard	Gold 824
Braeburn	7320
Braeburn	7205
Braeburn	7300
Braeburn	7305
Bryant	T6-WEM01-A
Carrier	TP-WEM01-A
Côr®	TSTWHA01
Côr®	TSTWRH01
Deriva	IntelliSync
ecobee	EB-STATE4
ecobee	EB-STATE3
ecobee	EB-STATE3LT
ecobee	EB-STATE5-01
ecobee	EB-STATE5C-01
ecobee	EB-STATE5P-01

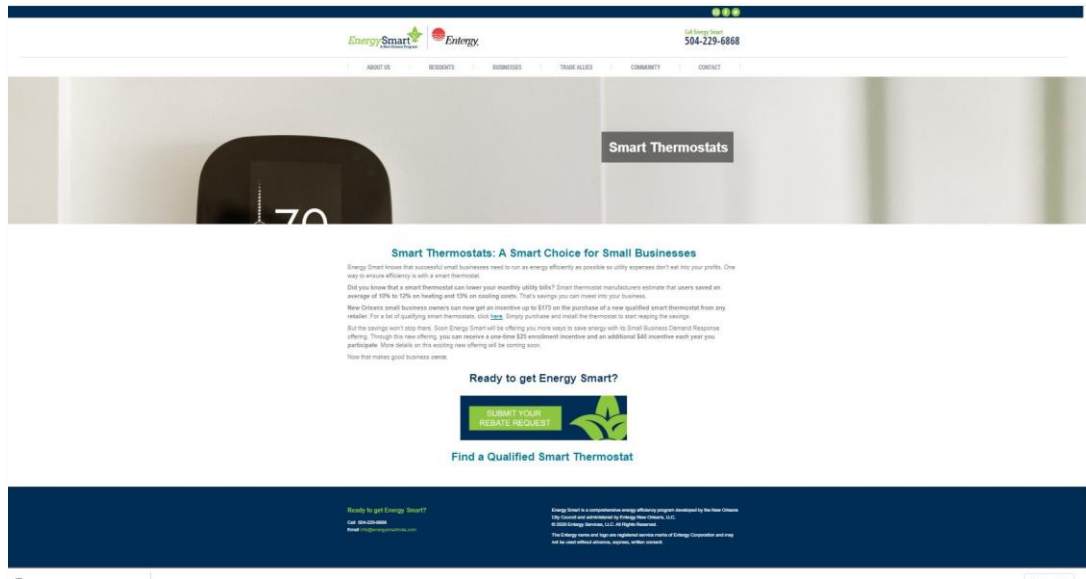
BRAND	MODEL NUMBER
ecobee	EB-STATE5PC-01
ecobee	EB-STATE5PB-01
ecobee	EB-STATE5VP-01
EcoFactor	Simple S100 B
EcoFactor	Simple S100
Emerson	ST55U; ST55
Emerson	ST75U; ST75
Emerson	ST75WU; ST75W
HIVE	SLT4
Honeywell	Lyric
Honeywell	TH6220WF
Honeywell	TCC
LUX	GEO
LUX	KONO
LUX	GEOx
PROSTAT	PRS7325WF
Trane	TCONT824AS52DB
Venstar	T2000
Venstar	T7900

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



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Smart Thermostat Landing Page



Smart Thermostat Google Paid Search – Ran 4/26 – 6/30/2020

Highlight the products and services you offer, and what makes your business unique

Energy Smart for Small Biz | \$55 Rebate on a Smart T-Stat | A Smart Choice for Business

www.energysmartnola.com

Lower your monthly utility bill. Buy a smart thermostat. Start saving with Energy Smart. visit www.energysmartnola.com/smart-tstats

Smart Thermostats | \$55 Rebate from Energy Smart | The Smart Choice for Business

www.energysmartnola.com

Lower your monthly utility bill. Buy a smart thermostat. Start saving with Energy Smart. visit www.energysmartnola.com/smart-tstats

Small Businesses Get a | \$55 Rebate on a Smart T-Stat | It Pays to Be Energy Smart

www.energysmartnola.com

Lower your monthly utility bill. Buy a smart thermostat. Start saving with Energy Smart. visit www.energysmartnola.com/smart-tstats

Smart Thermostat Facebook Ad – Ran 5/11 – 6/30/2020

Entergy New Orleans
Sponsored · 🌐

Get a \$55 incentive when you purchase a new qualified smart thermostat from any retailer. Simply purchase and install to start ...See More

SMART THERMOSTAT
A Smart Choice for Small Business.


 **\$55 Rebate***

*Limit of two (2) thermostat rebates per account.


ENERGYSMARTNOLA.INFO
Smart thermostats. A smart choice for small business. [LEARN MORE](#)


Small Business Solutions Landing Page


EnergySmart  Call Energy Smart 504-229-6868

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

Small Business Solutions

 [Small Business Direct Install](#)

 [Small Business Kits](#)



 [Smart Thermostats](#)

Ready to get Energy Smart?
Call 504-229-6868
Email info@energysmartnola.com


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The Energy Smart and logo are registered service marks of Entergy Corporation and may not be used without advance, written, written consent.

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Small Business Energy Efficiency Kit Landing Page

Call Energy Smart
504-229-6868

[ABOUT US](#) | [RESIDENTS](#) | [BUSINESSES](#) | [TRADE ALLIES](#) | [COMMUNITY](#) | [CONTACT](#)



Small Business Energy Efficiency Kits

Energy Smart understands that small businesses need to be energy efficient to save energy and money. To start you on your journey toward saving energy and money, Energy Smart is offering Entergy New Orleans small business customers a FREE energy efficiency kit. This kit is packed with energy-saving measures such as LED light bulbs, faucet aerators and LED exit signs.


There are three kits to choose from:

- Small Business Kit for Restaurants
- Small Business Kit for Retail
- Small Business Kit for Offices

To receive your FREE Small Business Energy Efficiency kit, click [here](#) to sign up. Your kit will be delivered within three to four weeks of receipt of your order.

But don't stop there. Energy Smart has many other [offerings](#) for small businesses that will help you save more energy and money.

Ready to get Energy Smart?

[SIGN UP HERE](#) 

Ready to get Energy Smart?
Call 504-229-6868
Email info@energysmart.com

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC.
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The Entergy name and logo are registered service marks of Entergy Corporation and may not be used without advance, express, written consent.

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Small Business Energy Efficiency Kit Insert

ENERGY NEW ORLEANS SMALL BUSINESS CUSTOMER



Please enjoy your **FREE energy-saving kit, compliments of the Energy Smart program.** Energy Smart, Entergy New Orleans' energy efficiency program, understands that small businesses need to be energy efficient to save energy and money. The products included in this **FREE** kit can help jump start your energy savings.

But don't stop there. Energy Smart has many other offerings for small businesses that will help you save more energy and money.



SMART THERMOSTAT REBATES

Get a rebate for purchasing a new qualifying smart thermostat and start saving. Smart thermostat manufacturers estimate that **users saved an average of 10% to 12% on heating and 15% on cooling costs.** That's money you can invest into your business.



SMALL BUSINESS DIRECT INSTALL

Our Small Business Direct Install offering provides enhanced incentives for certain prescriptive measures. Work with one of our approved trade ally that can do all the work for you. Find a trade ally at energysmartnola.com/trade-allies.



PRESCRIPTIVE INCENTIVES

Earn prescriptive incentives for common measures such as interior and exterior lighting, lighting controls, HVAC and refrigeration. Visit energysmartnola.com/prescriptive for a complete list of prescriptive measures and incentives.



CUSTOM INCENTIVES

For deeper energy savings, **get incentives for custom upgrades** such as building automation systems, premium efficiency motors, variable frequency drives, compressed air optimization, demand control ventilation and more.

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



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Small Business Kit Google Paid Search Ads – Ran 5/6 – 6/30/2020

Free energy efficiency kits | for small business customers | compliments of Energy Smart.

www.energysmartnola.info

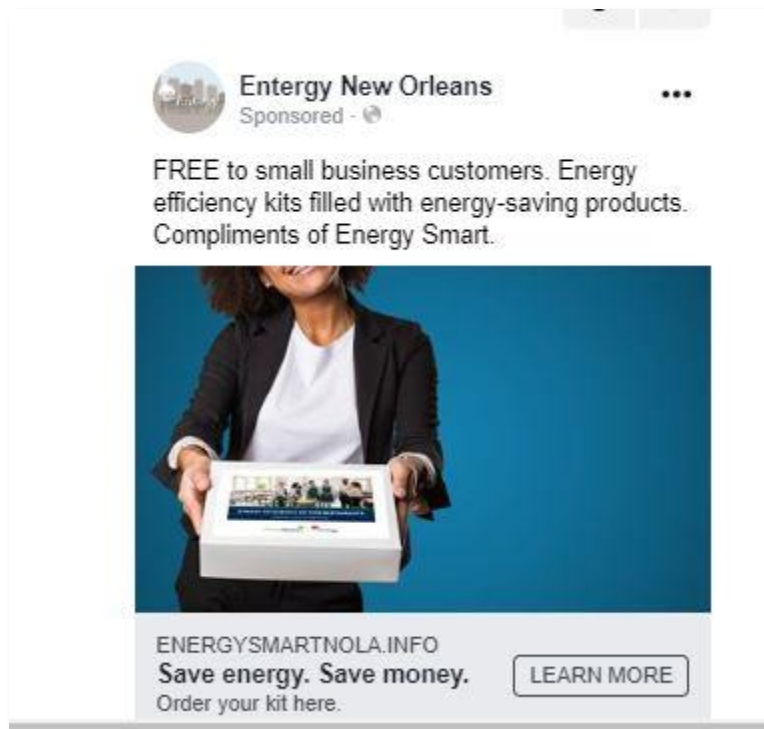
Free energy efficiency small business kits packed with energy-saving measures for restaurants, retail and offices such as LED light bulbs, aerators and LED exit signs.

Save energy. Save money. | Free energy efficiency kits | for small businesses.

www.energysmartnola.info

Free energy efficiency kits packed with energy-saving measures from Energy Smart. Free LED light bulbs, aerators and LED exit signs for restaurants, retail and offices.

Small Business Kit Facebook Post Copy A – Ran 5/11 – 6/30/2020



The image shows a screenshot of a Facebook post from the page 'Energy New Orleans'. The post is sponsored and features a woman in a business suit holding a white box containing energy efficiency kits. The text of the post reads: 'FREE to small business customers. Energy efficiency kits filled with energy-saving products. Compliments of Energy Smart.' Below the image, there is a call to action: 'ENERGYSMARTNOLA.INFO Save energy. Save money. Order your kit here.' and a 'LEARN MORE' button.

Energy New Orleans
Sponsored

FREE to small business customers. Energy efficiency kits filled with energy-saving products. Compliments of Energy Smart.

ENERGYSMARTNOLA.INFO
Save energy. Save money.
Order your kit here.

LEARN MORE

Small Business Kit Facebook Post Copy B – Ran 5/11 – 6/30/2020

Energy New Orleans
Sponsored

Energy New Orleans small business customers. Get a FREE energy efficiency kit packed with energy-saving ... See More

ENERGYSMARTNOLA.INFO
FREE Energy Efficiency Kits

LEARN MORE

New Construction Landing Page

Energy Smart NOLA | Energy

504-225-6888

ABOUT US | SERVICES | RESOURCES | TRAINING | COMMUNITY | CONTACT

New Construction Solutions

The Energy Smart New Construction offering provides incentives for new projects to adopt and implement energy-efficient design and construction that goes beyond the code minimum. In order to qualify, applications must be submitted during the design phase of the new construction project. Annual customer incentives total up to \$10,000 across all projects with customer eligibility.

NEW CONSTRUCTION GUIDELINES & APPLICATION PROCESS

- 1. PRE-DESIGN**
Project owner must submit a pre-design application to the program. This application includes project information, project location, and project description.
- 2. DESIGN**
Project owner must submit a design application to the program. This application includes project information, project location, project description, and a list of energy-efficient design measures.
- 3. CONSTRUCTION**
Project owner must submit a construction application to the program. This application includes project information, project location, project description, and a list of energy-efficient construction measures.
- 4. COMMISSIONING**
Project owner must submit a commissioning application to the program. This application includes project information, project location, project description, and a list of energy-efficient commissioning measures.
- 5. OCCUPANCY**
Project owner must submit an occupancy application to the program. This application includes project information, project location, project description, and a list of energy-efficient occupancy measures.
- 6. POST-OCCUPANCY**
Project owner must submit a post-occupancy application to the program. This application includes project information, project location, project description, and a list of energy-efficient post-occupancy measures.

Project Eligibility

- New single-family construction.
- Residential expansion or renovation.
- Commercial, institutional, or multi-family construction.
- Project must be located in the Energy Smart NOLA service area.
- Project must be completed by the end of the calendar year.
- Project must be completed by the end of the calendar year.

Required Documentation

The program will be implemented by following the typical timeline from the following:

- Local energy or building code or model building code.
- Checklist for advanced building to 5% improvement in Louisiana building code or use of project website.
- Current energy efficiency measures in compliance with the local or state energy code.

The Energy Smart team will have the discretion to determine the building design standard for any situation that does not fit into one of these categories.

Incentive Offerings

PRE-DESIGN INCENTIVE Project owner will receive an incentive of \$1,000 per project.	DESIGN INCENTIVE Project owner will receive an incentive of \$2,000 per project.	CONSTRUCTION INCENTIVE Project owner will receive an incentive of \$3,000 per project.	COMMISSIONING INCENTIVE Project owner will receive an incentive of \$2,000 per project.	POST-OCCUPANCY INCENTIVE Project owner will receive an incentive of \$2,000 per project.
--	--	--	---	--

Ready to start your New Construction project? Email customerservice@energysmartnola.com or call 504-225-6888.

Program Documentation

- [New Construction Program Guidelines](#)
- [New Construction Application](#)

Ready to get Energy Smart?
Call 504-225-6888
Email customerservice@energysmartnola.com

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This program is subject to the program rules and conditions of the Energy Conservation and may not be used without written consent of Energy Smart.

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New Construction Digital Ad for City Business – Ran 6/8/2020 and 6/22/2020



Incentives available for increasing energy efficiency in new building design and construction. **\$500K annual customer cap** across all projects and accounts.

EnergySmart A New Orleans Program | **Entergy**

Small Business Kit Chamber of Commerce Ad – Ran 5/17/2020 and 6/1/2020




FREE Energy Efficiency Kits

New Orleans' small business customers: **Get a FREE energy efficiency kit** packed with energy-saving products for your **restaurant, retail or office space**. Compliments of Energy Smart.


[For more information, click here.](#)

EnergySmart A New Orleans Program | **Entergy**

Higher Education Cohort Webinar Invitation – Sent 4/10/2020



Higher Education Cohort Meeting



Energy Smart kicked off its new three-year program cycle on April 1, 2020.

1

To learn about the new Commercial and Industrial offerings for the next cycle and how they can benefit your institutions, please join our webinar on April 28 from 3 to 4:30 p.m.

Webinar Details

April 28

3 - 4:30 p.m.

[Join Microsoft Teams Meeting](#)

+1 346-249-3218

Conference ID: 273 440 228#

To RSVP for this event, click [here](#).

Topics covered will include:

- Program Year 9 Wrap-Up.
- Program Year 10 Review.
- Goals/Budgets.
- Changes to Existing Offerings/Measures.
- New Offerings/Measures.
- Q&A/Roundtable.

Please share with other colleagues who may be interested in attending.

Thank you,
The Energy Smart Program



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Our mailing address is:
Energy Smart

2

Prescriptive Overview



COMMERCIAL & INDUSTRIAL PRESCRIPTIVE INCENTIVES

Prescriptive incentives are paid a standard rate for qualifying equipment. If equipment is not included on the prescriptive incentive list, the project will be processed as a custom incentive.

Visit energysmartnola.com to find a registered trade ally and required offering documents.

If estimated incentive is under \$5,000, follow these steps to participate:



If estimated incentive is over \$5,000, follow these steps to participate:



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



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Small Business Kit Box Stickers



ENERGY EFFICIENCY KIT FOR RETAIL

Install to start saving today.



ENERGY EFFICIENCY KIT FOR RESTAURANTS

Install to start saving today.



ENERGY EFFICIENCY KIT FOR BUSINESS

Install to start saving today.



Prescriptive Incentive List

ENERGY SMART PRESCRIPTIVE INCENTIVE RATES

As of July 16, 2020 (may change at program's discretion).



Measure	Requirements	Small Commercial Solutions	Large Commercial & Industrial	Unit
Interior Lighting				
1-6W 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 lamp
T8/T12 Upgrade to LED Linear-4 ft.	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-4 ft.		\$10	\$10	per lamp
T5 Upgrade to LED Linear-4 ft.		\$6	\$5	per lamp
T5 High Output (HO) Upgrade to LED Linear-4 ft.		\$10	\$10	per lamp
T8/T12 Upgrade to LED Linear-8 ft.		\$15	\$13	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear-8 ft.		\$20	\$20	per lamp
T8/T12 Upgrade to LED Linear-2 ft.		\$3	\$3	per lamp
T5 Upgrade to LED Linear-2 ft.		\$3	\$2	per lamp
T5 High Output (HO) Upgrade to LED Linear-2 ft.		\$6	\$5	per lamp
T8/T12 Upgrade to LED Linear-U-Tube		\$9	\$8	per lamp
Commercial Duct Sealing				
Commercial Duct Sealing	<ul style="list-style-type: none"> • Eligible only for system with central air conditioning with less than 50% of ducts in the conditioned space. • Total Leakage is the only accepted method of duct testing. • Minimum 25% leakage rate reduction required. Incentives capped at 35% leakage rate reduction. • Ducts sealed with long-lasting materials such as UL 181A or UL 181B-approved foil tape. Fabric-based duct tape is not allowed. 	\$0.60	\$0.60	per cfm leakage reduction
Refrigeration				
High Efficiency Air-Cooled Chiller	<ul style="list-style-type: none"> • Air-Cooled Chiller (< 150 tons): min 9.7 full-load EER, 15.8 IPLV EER. • Air-Cooled Chiller (> 150 tons): min 9.7 full-load EER, 16.1 IPLV EER. 	\$43	\$43	per ton
High Efficiency Positive Displacement Water-Cooled Chiller	<ul style="list-style-type: none"> • Water-Cooled PD Chiller (< 75 tons): min full-load kW/ton 0.78, IPLV kW/ton 0.5. • Water-Cooled PD Chiller (75 to 150 tons): min full-load kW/ton 0.75, IPLV kW/ton 0.49. • Water-Cooled PD Chiller (150 to 300 tons): min full-load kW/ton 0.68, IPLV kW/ton 0.44. • Water-Cooled PD Chiller (> 300 tons): min full-load kW/ton 0.63, IPLV kW/ton 0.41. 	\$17	\$17	per ton
High Efficiency Centrifugal Water-Cooled Chiller	<ul style="list-style-type: none"> • Water-Cooled Cent. Chiller (< 300 tons): min full-load kW/ton 0.635, IPLV kW/ton 0.4. • Water-Cooled Cent. Chiller (300 to 600 tons): min full-load kW/ton 0.595, IPLV kW/ton 0.39. • Water-Cooled Cent. Chiller (> 600 tons): min full-load kW/ton 0.585, IPLV kW/ton 0.38. 	\$23	\$23	per ton
Commercial AC Tune-Up	<ul style="list-style-type: none"> • Must include refrigerant charge adjustment. • See New Orleans Technical Reference Manual V3 (section D.3.4) for checklist of required maintenance activities. 	\$26	\$48	per ton
Commercial Heat Pump Tune-Up	<ul style="list-style-type: none"> • Must include refrigerant charge adjustment. • See New Orleans Technical Reference Manual V3 (section D.3.4) for checklist of required maintenance activities. 	\$26	\$58	per ton
Refrigeration				
ECM Motor for Freezer or Cooler	Applicable only to refrigerated cooler and freezer fans.	\$96	\$96	per unit
Evaporator Fan Controller for Freezer or Cooler	Controller must turn on fan only when the system's thermostat is calling for the compressor to operate.	\$60	\$60	per motor controlled
Anti-Sweat Heater Controls for Freezer or Cooler	<ul style="list-style-type: none"> • Controller must sense dew point temperature of case exterior environment and vary power supplied to heaters accordingly. • Applicable for retrofit only; not applicable for new equipment with integrated controls. 	\$30	\$30	per linear ft. of case
Refrigerated Case Night Covers	Applicable for retrofit only; not applicable for new cases with integrated night covers.	\$17	\$17	per linear ft. of case
ENERGY STAR Solid Door Refrigerator	ENERGY STAR certified.	\$94	\$94	per unit
ENERGY STAR Solid Door Freezer	ENERGY STAR certified.	\$165	\$165	per unit
Strip Curtains for Walk-In Coolers	Applicable to coolers with damaged strip curtains or without preexisting strip curtains.	\$4	\$4	per sq. ft. covered
Strip Curtains for Walk-In Freezers	Applicable to freezers with damaged strip curtains or without preexisting strip curtains.	\$8	\$8	per sq. ft. covered
Strip Curtains for Refrigerated Warehouse Doors	Applicable to doors with damaged strip curtains or without preexisting strip curtains.	\$8	\$8	per sq. ft. covered
Commercial Kitchen				
ENERGY STAR Commercial Electric Fryer	Electrically heated and ENERGY STAR certified.	\$223	\$223	per unit
ENERGY STAR Commercial Electric Steam Cooker		\$1,868	\$1,868	per unit
ENERGY STAR Electric Convection Oven		\$239	\$239	per unit
ENERGY STAR Electric Griddle		\$45	\$45	per linear ft. of width

LED replacing < 175 W HID (lamp wattage)		\$28	\$23	per fixture
LED replacing 175 W to 250W HID (lamp wattage)		\$46	\$38	per fixture
LED replacing 251 W to 400W HID (lamp wattage)	DLC listed.	\$104	\$87	per fixture
LED replacing 401 W to 1000W HID (lamp wattage)		\$239	\$199	per fixture
LED replacing > 1000W HID (lamp wattage)		\$300	\$300	per fixture
Lighting Controls				
Daylighting Controller (Controlling < 500 Watts)		\$25	\$21	per unit
Daylighting Controller (Controlling > 500 Watts)		\$75	\$62	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.	\$32	\$31	per unit
Occupancy Sensor (Controlling > 500 Watts)		\$32	\$32	per unit
Occupancy Sensor - Daylighting Control (Controlling < 500 Watts)		\$44	\$36	per unit
Occupancy Sensor - Daylighting Control (Controlling > 500 Watts)		\$131	\$109	per unit
HVAC				
High Efficiency AC Unit	<ul style="list-style-type: none"> AC Unit (< 5.4 tons): min. 12.3 EER, 15 SEER. AC Unit (5.4 to 11.2 tons): min. 12.2 EER, 14.8 SEER. AC Unit (11.3 to 20 tons): min. 12.2 EER, 14.8 SEER. AC Unit (20.1 to 63.3 tons): min. 10.8 EER, 12.4 SEER. AC Unit (> 63.3 tons): min. 10.4 EER, 11.75 SEER. Must be AHRI Certified. 	\$68	\$68	per ton
High Efficiency Heat Pump Unit	<ul style="list-style-type: none"> HP Unit (< 5.4 tons): min. 12.3 EER, 15 SEER, 9.0 HSPF. HP Unit (5.4 to 11.2 tons): min. 11.3 EER, 13.2 SEER, 12.0 HSPF. HP Unit (11.3 to 20 tons): min. 10.9 EER, 12.5 SEER, 12.0 HSPF. HP Unit (> 20.1 tons): min. 10.3 EER, 11.6 SEER, 12.0 HSPF. Must be AHRI Certified. 	\$72	\$72	per ton

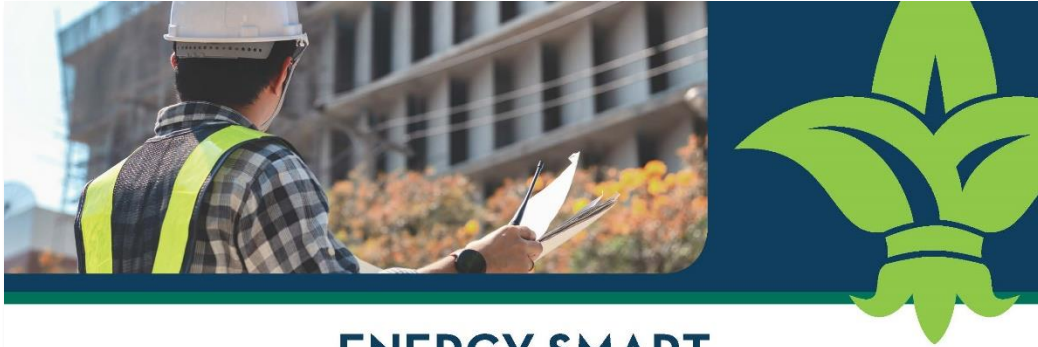
High Efficiency	Food Service Kitchen Exhaust Controls	Controls must automatically adjust flow of exhaust ventilation system using variable speed fan motor.	\$581	\$581	per exhaust fan HP
	ENERGY STAR Commercial Dishwasher	Electrically heated and ENERGY STAR certified.	\$554	\$554	per exhaust fan HP
	Pre-Rinse Spray Valves	<ul style="list-style-type: none"> Maximum flow rate of 1.07 GPM. Applicable only to equipment supplied with electrically heated water. 	\$35	\$35	per unit
Miscellaneous					
High Efficiency	Computer Power Management	Software must put the computer equipment into a reduced power state (sleep mode) when the computer is inactive.	\$22	\$22	per unit
	Window Film	<ul style="list-style-type: none"> Applicable only to windows with SHGC > 0.66. Not applicable to Low E windows, windows with existing films, solar screens. Not applicable to windows with exterior curtains, exterior blinds or any other exterior shading device. Film must meet the following standards: ASTM E408, ASTM E308, ASTM E903, ASTM G90, ASTM G26, ASTM E84. 	\$1	\$1	per sq. ft. of window area
Guestroom PT	Advanced Power Strips	Multiplug power strip that automatically disconnects loads depending on the power draw of a specified "master" load.	\$7	\$7	per unit
Smart Thermo	Refrigerated Vending Machine Controls	<ul style="list-style-type: none"> Applicable only to refrigerated beverage machines manufactured and purchased prior to August 31, 2012. Applicable to other refrigerated vending machines regardless of manufacture and purchase date. Controller must reduce refrigeration compressor power and shut down lighting based on lack of human activity or programmed schedule. 	\$135	\$135	per unit
	Non-Refrigerated Vending Machine Controls	Controller must shut down lighting based on lack of human activity or programmed schedule.	\$41	\$41	per unit
	Low-Flow Faucet Aerators	<ul style="list-style-type: none"> Maximum flow of 1.0 GPM. Applicable only to faucets supplied with electrically heated water. 	\$6	\$6	per unit
	Low-Flow Shower Heads	<ul style="list-style-type: none"> Maximum flow rate of 1.75 GPM. Applicable only to showers supplied with electrically heated water. 	\$6	\$6	per unit

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



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New Construction Overview



ENERGY SMART NEW CONSTRUCTION OFFERING

The Energy Smart New Construction offering provides incentives for qualifying projects to adopt and implement energy-efficient design and construction that goes beyond the design baseline. In order to qualify, applications must be submitted during the design phase of the new construction project.

PROJECT ELIGIBILITY

- New building/ground-up construction.
- Addition or expansion of an existing building.
- Gut rehabs that include replacement of all electrical systems, including HVAC, lighting or process equipment.
- “Warm Shell” projects, where the building envelope, central mechanical system and core lighting systems are included in the design and construction, but future buildout work or tenant improvements are permitted separately.

BASELINE DETERMINATION

The baseline will be established by identifying the highest baseline from the following:

- Local energy or building code at time of project initiation.
- Baseline for state-owned buildings is 30% improvement vs. Louisiana building code at time of project initiation.
- Current design if building design is complete at the time of project initiation.

The Energy Smart team will have the discretion to determine the building design baseline for any situation that does not fall into one of these categories.

INCENTIVE OFFERINGS



Visit energysmartnola.com to find a registered trade ally.





OFFERING INFORMATION



Energy Smart is available to all Entergy New Orleans electric customers including:

Small Businesses | Nonprofit Organizations | Large Commercial and Industrial Facilities | Publicly Funded Institutions

PRESCRIPTIVE

- Prescriptive incentives are paid a predefined amount per unit based on deemed energy efficiency savings.
- Incentives are capped at the incremental measure cost.

WHOLE BUILDING PERFORMANCE

- Whole Building Performance incentives are available for projects that perform energy modeling resulting in holistic design and construction energy efficiency improvements.
- Projects must reduce overall building electrical usage by at least 10% from the modeled and constructed building relative to minimally code compliant baseline building.
- Projects can receive incentives at tiered level relative to the overall building efficiency achieved.
 - <20% energy savings: \$0.02/kWh
 - 20-30% energy savings: \$0.03/kWh
 - >30% energy savings: \$0.04/kWh
- Incentives are capped at \$50,000 per project.

CUSTOM

- Custom incentives are available for all other measures beyond prescriptive and interior and exterior lighting.
- Custom incentives require pre-approval prior to the purchase or installation of equipment.
- Applications must include a detailed energy savings analysis or energy model to document kWh reduction.
- Applications for custom incentives will undergo technical review to verify energy savings and cost-effectiveness.
- Qualifying measures will be paid \$0.08 per kWh reduced.
- Incentives are capped at the incremental measure cost.

INTERIOR AND EXTERIOR LIGHTING

- Lighting incentives are available for installed lighting power density (LPD) that consumes lower watts per square foot than the maximum wattage allowed.
- Projects must reduce the lighting power density by at least 10% from the baseline.
- Projects can receive \$0.35 per watt below the approved wattage baseline.
- Incentives are capped at the incremental measure cost.

NEW CONSTRUCTION GUIDELINES & APPLICATION PROCESS



¹Customers must adhere to the incentive process and requirements based on incentive offering requirements.

²Incentives are available for eligible equipment purchased and/or installed after April 1, 2020.

³Equipment must be installed and operational upon submittal of the final incentive application.

⁴The final incentive application and completion documents must be submitted within 90 days of construction completion, or December 31, 2022, whichever is sooner.

⁵Incentives will be capped according to their incentive measure type and at no more than measure cost.

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



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New Construction Guidelines

NEW CONSTRUCTION GUIDELINES



The Energy Smart New Construction offering provides incentives for qualifying projects to adopt and implement energy-efficient design and construction that goes beyond the design baseline. In order to qualify, applications must be submitted during the design phase of the new construction project.

PROJECT ELIGIBILITY

- New building/ground-up construction.
- Addition or expansion of an existing building.
- Gut rehabs that include replacement of all electrical systems, including HVAC, lighting or process equipment.
- "Warm Shell" projects, where the building envelope, central mechanical system and core lighting systems are included in the design and construction, but future buildout work or tenant improvements are permitted separately.

BASELINE DETERMINATION

The baseline will be established by identifying the highest baseline from the following:

- Local energy or building code at time of project initiation.
- Baseline for state-owned buildings is 30% improvement vs. Louisiana building code at time of project initiation.
- Current design if building design is complete at the time of project initiation.

The Energy Smart team will have the discretion to determine the building design baseline for any situation that does not fall into one of these categories.

NEW CONSTRUCTION GUIDELINES & APPLICATION PROCESS

- 1. Apply:** Customer¹ submits application during the design phase of the new construction project.
- 2. Set Baseline:** Program determines design baseline for calculating energy savings and incentives.
- 3. Submit Pre-Approval:** Program approves custom incentives² prior to the purchase and installation of equipment.
- 4. Execute:** Once approved, materials are ordered and installed.³
- 5. Review:** Program performs post-installation engineering review after submittal of the final incentive application⁴ and required completion documents.
- 6. Receive:** Payment Incentives⁵ will be paid upon receipt of certificate of occupancy.

¹Customers must adhere to the incentive process and requirements based on incentive offering requirements.

²Incentives are available for eligible equipment purchased and/or installed after April 1, 2020.

³Equipment must be installed and operational upon submittal of the final incentive application.

⁴The final incentive application and completion documents must be submitted within 90 days of construction completion, or December 31, 2022, whichever is sooner.

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INCENTIVE OFFERING DETAILS

Prescriptive

- Prescriptive incentives are paid a predefined amount per unit based on deemed energy efficiency savings.
- Incentives are capped at the incremental measure cost.

Interior and Exterior Lighting

- Lighting incentives are available for installed lighting power density (LPD) that consumes lower watts per square foot than the maximum wattage allowed.
- Projects must reduce the lighting power density by at least 10% from the baseline.
- Projects can receive \$0.35 per watt below the approved wattage baseline.
- Incentives are capped at the incremental measure cost.

Custom

- Custom incentives are available for all other measures beyond prescriptive and interior and exterior lighting.
- Custom incentives require pre-approval prior to the purchase or installation of equipment.
- Applications must include a detailed energy savings analysis or energy model to document kWh reduction.
- Applications for custom incentives will undergo technical review to verify energy savings and cost-effectiveness.
- Qualifying measures will be paid \$0.08 per kWh reduced.
- Incentives are capped at the incremental measure cost.

Whole Building Performance

- Whole Building Performance incentives are available for projects that perform energy modeling, resulting in holistic design and construction energy efficiency improvements.
- Projects must reduce overall building electrical usage by at least 10% from the modeled and constructed building relative to minimally code-compliant baseline building.
- Projects can receive incentives at tiered level relative to the overall building efficiency achieved.
 - <20% energy savings: \$0.02/kWh
 - 20-29% energy savings: \$0.03/kWh
 - >30% energy savings: \$0.04/kWh
- Incentives are capped at \$50,000 per project.

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Commercial Real Estate Overview



ENERGY SMART COMMERCIAL REAL ESTATE OFFERING

Energy Smart provides valuable cash incentives to help reduce utility costs for Entergy New Orleans commercial real estate customers within their multi-tenant office buildings. With energy costs representing approximately one-third of a building's operating costs, implementing energy efficiency upgrades in these properties can result in direct savings to your bottom line as well as increasing the value and occupancy rate of your buildings and enhancing your tenants' comfort levels.

Incentives are available for equipment upgrades that result in verifiable electric usage reduction, such as:

Lighting & Lighting Controls

Chillers

HVAC Upgrades & Heat Pump

Motors

Retro-commissioning

Participants can receive up to 100% of the project cost.

\$50,000 for lighting only upgrades per site, per year.

\$100,000 for nonlighting-only upgrades per site, per year.

\$150,000 total for combined lighting & nonlighting upgrades per site, per year.

Customer Cap = \$500,000 across all projects and accounts per year

ENERGY STAR® calculates that a 10% decrease in energy use could lead to a 1.5% increase in net operating income. For example, in a 250,000-square-foot office building that pays \$2 per square foot in energy costs, a 10% reduction in energy consumption can translate into an additional \$50,000 of NOI. At a cap rate of 8%, this could mean a potential asset value boost of \$625,000.

Visit energysmartnola.com to find a registered trade ally.





OFFERING INFORMATION



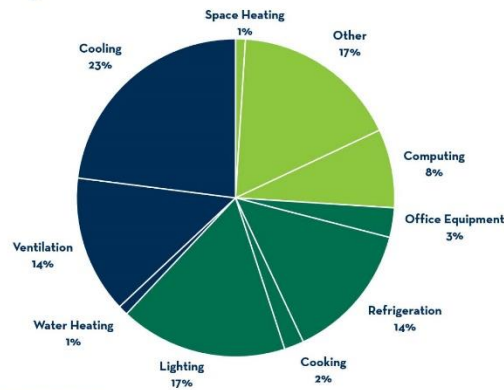
The Energy Smart Program can assist commercial real estate facilities with 250,000+ square footage with the following:

- Help identify energy efficiency opportunities and facilitate engineering reviews.
- Provide application assistance.
- Assist with base building and tenant area projects.
- Market energy efficiency upgrades to building tenants.
- Develop ROI analytics.
- Benchmarking assistance via the Energy Smart Energy Advisor Support Service.

Sample of Commercial Real Estate measures and incentives available:

MEASURE	INCENTIVE
LED Exit Signs	\$12
Retrofitting T8/T12 Lighting with LEDs	up to \$20 per lamp
LED Replacement of HID Fixtures	up to \$300 per fixture
Interior Lighting Controls	\$21 - \$131 per sensor/control unit
High Efficiency A/C and Heat Pump Unit Replacement	\$68-\$72 per ton
High Efficiency PTAC/PTHP Unit Replacement	\$31-\$33 per ton
High Efficiency Air and Water-Cooled Chillers	\$17-\$43 per ton
Low-Flow Sink Aerators and Shower Heads	\$6 per unit
VFDs	Custom application measure paid at \$12/kWh

Electricity in commercial buildings:



2012 Commercial Buildings Energy Consumption Survey; Energy Usage Summary

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



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Facility Director Webinar Invite – Sent 4/19/2020



Webinar Reminder Energy Smart for Facility Management



Energy Smart, Entergy New Orleans' energy efficiency program, has incentivized customers to perform energy-saving upgrades to their facilities. This program launched its new three-year program cycle.

This new program year brings many exciting changes.

1

incentivize customers to make energy efficiency upgrades that can save on their utility costs.

If you are interested in learning about the program and the valuable cash incentives available for your facilities, then mark your calendar and plan on attending this Energy Smart webinar.

Webinar Details

May 6, 2020

9 - 10:30 a.m.

[Join Microsoft Teams Meeting](#)

[+1 346-249-3218](#)

Conference ID: 982 799 379#

To register, click [here](#).

Please share with other colleagues who may be interested in attending.

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

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2

Earth Day Content

2020 Earth Day Content –
4/8/2020

Copy Option 1:



April 22 marks the 50th anniversary of Earth Day, and Energy Smart wants to help you join in the celebration. And what better way to celebrate than by conserving energy today for a clean energy future.

While the program has currently suspended site assessments and all pre- and post-installation verifications due to the COVID-19 pandemic, New Orleans business customers are encouraged to start the application process to take advantage of energy-saving upgrades to their facilities once the public health pandemic has passed. The Energy Smart Program works with business owners, facility managers and trade ally contractors to identify energy efficiency opportunities and provides valuable cash incentives in the process.

Business participants can receive up to \$150,000 per site, per year for equipment upgrades that result in verifiable electric usage reduction such as:

- Lighting and lighting controls
- Chillers
- HVAC upgrades and heat pump
- Motors

Energy-efficient upgrades can help businesses:

- Lower maintenance costs with longer-lasting, high-quality technology
- Increase comfort for customers and employees
- Increase occupancy rates
- Increase asset value

In addition to the many commercial offerings, residential customers can get valuable rebates on a variety of upgrades. Visit the new [Energy Smart Marketplace](#) for energy-efficient products to help you save energy.

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

Get Energy Smart and conserve on Earth Day and every day.

Copy Option 2:



Looking for ways to celebrate Earth Day on April 22 and every day after? Energy Smart has simple energy and cost-saving tips for your home or business that will help you start today.

- Use energy-saving power strips to reduce standby power usage from electronics.
- Install smart thermostats and occupancy sensors for an efficient way to save energy and give you more control of your energy use.
- Reduce water usage by using aerators on showerheads and kitchen faucets, without sacrificing water pressure.

Energy Smart is a comprehensive energy efficiency program developed by the [New Orleans City Council](#) and administered by [Entergy New Orleans](#). The program incentivizes Entergy New Orleans customers to perform energy-saving upgrades in their homes and businesses. Our team works with residents, business owners, facility managers and trade ally contractors to identify opportunities and provide cash incentives for completing eligible upgrades with measurable and verifiable energy savings.

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

Get Energy Smart and conserve on Earth Day and every day.

Commercial Real Estate Landing Page

EnergySmart Denver
504-229-6868

ABOUT US SERVICES BENEFITS TESTIMONIALS CONTACT ENERGY

Commercial Real Estate

Energy efficiency opportunities exist for all commercial buildings. Implementing energy efficiency upgrades in these properties can result in cost savings for your facility that can be reinvested for other uses and to improve the value and occupancy rate of your building and surrounding community.

EnergySmart Denver Commercial Real Estate building owners, operators and property managers can participate in several incentives to help reduce energy costs and improve their bottom line.

Incentives are available for equipment upgrades that result in verifiable electric usage reduction, such as:

- Lighting & Lighting Controls
- HVAC
- ENERGY STORAGE & GRID SERVICE

Participants can receive up to the amount of the project cost.

<p>Participants can receive up to the amount of the project cost.</p>	<p>\$25,000 for lighting and lighting controls upgrades per site, per year.</p>	<p>\$50,000 for HVAC upgrades per site, per year.</p>	<p>\$75,000 for energy storage and grid service upgrades per site, per year.</p>
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Customer Cap - \$500,000 across all projects and accounts per year

EnergySmart Denver Commercial Real Estate facilities with 200,000+ square footage with the following:

- They identify energy efficiency opportunities and facilitate implementation.
- Provide application assistance.
- Assist with loan funding and lease agreements.
- Provide energy efficiency upgrades to building tenants.
- Complete EIR monitoring.
- Coordinate and schedule with the EnergySmart Denver Analytics Support Service.

To get involved, complete the [Commercial Real Estate Sign-Up](#) or email info@energysmartdenver.com and we will contact you.

Program Documentation

- [Commercial Real Estate Sign-Up](#)
- [Commercial Real Estate Terms and Conditions](#)
- [Commercial Real Estate Contact Form](#)

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Commercial Real Estate Inquiry Form



Commercial Real Estate Inquiry Form

Name*

First Name

Last Name

Title:*

Phone number:*

Email:*

Property Name:*

Property address:*

Address Line 1

City

State

ZIP
Code

Nature of Inquiry:*

Submit Form

Trade Ally Tier Logos



Eblast: 25% Incentive Bonus to Commercial Customers and TA's



Incentive Bonus for Energy-Efficient Upgrades



Dear Energy Smart Trade Allies and Business Customers,

Energy Smart is pleased to announce the release of an incentive bonus to help implement energy-saving upgrades you may have been putting off due to current financial impacts of COVID-19.

New project applications received on or after Aug. 24, 2020, are eligible to receive a 25% bonus on prescriptive and custom measures.

Click [here](#) for some incentive bonus examples.

Additional Information

Additional details regarding the custom incentive bonus include:

- All standard program terms and conditions apply.
- Custom bonus calculator is available on the Energy Smart [website](#).
- Bonus eligible for **new projects received on or after Aug. 24, 2020**.
- Project must be fully installed and operational with the **Project Completion Notice submitted by Dec. 31, 2020**.
- Bonus is **available on a first-come, first-served** basis until Dec. 31, 2020, or until funds are exhausted.
- Application submission does not guarantee bonus.
- Bonus will be paid to the recipient of the incentive check.
- Bonus excludes new construction projects.

We hope this bonus will help New Orleans business customers take advantage of even greater energy savings.

For more information about Energy Smart, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-8866.

Thank you,
The Energy Smart Program

Eblast: 25% Bonus to Facility Directors



Incentive Bonus for Energy-Efficient Upgrades



Dear Facility Directors and Managers,

Energy Smart is pleased to announce the release of an incentive bonus to help implement energy-saving upgrades you may have been putting off due to current financial impacts of COVID-19.

New project applications received on or after Aug. 24, 2020, are eligible to receive a 25% bonus on prescriptive and custom measures.

Click [here](#) for some incentive bonus examples.

Additional Information

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For more information about Energy Smart, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6865.

Thank you,

The Energy Smart Program

Eblast: Energy Advisor Support



Energy Smart Energy Advisor Support Service



Dear Entergy New Orleans Commercial Customers,

The Entergy New Orleans Energy Smart Program is offering a comprehensive Energy Advisor support service for owners of multi-tenant buildings in New Orleans that have [benchmarked](#) their building using ENERGY STAR® Portfolio Manager. The Energy Advisor will provide qualifying customers with comprehensive energy efficiency assistance that includes initial building performance analysis, energy efficiency measure recommendations and Energy Smart incentive application support.

Once your building is benchmarked, the Energy Advisor will perform a building performance analysis based on your facility's benchmarking results. They will provide you with a report that details how your facility is currently performing and outlining energy savings opportunities specific to your building. Your Energy Advisor will create a prioritized list of energy efficiency measure recommendations and identify Energy Smart incentives to assist you with financing the implementation of the recommended upgrades. Once you have decided which upgrades you would like to implement, your Energy Advisor will help complete the incentive application and coordinate with your contractor performing the upgrade.

ELIGIBILITY

Customers must meet the following eligibility requirements in order to participate.

Be an Entergy New Orleans customer.	Complete the automated benchmarking process through Entergy New Orleans using ENERGY STAR Portfolio Manager.
Own a multi-tenant building with more than one tenant.*	Intend to implement an energy efficiency project through Energy Smart in 2020.

*Building with multiple units does not need to be a multi-tenant building.

To get started, complete the [Application for Energy Usage Benchmarking](#) located [here](#).

Contact energysmart@entergy.com with questions on how to complete the application.

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

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Eblast: Small Business Energy Efficiency Kit



**Get back to business with your
FREE energy efficiency kit.**



As a small business owner, energy is a major expense that can impact your bottom line. Energy Smart cash incentives help your small business reduce energy costs and save money.

As New Orleans gets back to business, Energy Smart is offering small business owners a FREE Energy Efficiency Kit to help spark energy savings—helping your small business profit from energy saved.

Interested in additional savings? Click [here](#) to learn about more ways your small business can save with the Energy Smart program.

[Claim Your FREE Energy Efficiency Kit](#)

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

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Eblast: Smart Thermostat



Smart Thermostats: The Smart Choice for Business



Successful small businesses need to run as energy efficiently as possible so utility expenses don't eat into profits. One way to ensure efficiency is with a smart thermostat. Smart thermostat manufacturers estimate that users saved an average of 10% to 12% on heating and 15% on cooling costs.

To help you on your road to savings, Energy Smart is now offering New Orleans small businesses a rebate of up to \$200* on the purchase of a new qualified thermostat from any retailer. That's a 25% increase over the regular rebate of \$175. Don't wait to take advantage of this limited-time offer. For a list of qualifying smart thermostats, click [here](#).

But, the savings won't stop there. **Enroll your new smart thermostat in [EcoCool for Business](#)** and help reduce energy usage during periods of high demand. Receive a one-time \$25 enrollment incentive and an additional \$40 incentive each year you participate.

Click the button below for more info on Small Business Solutions from Energy Smart.

* Limit two rebates per customer. Rebate available until Dec. 31, 2020, or until funding is exhausted.

[Small Business Solutions](#)

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Our mailing address is:
Energy Smart
200 Poydras Street, Suite 2000
New Orleans, LA 70112

Eblast: Higher Education Cohort Meeting Invitation



Higher Education Cohort Meeting



Dear Higher Education Cohort Members,

The Energy Smart team has scheduled our next Higher Education Cohort meeting/webinar for Sept. 22 from 3 - 4:30 p.m.

Please mark your calendars and plan on attending for program updates and a chance to meet and engage with your colleagues.

Webinar Details

Sept. 22

3 - 4:30 p.m.

[Join Microsoft Teams Meeting](#)

[348-249-3218](#)

Conference ID: 498 752 554#

To RSVP for this event, click [here](#).

Topics covered will include:

- YTD Program Year 10 Overview
- Review of Higher Education Goals and Projects
- Demand Response Overview
- Review of Morial Convention Center Energy Efficiency Projects
- Q&A/Roundtable

Please share with other colleagues who may be interested in attending.

Thank you,
The Energy Smart Program

Andrew E. Wilson Case Study

ANDREW H. WILSON ELEMENTARY

Energy Smart Case Study



Energy costs are often the second-largest expenditure in schools today. With school operating budgets shrinking and electrical demand increasing, it's imperative that schools find ways to effectively manage their utility costs and improve comfort for their students and staff.

Andrew H. Wilson Elementary, located in the Broadmoor neighborhood of New Orleans, Louisiana, found a cost-effective solution to manage their utility expenses. The school partnered with Energy Smart, Entergy New Orleans' energy efficiency program, to get the necessary financial incentives needed to install a new Building Automation/HVAC Controls system. With the help of Energy Smart incentives, the school had zero out-of-pocket costs and will see significant cost savings year over year.



"At the conclusion of the BAS and controls upgrades at Andrew Wilson Elementary School, we expected to see some cost savings. When our July bill arrived, it was 50% less than last July's bill. The first month, I wrote off as an anomaly. Then August showed a 50% reduction – as did September, October and every month following. We saved \$100,000 in electrical costs by taking advantage of the Energy Smart program."

Sam Bear, Director of Facilities, InspireNOLA Charter Schools

BACKGROUND

Andrew H. Wilson Elementary is one of the seven schools managed by InspireNOLA Charter Schools. The school, currently serving around 700 students, was one of the first schools in New Orleans to be renovated after Hurricane Katrina as part of the New Orleans Recovery School District's Quickstart School program. The aging building, built in the 1930s, underwent renovations that included adding a new wing, cafeteria and larger gymnasium footprint. The school was experiencing very high utility costs per square foot. The classrooms, cafeteria, gymnasium and offices had individual thermostats that were not controlled by a central HVAC Control system. Teachers and staff were able to control their individual thermostats, resulting in temperatures varying throughout the building footprint and making it difficult for facility management to control the energy usage throughout the school.

Partnering with Energy Smart and trade ally Synergy Building Solutions, Sam Bear, Director of Facilities for InspireNOLA Charter Schools, completed a Building Automations System/HVAC Controls installation in 2019. This system gives facility management the ability to stage when the HVAC system will operate and gives teachers a temperature range between 70-78s in their classrooms. This energy efficiency upgrade, funded 100% by the Energy Smart program, saved Andrew H. Wilson Elementary \$100,000 in energy savings in the first year.

PROJECT HIGHLIGHTS

Gross Project Cost	\$33,480
Energy Smart Incentive	\$33,480
Net Project Cost	\$0
kWh Savings	405,248 kW
Cost Savings 1st Year	\$100,000

"The \$100,000 saved on our Entergy New Orleans utility bill in the first year of completing this project with Energy Smart allows InspireNOLA and Andrew H. Wilson to reallocate dollars back into the classrooms, directly impacting the students they serve."

Sam Bear, Director of Facilities, InspireNOLA Charter Schools



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

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ENERGY SMART PROGRAM

(504) 229-6868 | energysmartnoia.info

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and implemented by Aptim Environmental & Infrastructure. The program helps residential and business electric customers save energy and money by reducing the upfront cost of energy efficiency upgrades to their homes and facilities through financial incentives.

For nearly 10 years, Energy Smart has worked with numerous business customers throughout Orleans Parish to reduce their energy usage and save money through installing more energy-efficient building equipment, systems, and products.

"Energy Smart helps make the economy stronger and our real estate more sustainable," says Kristin McKee, Program Director with APTIM. "We help customers from all market sectors, size and location, and we work hard to ensure equity throughout the city" adds Derek Mills, Entergy New Orleans' DSM Program Manager.

Energy Smart provides cash incentives to existing and new buildings for a variety of projects such as LED lighting, lighting controls, HVAC, building automation, chillers, motors, retro-commissioning and demand response. To date, Energy Smart has paid approximately \$29M in incentives to over 86,000 participants, saving those customers nearly 236M kWh.

McKee and Mills, along with Ross Thevenot, Energy Smart Program Manager, have enjoyed a fruitful partnership with the New Orleans Chamber of Commerce and helped to build awareness of the program and its incentives.

Pictured left to right: Derek Mills, Entergy New Orleans, DSM Program Manager; Kristin McKee, Aptim Environmental & Infrastructure, Program Director; Ross Thevenot, Entergy New Orleans, Energy Smart Program Manager

"Energy Smart helps make the economy stronger and our real estate more sustainable."



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ENERGY SMART FOR BUSINESS
Energy Smart offers **incentives up to \$150,000 per site, per year** with an **annual customer cap of \$500,000** across all projects and accounts.

[LEARN MORE >](#)



Earned Media – Downtown Development District Newsletter

What's Up Downtown - White Linen LIGHT...COOLinary...Chef Carl's Chicken Returns to Roosevelt...& more!

 Downtown Development District <noreply@downtownnola.com>
To:  Eller, Dawn

 If there are problems with how this message is displayed, click here to view it in a web browser.

ENTERGY'S ENERGY SMART KITS FOR SMALL BUSINESSES



Energy Smart is giving free energy kits containing energy saving products such as LED lights, aerators and LED Exit signs to small businesses. They have three different kits targeting three different segments: restaurant, retail and small commercial

City Business Journal and Biz New Orleans Digital 300 x 250 Ad



FREE Energy Efficiency Kits for small business customers.

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

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Free energy efficiency kits | for small business owners | compliments of Energy Smart.

[Ad www.energysmartnola.info](http://www.energysmartnola.info)

Free energy efficiency small business kits packed with energy-saving measures for restaurants, retail and offices such as LED light bulbs, aerators and LED exit sign bulbs.

Save energy. Save money. | Free energy efficiency kits | for small businesses.

[Ad www.energysmartnola.info](http://www.energysmartnola.info)

Free energy efficiency kits packed with energy-saving measures from Energy Smart. Free LED light bulbs, aerators and LED exit sign bulbs for restaurants, retail and offices.

Free energy-savings kit | for small business owners | compliments of Energy Smart.

[Ad www.energysmartnola.info](http://www.energysmartnola.info)

Get energy-savings kit packed with energy-saving measures such as LED light bulbs, aerators and LED exit sign bulbs for restaurants, retail and offices.

Smart Thermostat \$175 Rebate Search Ad

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Buy A Smart Thermostat And Start Saving Energy And Your Money By Lower Your Monthly Utility Bill. Get Up To \$175 When You Purchase A Qualifying Smart Thermostat.

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[Ad www.energysmartnola.info](http://www.energysmartnola.info)

Buy Our Smart Thermostat And Start Saving Your Money & Energy Today By Lower Your Monthly Utility Bill. Get Up To \$175 Energy Smart Thermostat For Your Business, Resident & More.

Smart Thermostat \$220 Rebate Search Ad

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[Ad www.energysmartnola.info](http://www.energysmartnola.info)

Buy A Smart Thermostat And Start Saving Energy And Money. Lower Your Monthly Utility Bill. Get Up To \$220 When You Purchase A Qualifying Smart Thermostat.

Energy Smart | \$220 Smart Thermostat Rebate | Visit Us Online Now

[Ad www.energysmartnola.info](http://www.energysmartnola.info)

Small Businesses Start Saving Money and Energy. Get Up to \$220 on a Smart Thermostat from Energy Smart and Start Lowering Your Monthly Utility Bill.

Facebook: Smart Thermostat Post

The image shows a Facebook post for a smart thermostat rebate. At the top, it says "SMART THERMOSTAT" in large blue letters, followed by "A Smart Choice for Small Business" in smaller black text. Below this is a photograph of a hand touching a black smart thermostat that displays the number "70". To the right of the photo, it says "UP TO \$175 REBATE*" in bold black text. Below the photo, there is a small line of text: "*Limit of two (2) thermostat rebates per account." At the bottom of the post, there are two logos: "EnergySmart A New Orleans Program" with a green leaf icon, and the "Entergy" logo with a red sun icon.

Facebook: Smart Thermostat Post A

Entergy New Orleans
Sponsored · 🌐

Entergy New Orleans small business customers can get up to \$220 when they purchase a new qualified smart thermostat. [...See More](#)

SMART THERMOSTAT
A Smart Choice for Small Business

UP TO \$220 REBATE*

*Limit of two (2) thermostat rebates per account.

ENERGYSMARTNOLA.INFO/SMART...
Smart thermostats. A smart choice for small business. [LEARN MORE](#)

Tiffany Madison

Like Comment Share

Facebook: Smart Thermostat Post B

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Entergy New Orleans small businesses can get up to \$220 when they purchase a new qualified smart thermostat from any retailer. [...See More](#)

SMART THERMOSTAT
A Smart Choice for Small Business

UP TO \$220 REBATE*

*Limit of two (2) thermostat rebates per account.

ENERGYSMARTNOLA.INFO/SMART...
\$220 Rebate on Smart thermostats. [LEARN MORE](#)

Diane Almazan and 2 ... 2 Comments

Like Comment Share

Trade Ally Quarterly Newsletter



The Commercial and Industrial Trade Ally Quarterly Newsletter is a resource for trade ally partners to learn about updates to the program and information about upcoming trade ally events, training and professional development opportunities.

PY10 Q1 REVIEW & HIGHLIGHTS

The Energy Smart team would like to thank all the trade allies who participated in the program during Q1 (April – June) of Program Year 10 (PY10). We welcome the future participation of new and existing trade allies.

- As of June 22, 2020, Energy Smart has received 115 projects from 74 different customers.
- To date, 41 of those projects have been completed.
- Energy Smart has reached 7 percent of its goal for kWh savings for commercial and industrial projects.
- Energy Smart has reached 32 percent of its total goal of 33.06 million kWh in savings when including projects in the implementation phase and initiation phase.
- Energy Smart has paid out 6 percent of its available budget for commercial and industrial projects.
- Of the PY10 budget of \$4.7 million, \$4.4 million in funding is still available.

Current applications and program tools can be found on the [Energy Smart website](#).

COVID SAFETY PROTOCOLS

All Energy Smart programs are now open. As part of our commitment to safety, we are taking additional precautions to protect the health and safety of our customers, trade allies and employees. All program staff and trade allies are adhering to the following health and safety guidelines:

- All trade allies and employees will self-monitor for COVID-19 symptoms prior to each shift.
- Customers will be contacted prior to on-site visits to confirm that no one has tested positive or has been in close contact with someone who has tested positive for COVID-19 within the past 14 days. Appointments will be rescheduled if necessary.
- Face masks will be worn at all times.
- Hand washing or the use of approved hand sanitizer will be used before and after each visit.
- Equipment and electronics will be sanitized before and between each visit.

We are accepting applications for all commercial energy efficiency programs and have modified site verifications to follow safety protocols.

Recent Training and Events

Energy Smart Project Year 10 Kick-Off Meeting

On April 2, the Energy Smart team presented the new Commercial and Industrial offerings for PY10.

Commercial Energy Financing Webinar

On April 14, Energy Smart welcomed trade allies to a webinar on financing options for commercial energy efficiency upgrades. Representatives from National Energy Improvement Fund detailed various lending options that can help to speed up the adoption of commercial energy efficiency upgrades. NEIF is the nation's only certified B-Corporation energy efficiency and resiliency lender.

Assistance with Diverse Supplier Certification Applications

On April 22, Energy Smart hosted a webinar to connect trade allies with assistance in applying for diverse-supplier certifications. Representatives from the Small Business Administration and the State Department of Transportation advised trade allies on the steps and resources available to help them obtain those certifications.

Technical Reference Manual Webinar

On April 24, Energy Smart hosted a webinar to educate trade allies about custom measures in addition to those available in the Energy Smart calculator. Energy Smart engineers discussed the program's Technical Reference Manual and how trade allies can utilize its calculations to bring more energy savings to customers.

Get to Know Urban League

On May 28, Energy Smart invited trade allies to learn about resources available from the Urban League of Louisiana. Frank Johnson, Business Advisor of the Urban League of Louisiana's Contractor's Resource Center (CRC), provided information about resources to small, disadvantaged business enterprise (DBE) certified, minority and women-owned contracting firms.

Selling Energy Smart and Telling Success Stories

On June 3, Energy Smart hosted a sales training on three topics:

1. Effectively communicating about the Energy Smart program and responding to frequently asked questions.
2. Sales tips on using impact stories associated with energy upgrades that improve quality of life, in addition to selling based on return on investment.
3. Sales tips on using your personal story to establish immediate credibility with potential clients and the public.

Guests were Adam Reed, the director of facilities at Collegiate Academies, and Rachel Johnson, Energy Smart trade ally and owner of JSR A/C & Heating.

Making Your Building More Sustainable Through Arc Software

On June 30, Energy Smart hosted a webinar introducing Arc software to building managers who are interested in reducing energy consumption and improving their building's environmental performance. The Arc Skoru software is a green building technology platform that provides scoring data associated with LEED certification and is affiliated with the U.S. Green Building Council. Guest Gautami Paisanki, Director of Arc, discussed how building operators can take advantage of this platform to create better buildings by empowering its users to:

- Understand and enhance their sustainability performance.
- Promote human health and well-being.
- Contribute to a higher quality of life.

The Arc (arcskoru.com) scoring framework takes in data and benchmarks performance across consumption and emission patterns on a global scale. Energy, water, waste, transportation, air quality and occupant satisfaction are included as metrics. It can be applied toward CSR reports, ESG and green building certification frameworks – LEED, GRESB. The platform is currently deployed in over 80 countries.

For information about these presentations, contact Kevin Fitzwilliam at kevin.fitzwilliam@psfm.com.

TRADE ALLY SURVEY

Energy Smart is seeking feedback from our commercial and industrial trade allies on a range of topics. We are asking you to please take 15 minutes to answer questions pertaining to your business with respect to COVID, ease of participation with Energy Smart, ways the program can further assist you and any upcoming hiring/staffing needs. Energy Smart will review the feedback anonymously at the virtual Trade Ally Advisory Group meeting on July 8.

[TAKE SURVEY](#)

PY10 TRADE ALLY NETWORK UPDATES

Each year, Energy Smart updates its lists of trade allies. At the beginning of PY10, the Energy Smart Commercial and Industrial Trade Ally Network consisted of:

- Trade allies = 110 (80 headquartered in Louisiana; 30 headquartered outside Louisiana).
- Tiered trade allies = 34 (7 Platinum; 5 Gold; 22 Silver).
- Trade allies with diverse-supplier certifications = 19 (17 percent of the Trade Ally Network).

UPCOMING TRAINING & NETWORKING EVENTS

Retro-commissioning Overview

Energy Smart will provide an overview of the updates to the retro-commissioning incentives to our current retro-commissioning service providers.

Monday, July 8

8-10 a.m.

Webinar: "Learn about U.S. Green Building Council LEED Credentials"

Are you interested in learning about the most prominent green building accreditation worldwide? A LEED credential denotes proficiency in today's sustainable design, construction and operations standards. More than 203,000 professionals have earned a LEED credential to help advance their careers.

On July 8, Energy Smart will host a webinar with guests who can speak to their own experience in studying for, obtaining and using their LEED certifications.

Tune in to learn about the advantages to gaining LEED credentials as well as tips on successfully obtaining the certifications.

Wednesday, July 16

8:30-10:15 a.m.

[REGISTER](#)

Commercial and Industrial Quarterly Trade Ally Advisory Group Meeting

Topics covered:

- PY10 goals and incentive budgets.
- Virtual site inspections.
- Common prescriptive measure questions and issues.
- New offering for small businesses, including smart thermostats and Small Business Kits.
- Training review and upcoming opportunities.
- Workforce Development Activities – Green Tech Month, Urban League Job Fair.
- Q&A.

Wednesday, July 8

8-10 a.m.

[REGISTER](#)

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900 Camp Street, Ste. 364
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EasyCool Landing Page

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Call Energy Smart
504-229-6868

ABOUT US RESIDENTS BUSINESSES TRADE ALLIES COMMUNITY CONTACT

EasyCool for Business

Get up to \$65 your first year with EasyCool.

Energy Smart New Orleans small business customers can get cash incentives for helping to reduce energy use during short periods of high electricity usage, also known as peak demand. EasyCool allows small business customers to support their local community by helping Entergy New Orleans maintain reliable service for all its customers – all without sacrificing your comfort or your time thanks to the easy enrollment and hands-free participation.

[Sign up](#) to participate, and receive a one-time \$25 enrollment incentive and collect an additional \$40 each year you participate.

WAYS TO GET PAID

- Purchase and install a qualifying smart thermostat, and get up to a **\$220 incentive**.
- Enroll your new or existing smart thermostat in EasyCool, and receive a one-time **\$25 incentive** for signing up.
- Collect an additional **\$40 incentive** each year you participate.

HOW IT WORKS

During a handful of peak demand events each year, your smart thermostat will

Smart Thermostats Landing Page

Energy Smart
A member of Entergy

Call Energy Smart
504-229-6868

ABOUT US RESIDENTS BUSINESSES TRADE ALLIES COMMUNITY CONTACT

Smart Thermostats

Limited-time offer: **25% bonus on new prescriptive and custom projects*** completed and submitted by Dec. 31, 2020. Click [here](#) for details.

Smart Thermostats: A Smart Choice for Small Businesses

Energy Smart knows that successful small businesses need to run as energy efficiently as possible so utility expenses don't eat into your profits. One way to ensure efficiency is with a smart thermostat.

Did you know that a smart thermostat can lower your monthly utility bills? Smart thermostat manufacturers estimate that users saved an average of 10% to 12% on heating and 15% on cooling costs. That's savings you can invest into your business.

New Orleans small business owners can now get an incentive up to \$220 on the purchase of a new qualified smart thermostat from any retailer. That's a 25% increase over the regular rebate of \$175. For a list of qualifying smart thermostats, click [here](#). Simply purchase and install the thermostat to start enjoying the savings.

But the savings don't stop here. Energy Smart is offering you more ways to save energy with its [EasyCool for Business](#) offering. Through this new offering, you can receive a one-time \$25 enrollment incentive and an additional \$40 incentive each year you participate. Click [here](#) to learn more about this exciting new offering.

Now that makes good business cents.

Ready to get Energy Smart?

SUBMIT YOUR REBATE REQUEST

Find a Qualified Smart Thermostat

Benchmarking Landing Page

The screenshot shows a landing page for the Benchmarking program. At the top, there are logos for EnergySmart (A Smart Energy Program) and Entergy. To the right, it says "Call Energy Smart 504-229-6868". Below the logos is a navigation menu with links for ABOUT US, RESIDENTS, BUSINESSES, TRADE ALLIES, COMMUNITY, and CONTACT. The main visual is a photograph of modern glass skyscrapers. A dark box with the word "Benchmarking" in white is overlaid on the right side of the image. Below the image, there is a paragraph of text explaining the program's benefits, followed by a "SIGN UP HERE" button with a green leaf icon. At the bottom, there is a link for "Program Documentation" and a sub-link for "Energy Advisor Overview".

EnergySmart
A Smart Energy Program

Entergy

Call Energy Smart
504-229-6868

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

Benchmarking

You can't manage what you don't measure. Benchmarking helps uncover how your commercial building uses energy, where it's being used and what drives the usage. Benchmarking is a key step in identifying opportunities to lower energy usage and operating costs, which translates into increased profitability.

Our Energy Advisor will provide qualifying customers with comprehensive energy efficiency assistance that includes initial building performance analysis, energy efficiency measure recommendations and Energy Smart incentive application support. Energy Smart incentives help finance the implementation of your upgrades.

To learn more about the service, eligibility requirements and how you can participate, please call **504-229-6868** or email benchmarking@energysmartnola.com.

Ready to get started? Sign up below to begin the process.

SIGN UP HERE

Program Documentation

- [Energy Advisor Overview](#)

Large Demand Response Flyer

ENERGY NEW ORLEANS

Earn incentives when you reduce energy consumption.



During periods of peak energy demand, you can help reduce the strain on the electric grid – and earn cash incentives – by taking part in the **Energy Smart Large Commercial Demand Response program**. This free, automated program is flexible and easy to use. And with the ability to opt out, you are always in control.

PROGRAM BENEFITS

Complete Automation: Advanced, preprogrammed solutions produce consistent performance, giving you maximum energy savings and minimal operational impact.

Increased Control: Flexible participation enables you to opt out of events or remove measures or facility zones from an event to limit impact – all without penalties.

Easy to Use: Participation is free, and our fully automated solutions require no input from your on-site personnel.

Incentive Payments: Twice-yearly payments are based on average demand reduction across all events during a performance period (\$23/kW for summer, \$10/kW for non-summer).

**Learn how demand response can help you manage
energy use and earn incentives.**

Visit energysmartadr.com Call **504-684-8921**



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Large Demand Response Trifold

BENEFITS OF THE DEMAND RESPONSE PROGRAM

- ▶ No-cost participation – installation and equipment provided at no cost.
- ▶ Biannual incentive payments.
- ▶ Complete automation.
- ▶ Increased control with opt-out capability.
- ▶ Easy-to-use solutions requiring no on-site support.
- ▶ Real-time monitoring capability.
- ▶ Reduced peak demand charges.
- ▶ Potential LEED points.
- ▶ Improved grid/electric reliability.



Learn how demand response can help you manage energy use and earn incentives.

Visit energysmartadr.com

Call **504-684-8921**

Email adr@energysmartnola.com



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ENERGY NEW ORLEANS

Earn incentives

when you reduce energy consumption.



**ENERGY SMART
LARGE COMMERCIAL
DEMAND RESPONSE**

ENERGY SMART LARGE COMMERCIAL DEMAND RESPONSE



What is Automated Demand Response?

Automated Demand Response (ADR) is a way for you to manage your energy consumption, support the grid and generate a new revenue stream.

During periods of peak energy demand, you can use ADR to voluntarily help reduce the strain on the electric grid. This free, automated program is flexible, easy to use and provides the ability to opt out at any time, so you're always in control.



Here's how it works

STEP 1: ENROLLMENT



Contact us to set up a free, no-obligation custom energy survey.

A program representative will come to your site to discuss and conduct survey.

You review identified measures and sign contract agreement.

Energy measures will be installed/programmed.

Function and performance testing is conducted to determine kW commitment level.

You approve final project and start participating in ADR.

STEP 2: DEMAND RESPONSE EVENT OCCURS



Notification of event is sent up to 24 hours prior to event via text and email.

Opt out at any time – before or during an event.

There are no performance penalties for opting out or reduced participation.

STEP 3: ENERGY CONSUMPTION REDUCED



You reduce your energy consumption via preapproved measures.*

When event is over, settings are gradually restored.

*Typical agreed-upon measures could include: resetting chilled water or discharge air setpoint, adjusting pumps and drives, space temperature setpoint adjustments.

STEP 4: EARN INCENTIVES



Receive biannual payments for reduced electrical demand.

Payments based on average demand reduction across all events during a performance period (\$23 kW for summer, \$10 kW for non-summer).

Learn how demand response can help you manage energy use and earn incentives.

Visit energysmartadr.com

Call **504-684-8921**

Email adr@energysmartnola.com

October Biz New Orleans ¼ page print ad



**SAVE ENERGY.
SAVE MONEY.**

Energy costs represent about one-third of a company's operating costs. By implementing energy efficiency upgrades, you can see direct savings to your bottom line.

Get incentives up to \$150,000 per site, with an annual customer cap of \$500,000 across all projects and accounts to make energy-saving upgrades such as:

CHILLERS & MOTORS	HVAC UPGRADES & OPTIMIZATION
BUILDING AUTOMATION SYSTEMS	LIGHTING & LIGHTING CONTROLS

Visit energysmartnola.com or call **504-229-6868**.

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October City Business Journal Leaderboard Digital Ads

Ad 1:



Get 25% more in cash incentives on energy efficiency upgrades.
It pays to be energy smart.

[CLICK HERE FOR DETAILS >](#)



Ad 2:



LIMITED-TIME OFFER
Get 25% more in cash incentives for energy-efficient upgrades.

[CLICK HERE FOR DETAILS >](#)



October The Advocate Digital 300x250



LIMITED-TIME OFFER
Get 25% more in cash incentives
for energy-efficient upgrades.

[LEARN MORE ▶](#)

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for small business owners - Compliments of Energy Smart.

LED light bulbs, aerators and LED exit sign bulbs for restaurants, retail and offices.

[Retro-Commissioning](#) · [About our company](#) · [Community](#) · [Energy Smart Businesses](#)

Google Paid Search – 25% Bonus Incentive

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25% More in Cash Incentives - Available from Energy Smart

Available on a first-come, first-served basis until Dec.31 or until funds run out.

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Google Paid Search – Smart Thermostats


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Rebates On Smart T-Stats - Visit Our Website Now


Utility Bill. Get Up To \$220 When You Purchase A Qualifying **Smart Thermostat.**

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Small Biz Kit Direct Mailer w/BRC (Front)



Energy Smart Program
Suite 140
524 Elmwood Park Blvd.
New Orleans, LA 70123-9905



ENERGY EFFICIENCY KIT

To receive the **FREE** kit, the customer must have a current/active Entergy New Orleans business account.

Get an Energy Efficiency Kit specific to your business. Select from one of the choices below.

Restaurant Retail Office

Business Name _____

Address _____



City _____ State _____ ZIP _____

Phone _____

Email _____

Please tear at the perforation and place in U.S. mail, or apply online at energysmartnola.com/small-biz-kits. Offer available while supplies last. Return your postcard today to ensure delivery.

RECEIVING YOUR FREE
ENERGY EFFICIENCY KIT
IS EASY

Small Biz Kit Direct Mailer w/BRC (Back)

RECEIVE A FREE KIT WITH ENERGY EFFICIENCY ITEMS, INCLUDING LED LIGHT BULBS TO HELP YOU USE LESS ENERGY.

Dear Entergy New Orleans Small Business Customer,

We understand that maintaining a business and managing expenses during COVID-19 can be difficult, if not impossible. To help you lower your energy costs, we are offering our small business customers a **FREE** energy efficiency kit packed with LED light bulbs, faucet aerators and LED exit sign bulbs that are easy to self-install.

Please tear at the perforation and place in U.S. mail, or order your kit online at energysmartnola.com/small-biz-kits.


But don't stop there. Visit energysmartnola.com/small-business-solutions or call 504-219-6668 to find more ways to save energy and money.

Order your energy efficiency kit today to start saving energy and money.



To receive your kit:

- Verify the information on the attached postage-paid postcard and drop it in the mail, or apply online at energysmartnola.com/small-biz-kits. Your kit will arrive within four to six weeks.
- Install the energy-saving items, such as:
 - LED light bulbs.
 - Faucet aerators.
 - LED exit sign bulbs.
 - Smart power strips.*

*Power Strip included in the Office kit.



Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, L.L.C. ©2020 Entergy Services, L.L.C. All Rights Reserved.





NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 27883 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

ENERGY SMART PROGRAM
SUITE 140
524 ELMWOOD PARK BLVD
NEW ORLEANS LA 70123-9905



Energy Awareness Month Social Posts



Energy Awareness Month Webpage Update



November Chamber of Commerce Deal of the Day Post

Limited-Time Offer from Energy Smart

Energy Smart

Limited-time bonus offer from Energy Smart. New Orleans business customers get 25% more in cash incentives to make energy-efficient upgrades to your facilities. Incentives are for new energy efficiency upgrades and must be completed by Dec. 31. Offer is available on a first-come, first-served basis until Dec. 31 or until funds are exhausted.

[... more details →](#)

Category: Environmental/Green

Local Deal

Phone: (504) 229-6868

[VIEW MAP](#)

Small Business Online Store Webpage

Instant discounts from Energy Smart are available to all small business customers with an active Energy New Orleans electric account. Customers will need to provide their commercial account number during checkout to purchase the discounted products through this marketplace. [View our 1 Step to Instant Discount!](#)

Featured Products

<p>Google Nest Learning Thermostat (Gen 3)</p> <p>★★★★★</p> <p>Final Price after Energy Smart Incentive: \$249.00 \$174.00</p>	<p>60W Equivalent A19 LED Light Bulb</p> <p>★★★★★</p> <p>Final Price after Energy Smart Incentive: \$3.00 \$1.00</p>	<p>Evolve Multifunction Showerhead</p> <p>★★★★★</p> <p>Final Price after Energy Smart Incentive: \$6.00 \$3.00</p>	<p>Trickiestar 7-Outlet Tier 1 Advanced Powerstrip</p> <p>★★★★★</p> <p>Final Price after Energy Smart Incentive: \$20.00 \$10.00</p>
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Small Business Online Store Box Stickers



Small Business Online Store Cross Promotional Insertion

THANK YOU FOR SHOPPING WITH ENERGY SMART



Energy Smart understands that small businesses in New Orleans need to be energy efficient to save energy and money. Explore additional Energy Smart offerings for small businesses that will help you reduce utility costs.



SMART THERMOSTAT REBATES & EASY COOL

Get **up to \$220** on the purchase of a new qualified smart thermostat. Smart thermostat manufacturers estimate that **users save an average of 10% to 12% on heating and 15% on cooling costs**. That's money you can invest into your business.

Save more with EasyCool. Get **up to \$65** your first year with EasyCool, and help reduce energy use during periods of high electricity usage. **Earn \$25 for signing up and \$40 each year you participate**. Visit energysmartnola.com/easycool-biz to learn more about this offering.



SMALL BUSINESS DIRECT INSTALL

Our Small Business Direct Install offering provides enhanced incentives for certain prescriptive measures. Work with one of our approved trade allies that can do all the work for you. Find a trade ally at energysmartnola.com/trade-allies.



PRESCRIPTIVE INCENTIVES

Earn prescriptive incentives for common measures such as interior and exterior lighting, lighting controls, HVAC and refrigeration. Visit energysmartnola.com/prescriptive for a complete list of prescriptive measures and incentives.



CUSTOM INCENTIVES

For deeper energy savings, **get incentives for custom upgrades** such as building automation systems, premium efficiency motors, variable frequency drives, compressed air optimization, demand control ventilation and more.



SMALL BUSINESS ENERGY EFFICIENCY KITS

Energy Smart has **FREE** energy efficiency kits filled with energy-saving measures such as LED light bulbs, faucet aerators and LED exit sign bulbs. Kits are available for restaurants, retail and offices. Visit energysmartnola.com/small-biz-kits to sign up.

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



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Small Business Online Store Black Friday Ads Digital Leaderboard Ads

A digital leaderboard advertisement for Energy Smart. On the left, two small images show a person installing a light bulb and a hand adjusting a thermostat. Below these are the labels "FREE LED BULBS" and "FREE SMART THERMOSTATS". The main part of the ad is a dark blue banner with the text "BLACK FRIDAY DEALS FOR SMALL BUSINESSES" in white. To the right of the banner are the EnergySmart and Entergy logos, and a green "Order Now" button with a right-pointing arrow.

Google Search

Energy Smart Online Store | Black Friday Deals
| Only for Small Businesses
[Ad](#) energysmart.store

Free LED bulbs and smart thermostats. Check out the deep discounts on advanced power strips and water-saving aerators.

Black Friday Deals | Free Smart
Thermostats | Free LED bulbs
[Ad](#) energysmart.store

Instant rebates applied at purchase. Don't wait.
Quantities are limited.

Facebook Ads

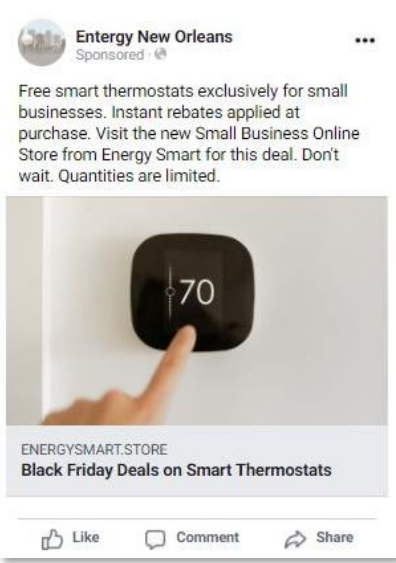
Energy Smart New Orleans
Sponsored

Visit the new Small Business Online Store from Energy Smart for Black Friday deals on LED bulbs and smart thermostats. Instant rebates applied at purchase.



WWW.ENERGYSMART.STORE
Free LEDs and Smart Thermostats from Energy... [SHOP NOW](#)

Like Comment Share



Cyber Monday Facebook Ad



Small Business Online Store General Awareness Facebook Ad



Digital Leaderboard Ad



Google Paid Search General Awareness Ads

Ad · www.energysmart.store/ ▾

Small Business Online Store | Free LED light bulbs.

Available from the new Energy Smart Small Business Online Store. Instant savings on energy-saving products. Free smart thermostats. Free LED bulbs.

Ad · www.energysmart.store/ ▾

Free LEDs. | Small Business Offer | New from Energy Smart.

Available from the new Energy Smart Small Business Online Store. Instant savings on energy-saving products. Free smart thermostats. Free LED bulbs.

Ad · www.energysmart.store/ ▾

Energy Smart Online Store | Free LEDs.

Instant savings on energy-saving products. Free smart thermostats. Free LED bulbs. Available from the new Energy Smart Small Business Online Store.

Ad · www.energysmart.store/ ▾

Save Energy. Save Money. | Free LEDs. | Energy Smart Online Store

Available from the new Energy Smart Small Business Online Store. Instant savings on energy-saving products. Free smart thermostats. Free LED bulbs.

Ad · www.energysmart.store/ ▾

New from Energy Smart. | Free LEDs. | Small Business Online Store

Instant savings on energy-saving products. Free smart thermostats. Free LED bulbs. Available from the new Energy Smart Small Business Online Store.

Free Energy Efficiency Kits Facebook Ads – November 2020



Energy New Orleans
Sponsored · 

Energy efficiency kits filled with energy-saving products. Save energy. Save money. Compliments of Energy Smart.

FREE Energy Efficiency Kits for small business customers.

ENERGYSMARTNOLA.INFO **Free Energy Efficiency Kits** [SIGN UP](#)
To start you on your journey toward sa...

 Like  Comment  Share

Free Energy Efficiency Kits Google Search - November

Free energy efficiency kits | for small businesses | Compliments of Energy Smart.
Ad <https://www.energysmartnola.info/small-biz-kits>

Free energy efficiency small business kits packed with energy-saving measures for restaurants, retail and offices such as LED light bulbs, aerators and LED exit sign bulbs.

25% Bonus Incentive Google Paid Search – November

25% More in Cash Incentives | On Energy Efficiency Upgrades | It Pays to Be Energy Smart
Ad <https://www.energysmartnola.info/businesses/>

Incentives are for business customers to make new equipment upgrades to their facilities. Available on a first-come, first-served basis until Dec.31 or until funds run out.

Limited-Time Offer | 25% More in Cash Incentives | Available from Energy Smart
Ad <https://www.energysmartnola.info/businesses/>

Incentives available to business customers for energy efficiency upgrades. Available on a first-come, first-served basis until Dec.31 or until funds run out.

Email Campaigns

New Lighting Measures Eblast Sent



New Lighting Incentives

The Energy Smart program is excited to add new lighting measures that are guaranteed to save energy and money.



LED Refrigerated Case Lighting

Replace fluorescent lights in your refrigerated cases with energy-efficient LEDs and reap the following benefits:

- Use 70% less energy.
- 55,000-hour life vs. 16,000-hour life.
- Generate less heat which reduces the refrigeration system's cooling load, extending the life of the refrigerators, freezers and coolers.
- Bright LEDs make products more vivid and aesthetically pleasing.

Bi-Level Parking Garage Lighting Controls

Upgrade your parking lot with lighting controls and automate your energy savings while continuing to provide safe, well-lit parking. Lighting zones must be controlled by a device that reduces power by a minimum of 30% after 20 minutes of vacancy.



INCENTIVE RATES

MEASURE	SMALL C&I	LARGE C&I
Refrigerated Case Lighting with Controls	\$47	\$39
Refrigerated Case Lighting without Controls	\$33	\$27
Bi-Level Parking Garage Lighting Controls	\$144	\$120

The incentive rates listed above are valid through Dec. 31, 2021. Incentives will decrease 25% starting Jan. 1, 2022.

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

Thank you,

The Energy Smart Program

Energy Management & Technology Webinar sent November 17, 2020



Energy Management and Technology Training



Energy Management and Technology: Fundamentals and Beyond Webinar

- **Dates:** Tuesday, Dec. 8 (part 1) and Wednesday, Dec. 9 (part 2)
- **Time:** 8:30 a.m. - 12 p.m. CDT (both days)

Who should attend: Energy Managers and Directors, Facility Managers and Directors, Operations and Maintenance Personnel, Large Facility Managers and Environmental Manager
Register by: Dec. 7

Description

PDH: 6.0

This course is to provide the student with a clear understanding of energy supply and trend costs, and how to effectively read and analyze utility bills. It continues with an overview of why energy management programs are a critical cost reduction and profitability initiatives within an organization. This course will

• establish an energy efficiency program.

• determine if energy management programs succeed or fail.

• develop and implement an energy efficiency culture within an organization.

The Energy Smart Program can provide expertise and financial resources to help your organization in optimizing and reducing overall energy costs.

[Register](#)

Bio

Jerry Eaton, PE, CEM, CPE, CEEP: Jerry is the principal owner of JEaton Consulting, LLC., specializing in assisting companies identify, quantify, and implement energy reduction projects and programs, which drives utility bill cost savings. Jerry has over 25 years' experience in energy, utilities, engineering and facilities management. He received the 2006 Wisconsin Governor's award for his work in energy management as Energy and Utilities Director at Mercury Marine Corporation. He has over 20 years of teaching experience and has authored numerous articles on energy management. In 2007, he co-founded and is the current President of the Wisconsin Chapter of the Association of Energy Engineers (WAAEE).

Additional training sessions

- [Operations and Maintenance Practices for Energy Efficiency](#)
- Date: Tuesday, Dec. 15
- Time: 8:30 a.m. - 12:00 p.m.

Course Description

CEUs: 0.3 / PDH: 3.0

Motors are responsible for more than 60% of the energy consumed in commercial buildings and manufacturing facilities. This course will provide you with a basic understanding related to motors and VFD's, including the opportunities associated with reducing your overall energy use and costs.

The course will cover when and why to use a VFD and will provide an overview of terminology such as simple payback, blended energy cost and high efficiency motors. Attendees will learn how to estimate energy cost savings and learn cost-reduction strategies through case studies.

Register

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

Small Business Online Store 'Coming Soon' Eblast Sent November 19, 2020



Small Business Online Store Coming Soon



One-stop shopping for free and deeply discounted energy-saving products.

Saving energy and money is about to get even easier. Energy Smart will be launching an online retail store with deep discounts and instant savings on products such as LED light bulbs, smart thermostats, advanced power strips and water-saving aerators. Enjoy one-stop shopping for energy-saving products for your small business without having to set foot

in a store. Say goodbye to submitting rebate forms because our instant discounts are automatically applied at the time of purchase.

The store is set to launch the week of Nov. 23, so stay tuned.

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

Thank you,

The Energy Smart Program

Small Business Online Store 'Now Open' Sent November 25, 2020



Small Business Online Store



Now Open to Serve Your Business

Energy Smart is excited to announce the launch of our new Small Business Online Store. And in celebration of this grand opening, small business customers can get select LED light bulbs and smart thermostats totally free. Instant rebates are automatically applied at the time of purchase, so start saving today through our easy-to-use one-stop online shop.



FREE Smart Thermostats
after instant discount.
Limit 2 per account.



FREE LED Light Bulbs
after instant discount.
Limit 25 per account.

To get these **FREE** great offers and other discounted energy-saving products, visit energysmart.store.

Don't wait. Quantities are limited, so act now.

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

Thank you,

The Energy Smart Program

25% Bonus Incentive Eblast



ENDING SOON

25% Incentive Bonus for Energy-Efficient Upgrades



Dear Trade Allies and Business Customers,

It's still time to take advantage of the 25% incentive bonus on prescriptive energy efficiency measures. But please don't wait much longer to make energy-efficient upgrades because this bonus incentive ends Dec. 31.

The Energy Smart program team is here to help you every step of the way and is more than willing to help you fill out the application. Feel free to reach out to Kevin Francis or Kevin Fitzwilliam. Their contact information is as follows:

Kevin Francis: 504-515-7662 or dfrancis@aptim.com

Kevin Fitzwilliam: 504-377-5905 or kevin.fitzwilliam@aptim.com

For more information about the 25% incentive bonus click [here](#).

Additional Information

Additional details regarding the custom incentive bonus include:

The standard program terms and conditions apply. The custom bonus calculator is available on the Energy Smart [website](#). The bonus is eligible for **new projects received on or after Aug. 24, 2020**. The project must be fully installed and operational with the **Project Completion Notice submitted by Dec. 31, 2020**. The bonus is **available on a first-come, first-served** basis until Dec. 31, 2020, or until funds are exhausted.

- Application submission does not guarantee bonus.
- Bonus will be paid to the recipient of the incentive check.
- Bonus excludes new construction projects.

We hope this bonus will help you take advantage of even greater energy savings.

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

Higher Education Cohort Meeting Announcement Sent December 17, 2020



Higher Education Cohort Meeting



Dear Higher Education Cohort Members,

Near the end of 2020, it's time for the 4th QTR Higher Education Cohort meeting. The purpose of this meeting is for the Energy Smart team to share end-of-year results, provide program updates and learn about energy efficiency projects you have been working on or have planned for 2021.

The Energy Smart team has scheduled our next Higher Education Cohort meeting/webinar for Thursday, December 17 from 3 - 4:30 p.m.

Please mark your calendars and plan on attending for program updates and a chance to connect and engage with your colleagues.

Webinar Details

Dec. 17

3 - 4:30 p.m.

[Join Microsoft Teams Meeting](#)

To Dial-In: [346-249-3218](#)

[Conference ID: 893 474 67#](#)

To RSVP for this event click [here](#)

Topics covered will include:

- YTD Program Year 10 Overview
- Review of Higher Education Goals and Projects
- Q&A/Roundtable.

Please share with other colleagues who may be interested in attending.

Thank you,

Earned Media
StayLocal Newsletter – November 25, 2020



LOCAL INSIDER

The latest news & resources for New Orleans' independent businesses

www.staylocal.org | [Facebook](#) | [Twitter](#) | info@staylocal.org

Small Business Saturday Guide & Map

StayLocal and Spend Local JP are encouraging shoppers to increase the amount of support they give local businesses this holiday season by shopping local & small, including shifting national online shopping to local online.



Add your business' promotion to StayLocal's guide here.

Share holiday deals from favorite local business so everyone can shop using our map and guide here.

[Read more >](#)

Energy Savings Delivered Online



Small business owners in Orleans Parish can now purchase energy efficiency products direct from the the Energy Smart Small Business Online Store. Discounted LED light bulbs, smart thermostats, advanced power strips and water-saving aerators online are all used to help Entergy New Orleans business customers manage their energy use and electric bill.

Take advantage of Black Friday incentives including free LED lightbulbs and select Google Nest, ecobee and Sensi smart thermostats by visiting the new online store. For a limited time, business customers can receive a 25% incentive bonus on new energy efficiency projects; details are energysmartnola.com/small-business-solutions/

[Visit store >](#)

Downtown Development District – December 4 Post



ENERGY SMART SMALL BUSINESS STORE

 | 

Small business owners in Orleans Parish can now purchase energy efficiency products that will help them reduce their energy use and save money on their electric bill right from their home or office.

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

[Click here](#) to check out The Energy Smart Small Business Online Store.

Appendix E: Photos

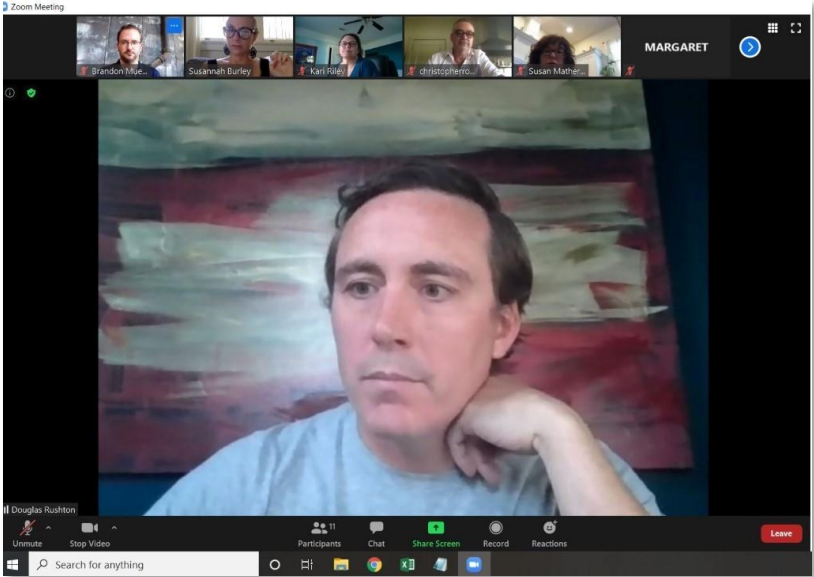
Pastor Manning from Greater New Orleans Interfaith Climate Coalition Speaks in a coordinating call to make local churches Energy Smart on 5/20/2020



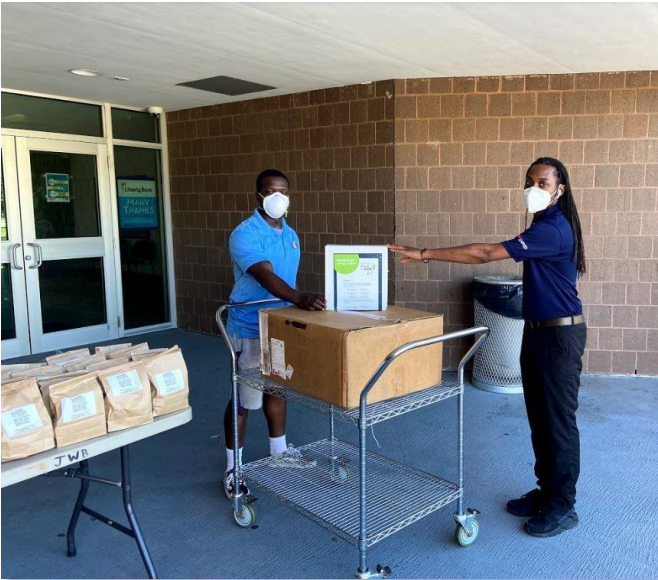
Preparing LEDs for giveaways at food banks on 5/6/2020



Fairground Neighborhood Association asks questions to Energy Smart staff on 6/15/2020



School kits that were returned from Lusher are redistributed to a school meal site at Joe Brown Park on 6/5/2020



School kits that were returned from Lusher are redistributed to a school meal site at Rosenwald Recreation Center on 6/4/2020



School kits that were returned from Lusher are redistributed to a school meal site at Sanchez Community Center on 6/5/2020

