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Vice-President – Regulatory and Public Affairs

October 1, 2021

**VIA ELECTRONIC MAIL ONLY**

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

**Re: Filing of Entergy New Orleans, LLC’s Energy Smart Midyear Report for Program Year 11 (Resolutions R-11-52, R-20-51, R-21-153; UD-08-02, UD-17-03)**


Dear Ms. Johnson,

On February 3, 2011, the Council of the City of New Orleans (“Council”) adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. Council Resolution R-19-516 approved the continuance of the Energy Smart for Program Years 10-12 (“PY10-12”). Council Resolution R-20-51 adopted on February 20, 2020, approved the PY10-12 Implementation Plan and APTIM, Environmental and Infrastructure (“APTIM”) as the Third-Party Administrator. Council Resolution R-21-153 altered program reporting requirements from quarterly to semi-annual reports.

On behalf of APTIM, Entergy New Orleans, LLC submits the enclosed original and three copies of the Energy Smart Program Year 11 Midyear Report for the period of January 1, 2021 through June 30, 2021.

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

Thank you for your assistance with this matter.

Sincerely,  
  
Courtney R. Nicholson

Enclosure

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

**CERTIFICATE OF SERVICE**  
**Docket No. UD-08-02 & UD-17-03**

I hereby certify that I have served the required number of copies of the foregoing report upon all other known parties of this proceeding, by the following: electronic mail, facsimile, overnight mail, hand delivery, and/or United States Postal Service, postage prepaid.

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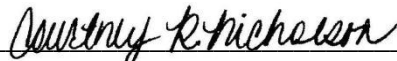
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New Orleans, Louisiana, this 1<sup>st</sup> day of October, 2021.



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Courtney R. Nicholson



# Midyear Report

Energy Smart Program  
Program Year 11  
Submitted: October 1, 2021

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## Executive Summary

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

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

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

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

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

Program Year 11 (calendar year 2021) is divided into four quarters:

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

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

## Staff List

| Name                       | Title                                 | Company                  | Location        |
|----------------------------|---------------------------------------|--------------------------|-----------------|
| <b>Tom Quasius</b>         | TPA Director                          | APTIM                    | Chicago, IL     |
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| <b>Kristin McKee</b>       | Program Director                      | APTIM                    | New Orleans, LA |
| <b>John Krzystowczyk</b>   | Commercial Program Manager            | APTIM                    | New Orleans, LA |
| <b>Dawn Ellerd</b>         | Marketing & Outreach Lead             | APTIM                    | New Orleans, LA |
| <b>Kevin Fitzwilliam</b>   | Training & Development Specialist     | APTIM                    | New Orleans, LA |
| <b>Spencer Kurtz</b>       | Energy Engineer                       | APTIM                    | Charlotte, NC   |
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## **Offerings Overview**

### Energy Efficiency

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

### Demand Response

- EasyCool for Residents

## **Commercial & Industrial**

### Energy Efficiency

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

### Demand Response

- Large Commercial & Industrial Demand Response
- EasyCool for Business



# PROGRAM PERFORMANCE & ACTIVITY



## Program Performance and Activity

**Table 2.1**

|  | kWh SAVINGS       | kWh GOAL*         | % TO GOAL     | kW SAVINGS      | kW TARGET*       | % TO TARGET   | INCENTIVES         | BUDGET              | % TO BUDGET   |
|--|-------------------|-------------------|---------------|-----------------|------------------|---------------|--------------------|---------------------|---------------|
| <b>Commercial &amp; Industrial – Energy Efficiency**</b> | 19,146,154        | 46,889,018        | 40.83%        | 3,607.12        | 7,429.79         | 48.55%        | \$1,582,091        | \$5,517,822         | 28.67%        |
| <b>Commercial &amp; Industrial - Demand Response</b>     | -                 | -                 | N/A           | -               | 4,318.50         | 0.00%         | \$850              | \$146,802           | 0.58%         |
| <b>Residential - Energy Efficiency</b>                   | 5,096,099         | 40,622,497        | 12.55%        | 2,573.23        | 4,165.73         | 61.77%        | \$1,414,786        | \$4,183,321         | 33.82%        |
| <b>Residential - Demand Response</b>                     | -                 | -                 | N/A           | -               | 3,493.60         | 0.00%         | \$20,980           | \$182,715           | 11.48%        |
| <b>Total</b>   | <b>24,242,253</b> | <b>87,511,515</b> | <b>27.70%</b> | <b>6,180.35</b> | <b>19,407.62</b> | <b>31.84%</b> | <b>\$3,018,707</b> | <b>\$10,030,660</b> | <b>30.09%</b> |

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings and incentives acquired from 1/1/2021 through 6/30/2021.

\*\*Savings and incentives are reflective of projects that have been completed as well as projects that are being implemented.

**Table 2.2**

|   | PROGRAM COSTS**    | PROGRAM BUDGET      | % OF PROGRAM BUDGET |
|---|--------------------|---------------------|---------------------|
| <b>Commercial &amp; Industrial - Energy Efficiency*</b> | \$3,247,650        | \$9,925,322         | 32.72%              |
| <b>Commercial &amp; Industrial - Demand Response</b>    | \$168,006          | \$992,046           | 16.94%              |
| <b>Residential – Energy Efficiency</b>                  | \$2,433,307        | \$6,845,199         | 35.55%              |
| <b>Residential – Demand Response</b>                    | \$216,172          | \$329,678           | 65.57%              |
| <b>TOTAL</b>  | <b>\$6,065,136</b> | <b>\$18,092,245</b> | <b>33.52%</b>       |

\*Program costs are reflective of projects that have been completed as well as projects that are being implemented.

\*\*There have not been EM&V expenses incurred in the first half of the year as the third-party evaluator has been focused on completing PY10 projects including the Annual EM&V report.

### Residential Summary

The Energy Smart Residential Portfolio had a successful start to PY11 despite ongoing challenges created by the COVID-19 pandemic. The program achieved 5,096,099 in kWh savings and reached 12.55% of the goal while spending 33.82% of the incentive budget. In April, the Department of Energy recognized the Energy Smart Program as an ENERGY STAR Partner of the Year for a second consecutive year. The Income-Qualified Weatherization offering has been the main driver within the portfolio due a higher level of income-qualified participants in PY11; a

trend that began in PY10. This is a direct impact from the COVID-19 pandemic, which changed the participation levels and increased demand. The Multifamily Solutions offering performed well in Q1 and Q2; the Energy Smart team was able to perform work in three different complexes and generate leads for Q3 and Q4. The A/C Solutions offering started slow but picked up momentum in Q2, a trend that is expected to continue. The Retail Lighting and Appliance offering had early success with the Energy Smart Online Marketplace, which added a Google Nest smart thermostat to the store in PY11. Lastly, the Behavioral offering added additional participants to the cohorts and overall participation in Q1 and Q2.

The Energy Smart team remained committed to COVID-19 protocols put in place in PY10 and followed the Centers for Disease Control and Prevention guidelines to address and reduce the likelihood of spreading the virus. The Energy Smart team continues to contact customers 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. In addition, all field personnel continue mandatory use of masks, nitrile gloves and shoe coverings. The Energy Smart team remains focused on best practices with COVID-19 to protect all parties involved.

### **Commercial & Industrial Summary**

The Energy Smart Commercial and Industrial (C&I) Portfolio acquired 19,146,154 kWh in the first half of the year, resulting in a forecast of 40.83% to the energy savings goal and 27.94% to the incentive budget. Commercial & Industrial customers in Orleans Parish continue to be impacted by the COVID-19 pandemic through reduced staffing levels, budgetary restrictions and increased costs for construction materials. Despite these impacts, the Energy Smart team has seen an increase in program participation in some of the C&I portfolio sectors.

The Publicly Funded Institutions (PFI) offering continued to perform well, and the pipeline exceeded the PFI goal in May 2021. The Large Commercial and Industrial (Large C&I) pipeline acquired substantial savings during the first half of the year and ended Q2 with a forecast of 40.06% to goal. The Energy Smart team continues to build off momentum gained towards the end of PY10 and followed up on project leads that were developed during the previous program year. Participation from Small Commercial & Industrial (Small C&I) customers is still relatively low due to budgetary restrictions brought on by the COVID-19 pandemic, but the Energy Smart team saw a significant increase in the number of Small C&I project applications received after the program launched a Summer Bonus in April. The Commercial & Industrial Construction Solutions



offering was introduced in PY10 and the Energy Smart team continues to focus on raising awareness of this offering by meeting with developers and architectural firms to discuss the availability of funding and ways to participate.

In order to encourage increased program participation in PY11, the Energy Smart team introduced a Summer Bonus offering in April that increased lighting incentives by 15% and non-lighting incentives by 25%. In order to receive the bonus incentives, customers are required to submit project applications between April 26 and July 31 and projects must be completed by December 31, 2021. The Summer Bonus offer and the corresponding marketing tactics raised interest in the program and the Energy Smart team saw an increase in the number of project applications submitted since the bonus began. Thirty-one projects contained a Summer Bonus measure, with Large C&I projects making up 88% of the reserved bonus budget, Small C&I making up 11% and PFI making up less than 1%.



# RESIDENTIAL OFFERINGS



# Residential Offerings Summary

**Table 3.1**

| OFFERING                                | kWh SAVINGS      | kWh GOAL*         | % TO GOAL     | kW SAVINGS      | kW TARGET*      | % TO TARGET   | INCENTIVES         | BUDGET             | % TO BUDGET   |
|---|------------------|-------------------|---------------|-----------------|-----------------|---------------|--------------------|--------------------|---------------|
| Home Performance with ENERGY STAR       | 892,235          | 4,027,638         | 22.15%        | 351.68          | 1,228.69        | 28.62%        | \$251,982          | \$1,222,049        | 20.62%        |
| Retail Lighting & Appliances            | 1,158,223        | 7,384,715         | 15.68%        | 193.74          | 1,062.27        | 18.24%        | \$71,569           | \$1,128,595        | 6.34%         |
| Multifamily Solutions                   | 746,336          | 1,289,414         | 57.88%        | 202.54          | 349.05          | 58.03%        | \$132,446          | \$306,010          | 43.28%        |
| Income-Qualified Weatherization         | 1,800,204        | 1,669,023         | 107.86%       | 1,706.35        | 575.50          | 296.50%       | \$833,924          | \$697,167          | 119.62%       |
| A/C Solutions                           | 296,331          | 2,388,674         | 12.41%        | 92.73           | 687.42          | 13.49%        | \$100,297          | \$439,100          | 22.84%        |
| Appliance Recycling & Replacement Pilot | -                | 1,481,900         | 0.00%         | -               | 181.90          | 0.00%         | -                  | \$135,000          | 0.00%         |
| School Kits & Education                 | 202,769          | 681,132           | 29.77%        | 26.18           | 80.91           | 32.36%        | \$24,569           | \$105,400          | 23.31%        |
| Behavioral**                            | -                | 21,700,000        | 0.00%         | -               | -               | N/A           | -                  | -                  | N/A           |
| Rewards                                 | -                | -                 | N/A           | -               | -               | N/A           | -                  | \$150,000          | 0.00%         |
| EasyCool - Direct Load Control          | -                | -                 | N/A           | -               | 622.60          | 0.00%         | \$5                | \$47,750           | 0.01%         |
| EasyCool - Bring Your Own Thermostat    | -                | -                 | N/A           | -               | 2,871.00        | 0.00%         | \$20,975           | \$134,965          | 15.54%        |
| <b>Total</b>                            | <b>5,096,099</b> | <b>40,622,497</b> | <b>12.55%</b> | <b>2,573.23</b> | <b>7,659.33</b> | <b>33.60%</b> | <b>\$1,435,766</b> | <b>\$4,366,036</b> | <b>32.88%</b> |

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentives spent from 1/1/2021 through 6/30/2021.

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

# Home Performance with ENERGY STAR®

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## **Description**

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

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

## **Highlights**

The Home Performance with ENERGY STAR offering achieved 892,235 in kWh savings, reaching 22.15% of the goal. The Energy Smart team completed 341 assessments in the first half of the year and generated 25% of the savings from direct install measures at the time of the assessment. The deeper savings measures by the trade allies which include attic insulation, air sealing and duct sealing generated the remaining 75% of the savings. This measure mix allowed the offering to produce an average of 1,943 kWh per customer. The Department of Energy recognized the Energy Smart Program as an ENERGY STAR Partner of the Year for a second consecutive year.

Due to the impacts of COVID-19, the Energy Smart team saw a decrease in Home Performance with ENERGY STAR participation, as more customers became eligible for the Income-Qualified Weatherization offering. As a result, the team is spending more budget and producing more savings in that offering in order to keep up with customer demand. Thirty-nine percent of completed single family homes qualified for the Home Performance with ENERGY STAR offering.

# Performance

Table 5.1

| ENERGY SAVINGS (kWh) |           |           | DEMAND REDUCTION (kW) |           |             | BUDGET     |                  |             |
|----------------------|-----------|-----------|-----------------------|-----------|-------------|------------|------------------|-------------|
| kWh Savings          | kWh Goal  | % to Goal | kW Savings            | kW Target | % to Target | Incentives | Incentive Budget | % to Budget |
| 892,235              | 4,027,638 | 22.15%    | 351.68                | 1,228.69  | 28.62%      | \$251,982  | \$1,222,049      | 20.62%      |

# Retail Lighting & Appliances

## Description

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

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

## Highlights

The Retail Lighting and Appliances offering achieved 1,158,223 in kWh savings, reaching 15.68% of the goal. The offering provided a large portion of savings for the Energy Smart Residential Portfolio during the first half of PY11. Point-of-sale lighting rebates were the main driver of savings at participating retailers which generated 69% of the kWh savings. The Energy Smart Online Marketplace brought in 26% of the savings and mail-in appliance rebates for ENERGY STAR-certified refrigerators, window air conditioning units, pool pumps and heat pump water heaters brought in 5%. The team also added Google Nest smart thermostats to the Online Marketplace in Q1. Promotions of the Google Nest thermostats occurred on Earth Day and Memorial Day when manufacturers offered additional discounts to customers.

The Energy Smart team distributed 150 LED lighting four-packs at a local church to support their energy efficiency initiative for church members.

## Performance

### Retail & Appliance Sales Quantities

Table 6.1

| PARTICIPATION TYPE           |            |
|------------------------------|------------|
| <b>In-Store</b>              | <b>QTY</b> |
| Lighting                     | 7,415      |
| <b>Online Marketplace</b>    | <b>QTY</b> |
| Advanced Power Strips        | 24         |
| Smart Thermostats            | 9          |
| Smart Thermostat Accessories | 1          |
| Insulation                   | 9          |
| Lighting                     | 408        |
| Water Savers                 | 21         |
| <b>Mail-In Rebates</b>       | <b>QTY</b> |
| Portable Dehumidifier        | 4          |
| Water Cooler                 | 1          |
| Smart Thermostat             | 40         |

|                        |            |
|------------------------|------------|
| Pool Pump              | 1          |
| Heat Pump Water Heater | 7          |
| Refrigerator           | 41         |
| Window Ac              | 24         |
| <b>Bulb Giveaways</b>  | <b>QTY</b> |
| Individual 9W          | 0          |
| 9W 4-Pack              | 600        |

**Table 6.2**

| ENERGY SAVINGS (kWh) |           |           | DEMAND REDUCTION (kW) |           |             | BUDGET     |                  |             |
|----------------------|-----------|-----------|-----------------------|-----------|-------------|------------|------------------|-------------|
| kWh Savings          | kWh Goal  | % to Goal | kW Savings            | kW Target | % to Target | Incentives | Incentive Budget | % to Budget |
| 1,158,223            | 7,384,715 | 15.68%    | 193.74                | 1,062.27  | 18.24%      | \$71,569   | \$1,128,595      | 6.34%       |

**Table 6.3: Participating Retailers**

| RETAIL COMPANY             | SUPPORTED RETAIL PROGRAMS |            | ADDRESS                      |
|----------------------------|---------------------------|------------|------------------------------|
|                            | Lighting                  | Appliances |                              |
| Adams Street Grocery       | X                         |            | 1309 Adams St                |
| Barto Appliance            |                           | X          | 1400 Airline Dr              |
| Bayou Grocery              | X                         |            | 3443 Esplanade Ave           |
| Clement Hardware & Variety | X                         |            | 6000 Magazine St             |
| Costco New Orleans #1147   | X                         | X          | 3900 Dublin Street           |
| Eddie's Ace Hardware Inc   | X                         | X          | 4401 Downman Rd              |
| Freret Hardware            | X                         | X          | 5109 Freret St               |
| Goodwill                   | X                         |            | 123 Robert E Lee Blvd        |
| Harry's Ace Hardware       | X                         | X          | 3535 Magazine St             |
| HFH ReStore of New Orleans | X                         |            | 2900 Elysian Fields Ave      |
| Home Depot- Bullard #352   | X                         | X          | 12300 I-10 Service Rd        |
| Home Depot- Central #385   | X                         | X          | 1100 S Claiborne Ave         |
| Ideal Market               | X                         |            | 250 S Broad St               |
| Mike's Hardware & Supply   | X                         | X          | 4233 Elysian Fields Ave      |
| Rainbow Grocery            | X                         |            | 4837 Magazine St             |
| Robert Fresh Market        | X                         |            | 8115 S Claiborne Ave         |
| Rockery Ace Hardware       | X                         | X          | 7043 Canal Blvd              |
| Save A Lot # 377           | X                         |            | 2841 S Claiborne Ave Suite B |
| The Green Project NOLA     | X                         |            | 2831 Marais St               |
| Uptown Supermarket         | X                         |            | 1940 Dante St                |
| Winn-Dixie #1472           | X                         |            | 401 N Carrollton Ave         |

# Multifamily Solutions

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## Description

This offering targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The offering addresses the unique needs of multifamily premise dwellers 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 746,336 in kWh savings, reaching 57.88% of the goal. The team began working with a large 409-unit apartment complex in PY10 and continues to implement air sealing and duct sealing upgrades in PY11. This complex is expected to complete trade ally measure in Q3. Another 110-unit complex had 85 units completed for direct install measures as well as duct sealing and air sealing. This property will finish upgrades in Q3, as the final units are completed with the trade ally measures. Late in Q2, another 86-unit complex was started in Algiers that received direct install measures and is scheduled for air sealing and duct sealing in Q3.

The Multifamily Solutions offering had 9% of its savings generated by direct install measures at the time of the assessment. The deeper savings measures by the trade allies which include air sealing and duct sealing generated 91% of the savings at the midyear point.

## Performance

Table 7.1

| ENERGY SAVINGS (kWh) |           |           | DEMAND REDUCTION (kW) |           |             | BUDGET     |                  |             |
|----------------------|-----------|-----------|-----------------------|-----------|-------------|------------|------------------|-------------|
| kWh Savings          | kWh Goal  | % to Goal | kW Savings            | kW Target | % to Target | Incentives | Incentive Budget | % to Budget |
| 746,336              | 1,289,414 | 57.88%    | 202.54                | 349.05    | 58.03%      | \$132,446  | \$306,010        | 43.28%      |



# Income-Qualified Weatherization

## Description

The Income-Qualified Weatherization offering is designed to offer qualifying customers no-cost 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 1,800,204 in kWh savings, reaching 107.86% of the goal. During the first half of the year, the Energy Smart team completed 535 assessments. The Income-Qualified Weatherization offering generated 20% of its savings from direct install measures at the time of the assessment. The deeper savings measures by the trade allies which include attic insulation, air sealing and duct sealing generated the remaining 80% of the savings. This measure mix allowed the offering to produce an average of 2,236 kWh per customer.

The Income-Qualified Weatherization offering has seen a dramatic increase in participation, a trend that started in PY10 and has carried into PY11. The Energy Smart team has found that 61% of all assessed single-family homes met the income qualifications. Based on a survey from the program evaluator in PY10, 80% of customers were more likely to seek out energy efficiency. The impacts of the COVID-19 pandemic and the need to reduce energy costs have created greater demand for the services of the Income-Qualified Weatherization offering and led to a high savings total in the first half of the year. As a result, the team shifted budget from other offerings in order to keep up with the increased demand and continue to serve customers.

## Performance

**Table 8.1**

| ENERGY SAVINGS (kWh) |           |           | DEMAND REDUCTION (kW) |           |             | BUDGET     |                  |             |
|----------------------|-----------|-----------|-----------------------|-----------|-------------|------------|------------------|-------------|
| kWh Savings          | kWh Goal  | % to Goal | kW Savings            | kW Target | % to Target | Incentives | Incentive Budget | % to Budget |
| 1,800,204            | 1,669,023 | 107.86%   | 1,706.35              | 575.50    | 296.50%     | \$833,924  | \$697,167        | 119.62%     |

# A/C Solutions

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## Description

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

## Highlights

The A/C Solutions offering achieved 296,331 in kWh savings, reaching 12.41% of the goal. It served 374 customers, which included the installation of 274 smart thermostats. Smart thermostats produced 32% of the kWh savings, air conditioner tune-ups produced 63% and duct sealing generated 5%. There was one rebate submitted for a ductless heat pump replacement and one submitted for a central air conditioner with electronically commutated motor (ECM) rebate.

## Performance

Table 9.1

| ENERGY SAVINGS (kWh) |           |           | DEMAND REDUCTION (kW) |           |             | BUDGET     |                  |             |
|----------------------|-----------|-----------|-----------------------|-----------|-------------|------------|------------------|-------------|
| kWh Savings          | kWh Goal  | % to Goal | kW Savings            | kW Target | % to Target | Incentives | Incentive Budget | % to Budget |
| 296,331              | 2,388,674 | 12.41%    | 92.73                 | 687.42    | 13.49%      | \$100,297  | \$439,100        | 22.84%      |

# Appliance Recycling & Replacement Pilot

## Description

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

## Highlights

During the first few months of the year, the team focused on preparing the new offering for launch which occurred in late May. The team developed a web scheduling tool, marketing collateral, social media posts and Google display ads. Participation is expected to begin in Q3.

## Performance

Table 10.1

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

# School Kits & Education

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## Description

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

## Highlights

The Energy Smart team continued to face challenges due to the COVID-19 pandemic. Despite schools returning to in-person instruction, schools did not allow outside visitors, including Energy Smart's instructors. The Energy Smart team continued to apply alternative strategies to reach students without visiting their classrooms in three core ways to maintain high teaching quality and high kWh performance:

- Providing classroom teacher lesson plans that integrate energy into their existing curriculum plan.
- Offering four virtual lesson options with Energy Smart educators.
- Managing an inter-school competition to help engage students.

The Energy Smart team distributed 974 school kits at 8 schools and 2 summer camps in all City Council Districts and both in New Orleans and Algiers in the first half of the year. Schools reached include RENEW Schaumburg, McDonogh #35 Senior High School, The NET-Central City, Fannie C. Williams Charter School, Dwight Eisenhower Academy for Global Studies, Lusher Charter Brownie Troop and The Living School. Camps reached with programming and kits include Thrive Summer Camp and Electric Girls Summer Camp.

The camp partnerships were a new way to reach students during the COVID-19 pandemic that allowed the team to visit Thrive in-person and Electric Girls virtually. The return to in-person learning is the biggest change for PY11. Summer camps provided a quality avenue to test out teaching strategies with modified class sizes, masks and other COVID-19 protocols.

## Performance

Table 11.1

| ENERGY SAVINGS (kWh) |          |           | DEMAND REDUCTION (kW) |           |             | BUDGET     |                  |             |
|----------------------|----------|-----------|-----------------------|-----------|-------------|------------|------------------|-------------|
| kWh Savings          | kWh Goal | % to Goal | kW Savings            | kW Target | % to Target | Incentives | Incentive Budget | % to Budget |
| 202,769              | 681,132  | 29.77%    | 26.18                 | 80.91     | 32.36%      | \$24,569   | \$105,400        | 23.31%      |

# Behavioral & Rewards

## Description

The Behavioral offering provides customers a Home Energy Report (HER) through the Entergy New Orleans 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.

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 first Home Energy Reports of the year were sent to customers in January. A total of 263,194 HERs were delivered to Entergy New Orleans customers during the first half of the year. The HERs include a dynamic rewards section, which displays customer reward balances and marketed the program to further incentivize energy-saving actions and customer engagement through the Customer Engagement Portal.

The team continued to promote the core Energy Smart offerings through a Program Awareness Widget in the CEP, including Home Performance with ENERGY STAR assessments, the Energy Smart Online Marketplace, ENERGY STAR appliance rebates, A/C Solutions offering and central air conditioner rebates. In Q3, the team will be developing a campaign to reach customers that are eligible to redeem their rewards in order to increase awareness and drive participation.

## Performance

Table 12.1

| ENERGY SAVINGS (kWh) |           |           | DEMAND REDUCTION (kW) |           |             | BUDGET     |                  |             |
|----------------------|-----------|-----------|-----------------------|-----------|-------------|------------|------------------|-------------|
| kWh Savings*         | kWh Goal  | % to Goal | kW Savings            | kW Target | % to Target | Incentives | Incentive Budget | % to Budget |
| -                    | 21,700,00 | 0.00%     | -                     | -         | N/A         | -          | \$150,000        | 0.00%       |

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

# EasyCool for Residents

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## Description

### *Direct Load Control (DLC)*

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

## Highlights

### *Direct Load Control (DLC)*

The EasyCool Direct Load Control offering operated in a maintenance mode through the first half of the year. The Energy Smart team did not market the DLC option, as the team is planning to phase this option out and fully transition to BYOT in PY12. The program team will run events in PY11, the first of which occurred on June 10 from 2 to 6 p.m. This event cycled 1,660 units running a 50% duty cycle (15 minutes on/15 minutes off) throughout the event.

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

Due to high demand for BYOT, the offering was fully subscribed early in the year. The team exceeded the enrollment target for PY11 and ceased marketing for the offering at that time. The team ran one event on June 10 from 2 to 6 p.m. In order to maintain comfort in the home, the event strategy included 30 minutes of pre-cooling.

## Performance

Table 13.1

| EASYCOOL<br>FOR<br>RESIDENTS | DEMAND REDUCTION (kW) |              |             | ENROLLMENT BUDGET   |                     |                | PARTICIPATION BUDGET |                     |                |
|------------------------------|-----------------------|--------------|-------------|---------------------|---------------------|----------------|----------------------|---------------------|----------------|
|                              | kW<br>Savings*        | kW<br>Target | % to Target | Incentives<br>Spent | Incentive<br>Budget | % to<br>Budget | Incentives           | Incentive<br>Budget | % to<br>Budget |
| DLC                          | -                     | 622.60       | 0.00%       | \$5                 | \$3,750             | 0.00%          | \$0                  | \$44,000            | 0.00%          |
| BYOT                         | -                     | 2,871.00     | 0.00%       | \$20,975            | \$20,125            | 104.22%        | \$0                  | \$114,840           | 0.00%          |

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





# **COMMERCIAL & INDUSTRIAL OFFERINGS**



# Commercial & Industrial Offerings Summary

**Table 14.1**

| OFFERING   | kWh SAVINGS**     | kWh GOAL*         | % TO GOAL     | kW SAVINGS*     | kW TARGET        | % TO TARGET   | INCENTIVES*        | BUDGET             | % TO BUDGET   |
|--|-------------------|-------------------|---------------|-----------------|------------------|---------------|--------------------|--------------------|---------------|
| Small Commercial & Industrial Solutions          | 1,342,585         | 8,120,295         | 16.53%        | 343.69          | 1,715.89         | 20.03%        | \$119,550          | \$1,086,355        | 11.00%        |
| Large Commercial & Industrial Solutions          | 13,467,208        | 33,169,760        | 40.06%        | 3,085.72        | 4,833.95         | 63.83%        | \$1,121,958        | \$3,723,728        | 30.13%        |
| Publicly Funded Institutions                     | 4,158,878         | 3,385,031         | 122.86%       | 134.83          | 445.06           | 30.29%        | \$325,525          | \$415,212          | 78.40%        |
| Commercial & Industrial Construction Solutions   | 177,483           | 2,213,933         | 8.02%         | 42.88           | 434.89           | 9.86%         | \$15,058           | \$292,527          | 5.15%         |
| Large Commercial & Industrial Demand Response*** | -                 | -                 | N/A           | -               | 3,918            | 0.00%         | \$0                | \$131,522          | 0.00%         |
| EasyCool for Business***                         | -                 | -                 | N/A           | -               | 400.50           | 0.00%         | \$0                | \$15,280           | 0.00%         |
| <b>TOTAL</b>                                     | <b>19,146,154</b> | <b>46,889,018</b> | <b>40.83%</b> | <b>3,607.12</b> | <b>11,748.29</b> | <b>30.60%</b> | <b>\$1,582,941</b> | <b>\$5,664,624</b> | <b>27.94%</b> |

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings and incentive acquired from 1/1/2021 through 6/30/2021.

\*\*Savings and incentives are reflective of projects that have been completed as well as projects that are being implemented.

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

# Small Commercial & Industrial Solutions

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## Description

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

## Highlights

By the end of Q2, the Small Commercial & Industrial offering had acquired 1,342,585 kWh, resulting in a forecast of 16.53% to goal. Participation in the Small Commercial & Industrial offering was still relatively low in the first half of the year due in large part to the lingering impacts of COVID-19. However, overall participation and energy savings are greater than the same period in 2020.

In order to increase participation, the Energy Smart team launched a Summer Bonus on April 26 which increased lighting incentives by 15% and non-lighting incentives by 25%. In order to receive the Summer Bonus incentives customers were required to submit project applications between April 26 and July 31, and projects must be completed by December 31, 2021. Twelve Small Commercial & Industrial project applications containing Summer Bonus incentives were received in the first half of the year, totaling \$6,900.80 in additional incentives.

In the first half of PY11, six Small Commercial & Industrial projects were completed totaling 190,744 kWh which equals 17% of the completed kWh savings captured in the first half of the year. The six completed projects included seven prescriptive lighting measures and five custom lighting measures. Linear LEDs continue to be a popular measure for small business customers and account for half of the completed Small Commercial & Industrial measures, while exterior LEDs and A-line LED bulbs represent the remaining completed measures.

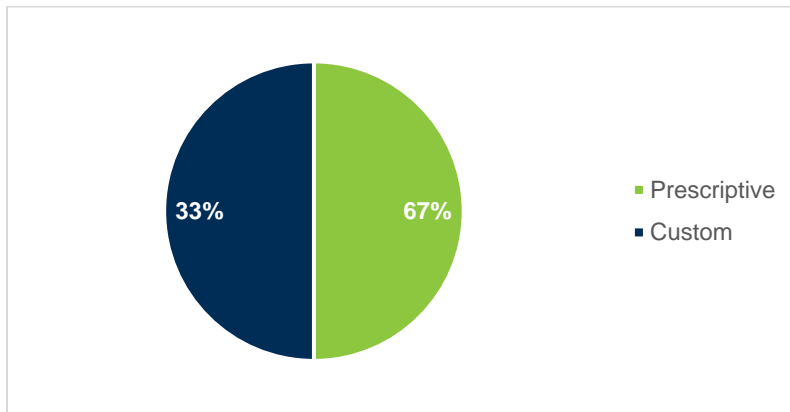
The Energy Smart team continued to offer free Small Business Energy Efficiency Kits to small retail, restaurant and office customers in the first half of the year through door-to-door canvassing. Energy Smart distributed 491 small business kits which exceeds the total number of kits

distributed in all of PY10. Retail kits made up 41% of kits distributed in the first half of the year. The remainder of the distribution were retail kits at 41% and office kits at 24%.

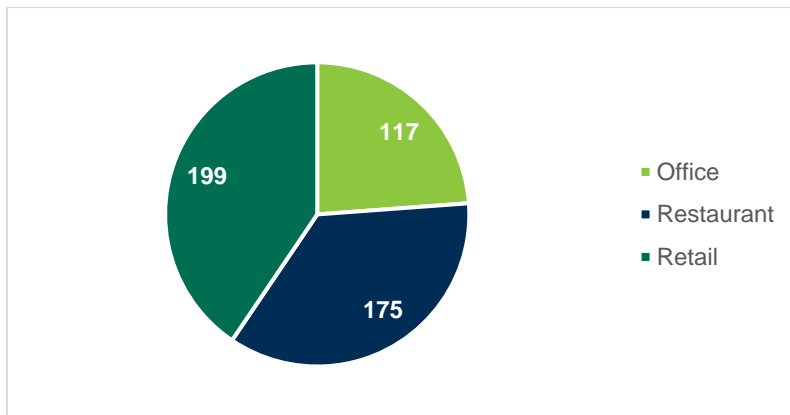
The team continued to direct customers to the Small Business Online Store through targeted marketing and cross-promotional materials in kits. A total of 98 measures, consisting of LED bulbs, smart thermostats, faucet aerators, showerheads and kits, were ordered from the store, totaling 208,256 kWh which equates to 19% of the completed savings for the Small Commercial & Industrial offering.

## Performance

**Chart 15.1: Completed Energy Savings by Project Type**



**Chart 15.2: Small Business Kits**



**Table 15.1**

| ENERGY SAVINGS (kWh) |           |           | DEMAND REDUCTION (kW) |           |             | BUDGET      |                  |             |
|----------------------|-----------|-----------|-----------------------|-----------|-------------|-------------|------------------|-------------|
| kWh Savings*         | kWh Goal  | % to Goal | kW Savings*           | kW Target | % to Target | Incentives* | Incentive Budget | % to Budget |
| 1,342,585            | 8,120,295 | 16.53%    | 343.69                | 1,715.89  | 20.03%      | \$119,550   | \$1,086,355      | 11.00%      |

*\*Savings and incentives are reflective of projects that have been completed as well as projects that are being implemented.*

# Large Commercial & Industrial Solutions

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## Description

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

## Highlights

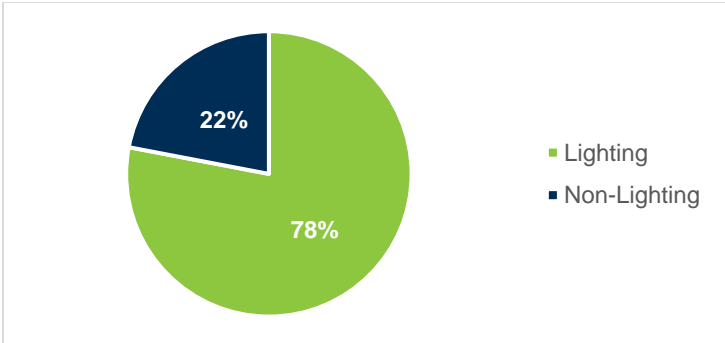
By the end of Q2, the Large Commercial & Industrial offering had acquired 13,478,208 kWh, resulting in a forecast of 40.60% to goal. Participation in the Large C&I offering was relatively low in the first half of the year due in large part to the lingering impacts of COVID-19.

In order to increase program participation, the Energy Smart team launched a Summer Bonus on April 26 which increased lighting incentives by 15% and non-lighting incentives by 25%. In order to receive the Summer Bonus incentives customers were required to submit project applications between April 26 and July 31, and projects must be completed by December 31, 2021. Eighteen Large Commercial & Industrial project applications containing Summer Bonus incentives were received in the first half of the year, totaling \$54,324.13 in additional incentives.

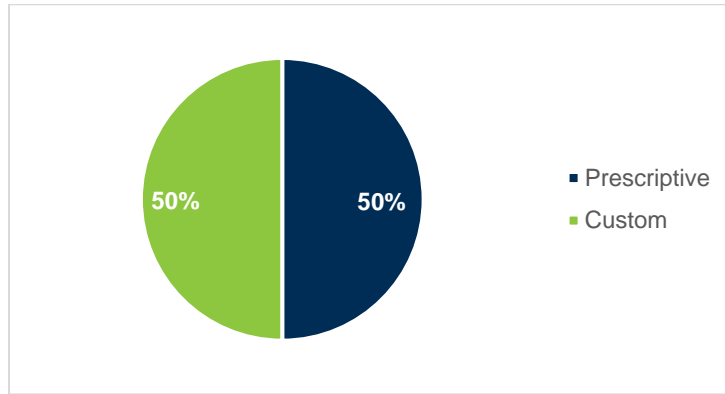
Lighting measures made up 78% of Large Commercial & Industrial energy savings through the first half of PY11 with most of those measures being linear LEDs replacing fluorescent bulbs. Non-lighting measures such as cooling towers, variable frequency drives and air handler replacements made up the remaining 22% of Large Commercial & Industrial energy savings.

## Performance

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



**Chart 16.2: Completed Energy Savings by Project Type**



**Table 16.1**

| ENERGY SAVINGS (kWh) |            |           | DEMAND REDUCTION (kW) |           |             | BUDGET      |                  |             |
|----------------------|------------|-----------|-----------------------|-----------|-------------|-------------|------------------|-------------|
| kWh Savings*         | kWh Goal   | % to Goal | kW Savings*           | kW Target | % to Target | Incentives* | Incentive Budget | % to Budget |
| 13,467,208           | 33,169,760 | 40.06%    | 3,085.72              | 4,833.95  | 63.83%      | \$1,121,958 | \$3,723,728      | 30.13%      |

*\*Savings and incentives are reflective of projects that have been completed as well as projects that are being implemented.*

# Publicly Funded Institutions

## Description

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

## Highlights

By the end of Q2, the Publicly Funded Institutions offering had acquired 4,158,878 kWh, resulting in a forecast of 122.86% to goal. The Publicly Funded Institutions offering continues to perform well and the pipeline forecast exceeds the PY11 savings goal.

In order to increase program participation, the Energy Smart team launched a Summer Bonus on April 26 which increased lighting incentives by 15% and non-lighting incentives by 25%. In order to receive the Summer Bonus incentives customers were required to submit project applications between April 26 and July 31, and projects must be completed by December 31, 2021. There was one Publicly Funded Institutions project application that contained a Summer Bonus measures in the first half of the year, totaling \$490.50 in additional incentives.

Non-lighting projects continue to make up a growing percentage of the pipeline for the Publicly Funded Institutions offering. The Publicly Funded Institutions pipeline for the first half of the year consisted of 6% lighting with the remaining 94% of energy savings coming from non-lighting projects. Scheduling existing or installing new building automation systems made up 60% of the non-lighting savings while retro-commissioning projects made up the remaining 34% of non-lighting projects in the Publicly Funded Institutions pipeline.

## Performance

Table 17.1

| ENERGY SAVINGS (kWh) |           |           | DEMAND REDUCTION (kW) |           |             | BUDGET      |                  |             |
|----------------------|-----------|-----------|-----------------------|-----------|-------------|-------------|------------------|-------------|
| kWh Savings*         | kWh Goal  | % to Goal | kW Savings*           | kW Target | % to Target | Incentives* | Incentive Budget | % to Budget |
| 4,158,878            | 3,385,031 | 122.86%   | 134.83                | 445.06    | 30.29%      | \$325,525   | \$415,212        | 78.40%      |

\*Savings and incentives are reflective of projects that have been completed as well as projects that are being implemented.



# 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

By the end of Q2, the Commercial & Industrial Construction Solutions offering had acquired 177,483 kWh, resulting in a forecast of 8.02% to goal. During the first half of the year there have been no completed projects for the offering due in large part to the long lead times for these types of projects.

Raising Program awareness with developers and architectural firms has been the focus of outreach efforts for the offering in the first half of PY11. Through the first half of the year the Energy Smart team captured seven project leads for new construction projects including retail stores, parking garages, condominiums and a hotel.

## Performance

Table 18.1

| ENERGY SAVINGS (kWh) |           |           | DEMAND REDUCTION (kW) |           |             | BUDGET      |                  |             |
|----------------------|-----------|-----------|-----------------------|-----------|-------------|-------------|------------------|-------------|
| kWh Savings*         | kWh Goal  | % to Goal | kW Savings*           | kW Target | % to Target | Incentives* | Incentive Budget | % to Budget |
| 177,483              | 2,213,933 | 8.02%     | 42.88                 | 434.89    | 9.86%       | \$15,058    | \$292,527        | 5.15%       |

\*Savings and incentives are reflective of projects that have been completed as well as projects that are being implemented.

# Large Commercial & Industrial Demand Response

## Description

The Large Commercial & Industrial Demand Response (DR) offering launched in April with an objective 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 the first half of the year, the team conducted 44 site surveys including hotels, secondary schools, commercial office space, university and retail outlets totaling 8.8MW. The offering added three fully active customers totaling 946kW potentially available for a demand event. There are ten projects in the installation and testing phase totaling 951kW. The goal is to have all ten projects be operational by end of Q3.

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

## Performance

Table 18.1

| DEMAND REDUCTION (kW) |           |             | BUDGET           |                  |             |
|-----------------------|-----------|-------------|------------------|------------------|-------------|
| kW Savings*           | kW Target | % to Target | Incentives Spent | Incentive Budget | % to Budget |
| -                     | 3,918     | 0.00%       | -                | \$131,522        | 0.00%       |

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

# EasyCool for Business

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## Description

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

## Highlights

The Energy Smart team continued to focus on marketing efforts to cross-promote the \$150 rebate for the installation of new smart thermostats and EasyCool enrollment and participation incentives during the first half of the year. By the end of Q2, there were 34 customers enrolled in the EasyCool for Business offering which brought the offering to 18.48% of the PY11 enrollment goal.

The team performed direct outreach to customers who submitted applications for smart thermostats or purchased smart thermostats on the Small Business Online Store to encourage enrollment in EasyCool for Business. The team also continued to distribute small business kits that included an insert that provides an overview on the EasyCool for Business offering in order to further raise awareness and increase enrollment in the offering.

The team ran one event on June 10 from 2 to 6 p.m. In order to maintain comfortable temperatures in the business, the event strategy included 30 minutes of pre-cooling.

## Performance

Table 18.1

| DEMAND REDUCTION (kW) |           |             | ENROLLMENT BUDGET |                  |             | PARTICIPATION BUDGET |                  |             |
|-----------------------|-----------|-------------|-------------------|------------------|-------------|----------------------|------------------|-------------|
| kW Savings*           | kW Target | % to Target | Incentives Spent  | Incentive Budget | % to Budget | Incentives Spent     | Incentive Budget | % to Budget |
| -                     | 400.50    | 0.00%       | \$850             | \$4,600          | 18.488%     | -                    | \$10,680         | 0.00%       |

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



**MARKETING, OUTREACH  
& ENGAGEMENT**

# Marketing, Outreach & Engagement

## Residential Marketing and Outreach

Program Year 11 began with the Energy Smart team providing support for the joint Entergy New Orleans and Entergy Louisiana Association of Energy Services Professionals (AESP) presentation. The presentation, titled 'Using Energy Efficiency as a Necessary Cost-Saving Tool through Economic Hardship', focused on marketing tactics to help residential and small business customers navigate the financial burdens of COVID-19. Heather LeBlanc of Entergy Louisiana and Ross Thevenot of Entergy New Orleans presented the session virtually on January 28 at the 31st Annual AESP Conference.

The Energy Smart team also migrated the home energy assessment report to a new software program, which launched in late January. The team developed graphic elements and a branded layout for the Home Performance with ENERGY STAR® (HPwES) and Income-Qualified Weatherization reports.

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

To address customer concerns about higher bills early in the new year, the team developed a Home Fitness email campaign. The campaign targeted both customers whose January 2021 bill increased at least 50% over their November and December average spend and those whose bill doubled year over year. The team sent the first Home Fitness email to 7,803 residential customers on February 23. Other assets of the Home Fitness campaign, such as streaming radio ads on Pandora and Spotify, Google search and display ads, Facebook digital ads and a print ad in the Gambit March Home insert launched on March 1.

**Table 21.1: Home Fitness Campaign Results**

| CHANNEL  | IN-MARKET DATE         | IMPRESSIONS/<br>SENDS | AUDIENCE REACH/<br>OPENS | OPEN RATE | CLICKS | CLICK-<br>THROUGH<br>RATE |
|--|------------------------|-----------------------|--------------------------|-----------|--------|---------------------------|
| <b>Email (version 1)</b><br><i>Targeted to<br/>High Bill Users</i> | February 23, 2021      | 7,803                 | 1,120                    | 14.4%     | 58     | 5.2%                      |
| <b>Google Search</b>   | March 1-31, 2021       | 3,020                 | N/A                      | N/A       | 152    | 5.03%                     |
| <b>Google Display</b>  | March 1-31, 2021       | 118,000               | N/A                      | N/A       | 975    | 0.83%                     |
| <b>Spotify</b>   | March 1-31, 2021, 2021 | 89,000                | 36,400                   | N/A       | 128    | 0.35%                     |
| <b>Pandora</b>   | March 1-14, 2021       | 69,500                | 43,300                   | N/A       | 58     | 0.13%                     |
| <b>Facebook</b>  | March 1-14, 2021       | 80,114                | N/A                      | N/A       | 809    | 1%                        |

|   |                |        |       |     |     |       |
|---|----------------|--------|-------|-----|-----|-------|
| <b>Gambit Weekly<br/>Print Ad<br/>Email (version 2)<br/>Targeted to<br/>High Bill Users</b> | March 2, 2021  | 80,000 | N/A   | N/A | N/A | N/A   |
|   | March 16, 2021 | 7,992  | 1,189 | 15% | 78  | 6.60% |

In March, the Energy Smart team created a series of monthly social media posts titled ‘Energy Efficiency Tip of the Month’, which also are included in the Circuit newsletter each month. For the website, the team conducted a study of the Energy Smart residential webpages with 20 participants who provided feedback on their experiences navigating the site and locating marketing materials. The study’s findings will help guide the future redesign and sitemap for the residential webpages. The team also updated the trade ally tiers on the online database and revised the trade ally badge design.

In conjunction with the plan to reach customers with higher utility bills, the Energy Smart team produced a Home Performance with ENERGY STAR bill insert. The two-sided bill insert showcased the benefits of the HPwES offering and was sent to 110,000 customers between March 12 and April 8. The team also produced a direct mail postcard targeted to both customers whose January bill increased at least 50% over their November and December average spend and those whose bill doubled year over year. The postcard messaged the benefits of the Home Performance with ENERGY STAR offering and the team mailed batches of postcards to 3,000 customers on March 26, April 9, April 23 and May 9.

The team also designed magnets for Energy Smart staff vehicles and distributed them to staff on March 30, along with details on the daily removal procedures to prevent theft, damage or loss of the vehicle magnets.

From March through May, the Energy Smart team sent emails to a group of 115 community leaders focusing on the Power Trip webinars. Power Trip is a monthly series of webinars designed to educate customers and the local business community about the benefits of the Energy Smart program. The emails included a printable flyer that promoted the Power Trip webinars taking place through June and included a vanity URL to the scheduling page.

**Table 21.2: Power Trip Emails**

| EMAIL NAME                     | DATE SENT     | SENT | OPEN RATE | CLICK RATE | CLICK THROUGH RATE |
|--------------------------------|---------------|------|-----------|------------|--------------------|
| <b>Power Trip – March 2021</b> | March 8, 2021 | 115  | 19.1%     | .9%        | 4.5%               |
| <b>Power Trip – April 2021</b> | April 7, 2021 | 115  | 26.5%     | 1.7%       | 7.4%               |
| <b>Power Trip – May 2021</b>   | May 5, 2021   | 115  | 14.4%     | 0%         | 0%                 |

On April 13, the Department of Energy announced that the Energy Smart program was awarded the 2021 ENERGY STAR® Partner of the Year Award. The Energy Smart program was recognized for its efforts to advance innovations in residential energy efficiency programs and technologies to improve the affordability of home energy upgrades for diverse households through Home Performance with ENERGY STAR.

On April 15, the Energy Smart team launched the A/C Tune-Up Customer Reach Back campaign. The campaign targeted 11,314 customers who participated in the program from 2019 to 2021 but had not completed an A/C tune-up in the past two years. The campaign included a lead generation and remarketing email and a direct mail postcard with a vanity URL.

**Table 21.3: A/C Solutions Customer Reach Back Campaign Results**

| CHANNEL  | IN-MARKET DATE | IMPRESSIONS/ SENDS | AUDIENCE REACH/ OPENS | OPEN RATE | CLICKS | CLICK-THROUGH RATE |
|--|----------------|--------------------|-----------------------|-----------|--------|--------------------|
| <b>A/C Tune-Up Email - First Send</b>                  | April 16, 2021 | 2,797              | 592                   | 22.6%     | 133    | 22.5%              |
| <b>A/C Tune-Up Email Second Send</b>                   | April 30, 2021 | 3,215              | 799                   | 26.4%     | 197    | 24.7%              |
| <b>A/C Tune-up Direct Mail Postcard – First Batch</b>  | April 15, 2021 | 2,500              | N/A                   | N/A       | N/A    | N/A                |
| <b>A/C Tune-up Direct Mail Postcard – Second Batch</b> | April 29, 2021 | 2,802              | N/A                   | N/A       | N/A    | N/A                |

On April 30, the team launched the Customer Engagement Portal remarketing campaign. This nurture campaign contained a series of four emails targeted to customers who had received energy efficiency recommendations from their My Energy Portal. The nurture campaign will continue in Q3.

In May, the ‘Spring into Energy Savings’ campaign focused on the HPwES offering and its potential customer savings. The campaign encouraged customers to sign up for a home assessment and receive no-cost energy efficiency products, valued up to \$300. The campaign targeted a list of 18,354 customers with the highest kWh usage.

The team launched the Appliance Recycling & Replacement Pilot offering at the end of May. In preparation for the launch, the team developed marketing assets consisting of website design, online scheduling tool design, email campaign and Google search. Google display ads, digital display, paid social and radio will be implemented in the second half of the year.

**Table 21.4: Email Campaigns**

| EMAIL NAME   | DATE SENT         | SENT   | OPEN RATE | CLICK RATE | CLICK THROUGH RATE |
|--|-------------------|--------|-----------|------------|--------------------|
| Q1 Trade Ally Newsletter                               | February 19, 2021 | 72     | 50.7%     | 22.5%      | 44.4%              |
| Home Fitness Email (Version 1)                         | February 23, 2021 | 7,803  | 14.4%     | 0.7%       | 5.2%               |
| Power Trip Email - March                               | March 8, 2021     | 115    | 19.1%     | 0.9%       | 4.5%               |
| Home Fitness Email (Version 2)                         | March 16, 2021    | 7,992  | 15%       | 1%         | 6.6%               |
| Trade Ally Badge Reminder Email                        | March 30, 2021    | 72     | 42.3%     | 5.6%       | 13.3%              |
| Power Trip - April 2021                                | April 7, 2021     | 115    | 26.5%     | 1.7%       | 7.4%               |
| Power Trip - May 2021                                  | May 5, 2021       | 115    | 14.4%     | 0%         | 0%                 |
| A/C Tune-Up Email - First Send                         | April 16, 2021    | 2,797  | 592       | 22.6%      | 22.5%              |
| A/C Tune-Up Email - Second Send                        | April 30, 2021    | 3,215  | 799       | 26.4%      | 24.7%              |
| Customer Engagement Portal Nurture Email – First Email | April 30, 2021    | 4,320  | 184       | 4.3%       | 10.3%              |
| Spring into Energy Savings Email                       | May 10, 2021      | 18,354 | 4,089     | 22.3%      | 7.1%               |

**Table 21.5: Spring Into Energy Savings Campaign Results**

| CHANNEL                     | IN-MARKET DATE   | IMPRESSIONS/ SENDS | AUDIENCE REACH/ OPENS | OPEN RATE | CLICKS | CLICK-THROUGH RATE |
|-----------------------------|------------------|--------------------|-----------------------|-----------|--------|--------------------|
| Spring into Savings Email   | May 10, 2021     | 18,354             | 4,089                 | 22.3%     | 290    | 7.1%               |
| Google Search               | May 7 – 31, 2021 | 3,020              | N/A                   | N/A       | 185    | 0.61%              |
| Google Display              | May 7 – 31, 2021 | 423,000            | N/A                   | N/A       | 2,590  | 0.61%              |
| Gambit Digital Ad           | May 4 – 31, 2021 | 44,241             | N/A                   | N/A       | 10     | 0.02%              |
| New Orleans Tribune Digital | May 5 – 31, 2021 | N/A                | N/A                   | N/A       | N/A    | N/A                |
| Facebook                    | May 1 – 31, 2021 | 166,997            | N/A                   | N/A       | 1600   | 1%                 |

The team promoted the Energy Smart Online Marketplace during the first half of the year with a lead generation and remarketing email strategy along with digital features such as Facebook and Google search ads. The email strategy used the lead generation email to create awareness for the products included in the offer and the duration of the promotion.

The remarketing message was a “last chance” reminder for the consumer to act before the promotion ends. The team saw higher open rates and click through rates on the remarketing emails, confirming that this best practice should continue. Overall through the first half of the year, the emails saw an average 11.58% conversion rate on the marketplace, with 15.8% from remarketing emails. Additionally, the team ran carousel-style Facebook ads for each promotion, which averaged a 7.5% conversion rate on the marketplace. As a benchmark, residential marketplaces have approximately a 5.5% conversion rate.



By the end of Q2, the Energy Smart Online Marketplace reached 57% of the annual thermostat goal (6,000 thermostats) and 18% of the annual LED goal (32,000 LEDs). The team adjusted lighting promotions to occur simultaneously with smart thermostat offers to cross-promote both offers in marketing messaging. At the beginning of 2021, a new Google Nest Thermostat was added to the Online Marketplace. In the first half of the year, the Google Nest was the most popular thermostat with almost 3,000 thermostats ordered, compared to the next highest selling thermostat, the Emerson Sensi Thermostat with 195 ordered. At the end of July, the Energy Smart Online Marketplace will add the new Sensi Touch in silver and the Energy Smart team will produce a special launch campaign.

**Table 21.6: Energy Smart Online Marketplace Promotions**

| PROMOTION NAME  | RUN DATES              | PRODUCTS PROMOTED  |
|---|------------------------|--|
| <b>Earth Day</b>  | April 8 – 28, 2021     | Google Nest Thermostat, ecobee3 lite smart thermostat, ecobee SmartThermostat with voice control, Emerson Sensi Classic  |
| <b>Memorial Day</b>   | May 20 – June 1, 2021  | Simply Conserve Standard LEDs, Google Nest Learning Thermostat, ecobee3 lite smart thermostat, ecobee SmartThermostat with voice control                                 |
| <b>Summer Savings (Father's Day/4<sup>th</sup> Of July)</b> | June 18 – July 8, 2021 | Simply Conserve Standard LEDs, Simply Conserve Advanced Power Strips, Google Nest Learning Thermostat, Google Nest Thermostat, ecobee SmartThermostat with voice control |

**Table 21.7: Energy Smart Online Marketplace Email Campaigns**

| EMAIL NAME                              | DATE SENT      | SENT   | OPEN RATE | CLICK RATE | CLICK THROUGH RATE |
|---|----------------|--------|-----------|------------|--------------------|
| <b>Earth Day (Lead Generation)</b>      | April 8, 2021  | 68,602 | 14.6%     | .5%        | 3.8%               |
| <b>Earth Day (Remarketing)</b>          | April 13, 2021 | 67,604 | 12.2%     | .7%        | 5.5%               |
| <b>Earth Day (Remarketing 2)</b>        | April 19, 2021 | 67,155 | 12.3%     | 1.1%       | 8.6%               |
| <b>Memorial Day (Lead Generation)</b>   | May 21, 2021   | 68,275 | 14.1%     | .8%        | 6%                 |
| <b>Memorial Day (Remarketing)</b>       | May 24, 2021   | 50,957 | 17.9%     | .8%        | 4.8%               |
| <b>Summer Savings (Lead Generation)</b> | June 22, 2021  | 70,009 | 16.8%     | 1.7%       | 10.2%              |
| <b>Summer Savings (Remarketing)</b>     | June 25, 2021  | 82,030 | 15.2%     | 1%         | 6.6%               |

### Marketing Collateral/Assets

- AESP Presentation.
- Branded Clipboard Report.
- Smart Thermostat Rebate Application.
- Window Air Conditioner Rebate Application.
- Dehumidifier Rebate Application.

- Refrigerator Rebate Application.
- Water Cooler Rebate Application.
- In-ground Pool Pump Rebate Application.
- Home Fitness Email Version One.
- Home Fitness Email Version Two.
- Home Fitness Streaming Radio Audio Ad.
- Home Fitness Digital 500x500 and 640x640 Banner Ads.
- Home Fitness Google Search Ad.
- Home Fitness Google 300x250, 320x100 and 728x90 Display Ads.
- Home Fitness Facebook Ad.
- Home Fitness 9.22 in. x 4.94 in. Print Ad.
- Home Performance with ENERGY STAR Bill Insert.
- Home Performance with ENERGY STAR Spring Postcard.
- Spring into Energy Savings Email.
- Spring into Energy Savings Google 300x250, 320x100 and 728x90 Display Ads.
- Spring into Savings Gambit Digital 300x250 Ad.
- Spring into Savings New Orleans Tribune Digital 300x250 ad.
- Spring into Savings Google Display Facebook Ad.
- Trade Ally Q1 Email.
- Trade Ally Badge Design.
- Power Trip Email.
- Power Trip Flyer.
- Residents Page User Study.
- Program Staff Vehicle Magnets.
- Vehicle Magnet Daily Takedown Procedure.
- A/C Customer Reach Back Email.
- A/C Customer Reach Back Postcard.

### **Marketing Tactics**

- Content for Circuit E-Newsletter.
- Digital Advertising.
- Streaming Radio Ad and Digital Banners.
- Print Ad.

- Bill Inserts.
- Direct Mail/Postcard.
- Social Media Posts.
- Email Campaigns to Residential Customers and Trade Allies.

## **Community Outreach**

### **Highlights**

Under the complex conditions brought by the COVID-19 pandemic on social gatherings, Energy Smart continued to offer community outreach programming mostly online. In the first half of PY11, the team's 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 door-to-door kit canvassing.

The team offered flexible content options to community groups, ranging from five-minute presentations to 60-minute energy efficiency lessons. Community outreach was conducted over 43 event days to 1,171 community members. Thirty-nine events were virtual, and four events were in-person. The in-person outreach was conducted at two Louisiana Green Corps classes and at two Central Circle meetings.

Several non-profits hosted Energy Smart community outreach staff once or twice throughout the first half of the year as has been done in previous years, except that all participation was via webinar instead of in-person. These groups included City Park Earth Day, Entergy - Carrollton Neighborhood Leaders Meeting, Hardin Playground Community Resource Fair, Jericho Road, Latter and Blum and the Preservation Resource Center.

As in previous years, neighborhood associations invited Energy Smart to their regular meetings to provide a five to 15-minute presentation. These groups included Algiers Point Association, Councilmember Nguyen District E Coffee and Conversations, CRNA Meeting (Carrollton Riverbend), East New Orleans Advisory Commission, Edgewood Park Neighborhood Association, Fairgrounds Neighborhood Association, Faubourg St. John Neighborhood, Lake Carmel Subdivision, Lake Carmel Subdivision meeting (New Orleans East) and MCNO Meeting (Mid City).

Three community groups, Jane's Place, Energy Future 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.

In partnership with Louisiana Green Corps, two job training opportunities brought in-depth community outreach with students. On a quarterly basis, the Energy Smart team teaches opportunity youth professional energy efficiency skills. The classes included at-home activities to practice home energy assessments and content about green job opportunities. Power Trip: Your Journey to Energy Efficiency was a new program last year. Community members were invited to attend a 30-minute webinar on the Energy Smart program monthly, followed by a question-and-answer session with an energy expert that provided individuals with information specifically for their home energy needs.

**Table 21.8: Community Event Virtual Attendance by Month**

| MONTH        | ATTENDANCE AT EVENT |
|--------------|---------------------|
| January      | 144                 |
| February     | 135                 |
| March        | 145                 |
| April        | 263                 |
| May          | 363                 |
| June         | 121                 |
| <b>TOTAL</b> | <b>1,171</b>        |

## Review

Community outreach during the COVID-19 pandemic has been exceptionally challenging. In the first half of PY11, some events have been able to be held in-person. The Energy Smart team will continue to attend as many events in-person as possible. However, video conferencing is likely to continue to be a key part of community connection throughout PY11. Energy Smart will continue to meet the community where it is, whether that is in-person or virtually.

## Commercial Marketing and Outreach

### Marketing

In the first half of the year, the Energy Smart team focused on developing the PY11 marketing plan and implementing marketing strategies and tactics to drive awareness and participation. The team also searched for and hired a local Disadvantaged Business Enterprise advertising agency to assist the Energy Smart team with its marketing and outreach to increase program awareness and program participation. The Spears Group became the agency of record for the Energy Smart program and their scope of work will focus on research, developing marketing and creative strategies, media strategy, outreach and public relations to drive awareness and participation in the Energy Smart commercial and industrial offerings.

In January, the Energy Smart team provided support for the 2021 AESP Conference. Two abstracts submitted by the Energy Smart team for the 2021 AESP Conference were selected for the conference. The first, a joint Entergy New Orleans and Entergy Louisiana submission focused on 'Using Energy Efficiency as a Necessary Cost-Saving Tool through Economic Hardship.' The second, 'A Case Study: A Coordinated Effort on Driving Diversity in New Orleans', focused on how the Energy Smart program is partnering with organizations to drive diversity in the workforce.

To support other offerings such as new construction goals the Energy Smart team implemented a print ad, digital and sponsored content in the March issue of Biz New Orleans. The Energy Smart team also implemented an email campaign to C-level executives in commercial real estate which introduced them to the benefits of the Energy Smart commercial and industrial program and included a specific message about benchmarking. The team also developed a spreadsheet with commercial property leasing agents to be used in benchmarking outreach. To support the large Demand Response offering, the team updated collateral to reflect new incentive rates, added a disclaimer, updated the program phone number and updated the copyright legal disclaimer.

To drive small business participation, the Energy Smart team implemented several marketing tactics in the first half of the year. In January, the team added no-cost Small Business Energy Efficiency Kits to the Small Business Online Store. To prepare for this addition, the team revised the Small Business Online Store website to include a navigation tab for the kits and a Small Business Energy Efficiency Kit landing page. The kit landing page showcased the restaurant, retail and office kits and detailed the products included in each kit.

The Small Business Online Store and free energy efficiency kits were consistently messaged through Google search during the first half of the year. The ads generated 70,840 impressions and 1,434 clicks to the store. The free energy efficiency kits generated 256,089 impressions and 2,062 clicks.

Collateral for the Small Business Direct Install offering and Prescriptive Incentives list, as well as the program incentive application, were updated in Q1 to reflect changes to incentive rates. The Energy Smart team utilized a bill insert to target small business customers. The bill insert messaged the small business offerings and was sent to over 20,000 small businesses during the billing cycle of March 3 through April 1.

The Energy Smart team continued to utilize paid advertising in the first half of the year. Google ads, Facebook, digital banners, email campaigns and print ads were implemented. In celebration

of President's Day, an email campaign and Google search ads promoting the \$69 deal on the Google Nest Smart Thermostat were developed and ran from February 15 to 17. The President's Day campaign and ad targeted small business customers. To celebrate Earth Day, the team launched a campaign consisting of email, Google search and Facebook ads to promote smart thermostats. An eblast messaging the smart thermostat deals for Earth Day was sent to small business customers on April 19 while the social media and Google search ads ran from April 19 to April 23.

Print and digital ads messaging the customer incentive caps were developed and ran in City Business Journal and Biz New Orleans publications during Q1. Then messaging was switched in May to promote the Summer Bonus incentive. Digital ads promoting the Summer Bonus ran in City Business Journal and Biz New Orleans, and an eblast was sent to over 6,000 commercial customers, approved trade allies and potential trade allies. Memorial Day advertising promoting deals on smart thermostats was developed and implemented via social media.

Earned media in Q1 consisted of partnering with the Mayor's Office to add a navigation tile to the Energy Smart Business landing page. The tile resides within the Small Business Resources section of the Mayor's website and redirects prospects to the Energy Smart Business landing page that showcases all the offerings available to business customers. To celebrate National Electricity Day, media interviews were arranged with WBOK and WDSU for on June 15 where the Energy Smart team had the opportunity to tout the benefits of the program.

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

### **Marketing Collateral/Assets**

- Small Business Direct Install Incentive List Update.
- Small Business Direct Install Application Update.
- Small Business Solutions Bill Insert.
- Small Business Online Store revised to include Small Business Kits.
- Small Business Online Store Updated to Include Free Small Business Kit Landing Page.
- Small Business Online Store Updated the Check-Out Page to Include a "How Did You Hear About Energy Smart" question.

- Combined Calculator Update.
- Prescriptive Incentive List Update.
- Digital Banner Ads.
- Print Ads.
- President's Day Email.
- President's Day Google Search Ads.
- Earth day Email.
- Sponsored Content for Biz New Orleans.
- Earth Day Google Search Ads.
- Memorial Day Social Ads.
- Newsletter Content for Small Business Kits Available on Small Business Online Store.

### **Marketing Tactics**

- 2/3 Page Print Ad in March Biz New Orleans.
- 300x250 Digital Banner Ad in March Biz New Orleans.
- 728x90 Leaderboard Digital Banner Ad in February and March City Business Journal.
- President's Day Eblast to Small Business Customers.
- President's Day Google Search Ads.
- Earth Day Eblast to Small Business Customers.
- Earth Day Facebook Ads.
- Earth Day Paid Search Ads.
- Memorial Day Facebook Ads.
- Small Business Solutions Bill Insert in March 3 – April 1 Billing Cycle.
- Facebook Ads Promoting Free Energy Efficiency Kits.
- Facebook Ads Promoting Small Business Online Store.
- Prescriptive Incentive Rate Change Eblast.
- Energy Smart for Business Tile added to the Mayor's website.

- Media Interviews with WBOK and WDSU.
- Sponsored Content in Biz New Orleans Newsletter.

**Table 21.9: C&I Eblasts & Newsletters**

| NAME  | DATE SENT      | OPEN RATE | CLICK THROUGH RATE |
|---|----------------|-----------|--------------------|
| LifeCity  | Jan 7, 2021    | N/A       | N/A                |
| Prescriptive Incentive Rate Change                        | Feb 15, 2021   | 48.6%     | 18%                |
| President's Day Google Nest                               | Feb 15, 2021   | 28.2%     | 1.5%               |
| Q1 Higher Ed Cohort Meeting                               | March 15, 2021 | 35.2%     | 17.2%              |
| Cash Incentives For Restaurants                           | April 12, 2021 | 43.8%     | 2,2%               |
| Small Business Earth Day Promo                            | April 19, 2021 | 23.4%     | 3,1%               |
| Air Compressor Incentives Webinar                         | April 29, 2021 | 35,7%     | 3.6%               |
| Energy Smart/Delgado Conference Call Webinar              | May 5, 2021    | 37.7%     | 2,8%               |
| Summer Bonus To C&I Customers                             | May 6, 2021    | 21.4%     | 1,8%               |
| Summer Bonus To Facility Directors                        | May 6, 2021    | 18.3%     | 3%                 |
| Energy Advisor Job Posting                                | May 24, 2021   | 42.7%     | 8.5%               |
| Hospitality Initial Contact                               | June 7, 2021   | 16.7%     | 0%                 |
| Summer Bonus 2 <sup>nd</sup> Notice To C&I                | June 7, 2021   | 18.2%     | 1,3%               |
| Summer Bonus 2 <sup>nd</sup> Notice To Higher Ed Contacts | June 7, 2021   | 23,6%     | 1.8%               |
| Summer Bonus 2 <sup>nd</sup> Notice To Facility Directors | June 7, 2021   | 18.3%     | 1,8%               |
| Incentives For Small Businesses Webinar                   | June 7, 2021   | 28.4%     | .7%                |
| Commercial Real Estate Introductory Eblast                | June 14, 2021  | 17.6%     | 0%                 |
| Higher Ed Intro Eblast                                    | June 14, 2021  | 7.7%      | 0%                 |
| July 4 Google Nest Learning                               | June 30, 2021  | 27.7%     | 1,4%               |

**Table 21.10: C&I Digital Advertising**

| CHANNEL               | MESSAGE                     | DATE                      | IMPRESSIONS | CLICKS |
|-----------------------|-----------------------------|---------------------------|-------------|--------|
| Facebook              | Free Small Business Kits    | Jan 1 – Feb 28, 2021      | 7,142       | N/A    |
| Facebook              | Small Business Online Store | Jan 1 – Feb 28, 2021      | 9,800       | N/A    |
| Facebook              | Earth Day Promo             | April 19 – April 23, 2021 | 125,237     | 185    |
| Facebook              | Memorial Day Promo          | May 27 – June 6, 2021     | 116,606     | 546    |
| Google Search         | Free Small Business Kits    | Jan 1 – March 31, 2021    | 133,921     | 1,035  |
| Google Search         | Small Business Online Store | Jan 1 – March 31, 2021    | 43,177      | 747    |
| Google Search         | President's Day Sale        | Feb 15 – 17, 2021         | 15          | 7      |
| Google Search         | Earth Day Promo             | April 19 – April 23, 2021 | 3,921       | 29     |
| City Business Journal | Customer Incentives         | Feb 1 – March 31, 2021    | N/A         | 29     |
| Biz New Orleans       | Customer Incentives         | March 1 – 31, 2021        | N/A         | 27     |
| City Business Journal | Summer Bonus Incentive      | May 1 – July 31, 2021     | -           | -      |
| Biz New Orleans       | Summer Bonus Incentive      | May 21 – June 21, 2021    | 56,438      | 14     |



## **Outreach Events, Presentations and Tactics**

Small business outreach during the first half of the year continued to focus on in-person distribution of the Small Business Energy Efficiency Kits throughout major commercial corridors in Orleans Parish. This tactic has proven to be an excellent way to generate leads for deeper energy-savings projects and increase awareness of the other small business solutions available. The Energy Smart team distributed 491 kits generating 453,859 in kWh savings. Leads generated from direct outreach were given to the Small Business Direct Install trade allies for follow-up. The Energy Smart team held a webinar on April 27 for restaurant owners and managers to learn about energy efficiency projects and incentives available to them. An eblast was sent on April 12 to the restaurant contacts received via the direct outreach of small business kits. The webinar included guest speakers from two small business customers that participated in the program.

Large commercial outreach in the first half of the year focused on searching for and hiring a Disadvantaged Business Enterprise firm to help with direct outreach to the major market segments and large users. The new firm, MD Energy Advisors, will target customers such as universities, K-12 schools, government facilities, large commercial properties, warehouses, hotels, healthcare and potential new trade allies. Energy Smart implemented an eblast to C-level executives in commercial real estate and hospitality venues introducing them to Energy Smart and driving them to contact the program. The eblast targeting commercial real estate executives was sent on June 14 and an eblast targeting hospitality executives was sent on June 7. A spreadsheet detailing contacts in commercial real estate, shopping centers, architecture firms and engineering firms was developed for outreach tactics in the second half of the year.

Demand Response outreach for the EasyCool for Business offering is ongoing and is conducted through the program website, the Small Business Online Store, trade ally network and through webinars/presentations. Starting in July, the Energy Smart team will implement a paid media campaign using email, bill inserts, google display, social media and print ads to message discounts on small smart thermostats and the EasyCool for Business offering to small commercial customers. For our large Demand Response offering, joint outreach among Energy Smart implementers is being conducted to maximize customer exposure for all Energy Smart Programs. Coordination with energy consulting firms is ongoing to further identify qualified large C&I Demand Response customers.

**Table 21.11: Outreach Events & Presentations**

| <b>DATE</b>                | <b>EVENT</b>                              |
|----------------------------|---|
| <b>January - June 2021</b> | Small Business Kit In-Person Distribution |
| <b>January 28, 2021</b>    | Poydras Properties                        |
| <b>January 28, 2021</b>    | Silocaf                                   |
| <b>January 29, 2021</b>    | LSU Health                                |
| <b>March 16, 2021</b>      | VA  |
| <b>March 16, 2021</b>      | LSU Health                                |
| <b>March 16, 2021</b>      | Harrah's                                  |
| <b>March 17, 2021</b>      | LCMC                                      |
| <b>March 17, 2021</b>      | NASA                                      |
| <b>March 17, 2021</b>      | Children's Hospital                       |
| <b>March 24, 2021</b>      | Louisiana Public Charter School           |
| <b>March 24, 2021</b>      | NOMAR-CID                                 |
| <b>March 25, 2021</b>      | Loyola                                    |
| <b>March 25, 2021</b>      | Jones Lang LaSalle                        |
| <b>March 25, 2021</b>      | Southern University                       |
| <b>March 25, 2021</b>      | NASA                                      |
| <b>March 25, 2021</b>      | Poydras Properties                        |
| <b>March 25, 2021</b>      | Hertz Group                               |
| <b>March 25, 2021</b>      | Xavier                                    |
| <b>March 30, 2021</b>      | Sacred Heart                              |
| <b>April 1, 2021</b>       | Harrah's Casino                           |
| <b>April 5, 2021</b>       | Harrah's Casino                           |
| <b>April 8, 2021</b>       | ENO CSM's                                 |
| <b>April 14, 2021</b>      | Ritz Carlton                              |
| <b>April 19, 2021</b>      | Habana NOLA                               |
| <b>April 27, 2021</b>      | Café Dauphine                             |
| <b>April 29, 2021</b>      | Poke Loa                                  |
| <b>May 4, 2021</b>         | Felipe's                                  |
| <b>May 25, 2021</b>        | Doerr Furniture                           |
| <b>June 23, 2021</b>       | Westin Hotel                              |
| <b>June 24, 2021</b>       | Legacy Services                           |
| <b>June 30, 2021</b>       | WT Verges Construction                    |
| <b>June 30, 2021</b>       | NOMAR Lunch and Learn                     |

**Program Presentations:**

- Small Business – 8
- Education – 6
- Hospital – 2
- Casino – 3

- Commercial Real Estate – 5
- Government – 3
- Large Industrial – 1
- Association – 1
- Hotel – 2
- Other - 1

### 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 21.12**

| DATE           | LOCATION | TOPIC                      |
|----------------|----------|----------------------------|
| April 28, 2020 | Webinar  | Energy Smart PY11 Overview |

### 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

# Trade Allies

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## Overview

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

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

## Network Development & Highlights

### Residential Trade Ally Network

In Q1, the Energy Smart team launched the tier system for all residential trade allies. Trade allies are grouped into two categories and ranked according to their performance in quality reviews, kWh savings contribution and response time to customers. During the first half of the year, Energy Smart staff sought feedback on tier benefits and metrics used in ranking the trade allies to increase trade ally involvement in continuous program improvement and growth.

The team reached out to potential trade allies through community partners, including JohnStone Supply of New Orleans. These meetings resulted in the addition of two new trade allies to the network and re-enrolling one previously active trade ally.

**Table 22.1: Residential Trade Ally Tiers**

| TIER     | # OF TRADE ALLIES |
|----------|-------------------|
| Platinum | 0                 |
| Gold     | 5                 |
| Silver   | 5                 |
| General  | 5                 |

### Commercial & Industrial Trade Ally Network

In Q1 the Energy Smart team updated the Commercial & Industrial trade ally tier system based on trade ally participation in the prior program year. The designations of Platinum, Gold, Silver or General correspond to benefits such as the option to co-brand marketing materials. Trade allies learned their status prior to the Q1 TAAG meeting.

The team also introduced an option for trade allies to request direct deposit payment. Trade allies who took advantage of this payment option provided positive feedback about this faster and more efficient method of receiving payment.

In Q2 the Energy Smart team enhanced the trade ally experience for the providers in the Small Business Direct Install offering. The team began providing warm leads from customers that were generated through direct outreach to small commercial businesses.

**Table 22.2: C&I Trade Ally Tiers**

| TIER     | # OF TRADE ALLIES |
|----------|-------------------|
| Platinum | 2                 |
| Gold     | 4                 |
| Silver   | 27                |
| General  | 79                |

## Trade Ally Advisory Group (TAAG)

### Residential Trade Ally Advisory Group

The Residential Trade Ally Network held the Q1 TAAG meeting on February 25 with a total of 33 individuals from 13 trade ally companies in attendance. During the Q2 TAAG meeting on May 20, a total of 28 individuals from 11 trade ally companies in attendance. The Energy Smart team discussed the following topics:

- New rebate and incentive amounts.
- New members of the program team.
- The addition of Direct deposit payments through the program.
- Trade ally tiering reports for the Residential Trade Ally Network.
- Continuing COVID-19 safety protocols for all trade allies when working in or around customer homes.
- Virtual site inspections are available to ensure customer safety and smooth operation.
- Requirements for testing systems before and after every service performed.

### Commercial & Industrial Trade Ally Advisory Group

Energy Smart hosted the Q1 Commercial & Industrial TAAG meeting on February 2 and the Q2 TAAG webinar on April 20. A total of 72 trade ally representatives were in attendance. The Energy Smart team discussed the following topics:

- Introduction of a new direct-deposit payment system.
- Summary of program outreach efforts to small and large commercial customers.
- Updated PY11 trade ally tier rankings and the benefits associated with the tiers.
- Review of the program kWh goals, budget, incentive caps and values for prescriptive measures.

- The announcement of a Summer Bonus running from April 26 to July 31.
- The announcement that the program is recruiting Small Business Direct Install providers and is providing leads based on outreach to small commercial customers.
- The kickoff of the Delgado Community College Trade Ally Industry Team which will provide consultation on preparing students to work in energy-efficiency fields. The Technical Division Work Experience Coordinator presented results of a survey of Delgado students regarding their career goals and how those could align with trade allies.
- A discussion of emerging trends in green building and wellness by the Vice-Chair of the LA Chapter of the U.S. Green Building Council.

## Measuring the Network

### *Contractor Engagement*

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

Table 22.3: Trade Ally Engagement

| CATEGORY                | # OF COMPANIES |
|-------------------------|----------------|
| C&I Network             | 112            |
| Residential Network     | 15             |
| <b>TOTAL ENGAGEMENT</b> | <b>127</b>     |

### *Contractor Participation*

Participation is defined as registered trade allies who have submitted projects in the current program year.

Table 22.4: Trade Ally Participation

| CATEGORY                | # OF COMPANIES |
|-------------------------|----------------|
| C&I Network             | 22             |
| Residential Network     | 12             |
| <b>TOTAL ENGAGEMENT</b> | <b>34</b>      |

# Training Program

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## Residential Highlights

The Energy Smart team provided training webinars to residential trade allies on topics including weatherization on historic homes, software troubleshooting, air conditioner tune-up best practices, material usage and trade ally communication requirements during the first half of the year. In addition to webinar trainings, the Energy Smart team performs regular field-based and virtual trainings with residential trade ally staff while performing quality assurance inspections on services being performed in residences throughout Orleans Parish. In the first half of the year these trainings included

The residential trade ally training 'Upselling Non-Program Services' was held on May 18, with 19 members from 10 trade ally companies attending the training. This training included in-depth breakdowns of services to offer for before and after program services are performed. This included the methods to sell offerings to the customer and multiple options for companies to consider in growing their businesses. The training also covered ways to approach homes that are hard to service and systems that are in poor condition and at risk of breaking.

## Commercial & Industrial Highlights

Energy Smart provided onboarding training to 17 new Commercial & Industrial trade allies in the first half of the year. The onboarding of individual Commercial & Industrial trade allies consisted of the following overview of the application process:

- Instructions on using the incentive application.
- An overview of the items required for project submission, such as a utility bill and a verification the equipment meets industry specifications.
- A review of the custom and prescriptive measure incentive rates.
- Training on communicating effectively about all Energy Smart offerings, including services which the individual trade allies do not offer themselves.

Energy Smart also provided initial program overviews for 23 other Commercial & Industrial contractors during the first half of the year, with a focus on HVAC technicians, and will continue to try and recruit the contractors into the network.

On February 9 the Energy Smart team facilitated a training on commercial lightbulb recycling, evidence of the program's commitment to promoting sustainability. Energy Smart welcomed both

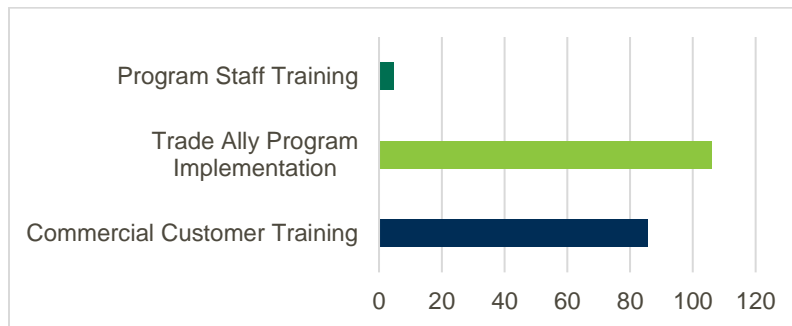


trade allies and commercial customers to attend this training. Representatives from a local recycling company as well as regulators from the Louisiana Department of Environmental Quality discussed recycling options for lightbulbs as well as state regulations to ensure that lightbulbs do not unlawfully end up in landfills. Attendees learned how the State defines universal, solid and hazardous waste. Attendees learned who is responsible for the disposal of these wastes as well as how to lawfully store and dispose of the waste.

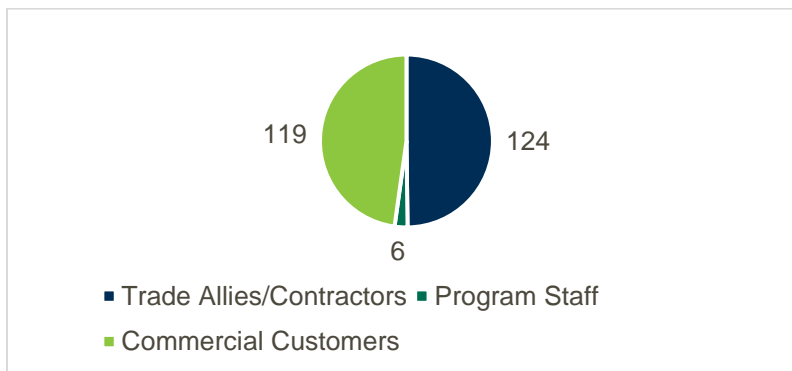
On May 11 the Energy Smart engineering staff led a C&I training on compressed air systems. The goal of this training was to provide technical advice for trade allies supporting industrial customers through custom incentives. The engineering staff covered the following ways industrial customers could save energy:

- Minimizing leaks.
- Finding efficiencies of compressed air storage receiver tanks.
- Compressed air nozzles.
- VSD air compressors and compressed air setpoints.

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



**Chart 23.2: Training by Audience Type**



Additionally, Energy Smart searched for and hired a Disadvantaged Business Enterprise firm, Harris Energy Solutions, that will provide technical training for trade allies. Harris Energy Solutions has expertise in all aspects of energy management and the firm consists of mechanical engineers, professional engineers, certified energy managers and facility specialists. The team met throughout Q2 to plan a series of residential and commercial trainings, which will be offered in the second half of the year.

# Initiatives

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## **Workforce Development**

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

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 these communities on behalf of Energy Smart, reaching minority contractors to prepare them to provide energy efficiency services for clients and to prepare them for 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 addition to the partnership with the ULLA, Energy Smart team coordinates with other local workforce development agencies, including:

- YouthForce Nola
- Delgado Community College
- YouthWorks in the City of New Orleans
- New Orleans Business Alliance
- Louisiana Green Corps

In the first half of PY11, Energy Smart worked with the ULLA Vice President of Workforce Development and an administrator in the workforce development division with Delgado Community College (DCC) to kickstart a discussion regarding ways Energy Smart and DCC could partner. DCC administrators reviewed survey responses from trade allies specializing in building automation and researched potential curriculum for building automation instruction. Then Energy

Smart facilitated a webinar between DCC administrators and sixteen Energy Smart trade allies. This discussion initiated the Trade Ally Industry Team which became a way for Energy Smart trade allies to provide consultation directly to DCC staff. Following this webinar trade allies provided Delgado with job descriptions and assistance in planning course curriculum.

DCC assisted in developing relationships between the students and the program. DCC's administration surveyed students in various electrical disciplines regarding their interest in pursuing careers in energy efficiency, and Energy Smart staff presented to students in two DCC electrical classes regarding careers in energy efficiency.

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

### **Supplier Diversity & Inclusion**

Energy Smart partners with multiple small and disadvantaged businesses to help deliver the program. Choosing these partners was part of a conscious decision to create a deliberately 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.

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

In total, Energy Smart spent over \$800,000 of non-incentive program funds on diverse suppliers during the first half of the year.



# FINANCIAL PERFORMANCE



# Financial Highlights

**Table 25.1**

| OFFERING   | INCENTIVES         | BUDGET              | % TO BUDGET   |
|--|--------------------|---------------------|---------------|
| Small Commercial & Industrial Solutions*         | \$119,550          | \$1,086,355         | 11.00%        |
| Large Commercial & Industrial Solutions*         | \$1,121,958        | \$3,723,728         | 30.13%        |
| Publicly Funded Institutions*                    | \$325,525          | \$415,212           | 78.40%        |
| Commercial & Industrial Construction Solutions** | \$15,058           | \$292,527           | 5.15%         |
| Large Commercial & Industrial Demand Response    | -                  | \$131,522           | 0.00%         |
| EasyCool For Business                            | \$850              | \$15,280            | 5.56%         |
| Home Performance with ENERGY STAR                | \$251,982          | \$1,222,049         | 20.62%        |
| Retail Lighting & Appliances                     | \$71,569           | \$1,128,595         | 6.34%         |
| Multifamily Solutions                            | \$132,446          | \$306,010           | 43.28%        |
| Income-Qualified Weatherization                  | \$833,924          | \$697,167           | 119.62%       |
| A/C Solutions                                    | \$100,297          | \$439,100           | 22.84%        |
| Appliance Recycling & Replacement Pilot          | -                  | \$135,000           | 0.00%         |
| School Kits & Community Outreach                 | \$18,586           | \$105,400           | 17.63%        |
| Behavioral                                       | -                  | -                   | N/A           |
| Rewards  | -                  | \$150,000           | 0.00%         |
| EasyCool - Direct Load Control                   | \$5                | \$47,750            | 0.01%         |
| EasyCool - Bring Your Own Thermostat             | \$20,975           | \$134,965           | 15.54%        |
| <b>TOTAL</b>                                     | <b>\$3,018,707</b> | <b>\$10,030,660</b> | <b>30.09%</b> |

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings and incentives acquired from 1/1/2021 through 6/30/2021.

\*\*Incentives are reflective of projects that have been completed as well as projects that are being implemented.

As of July 2021, ENO Energy Smart account had a positive balance of approximately \$4.27MM. The Energy Efficiency Cost Recovery (EECR) rider went into effect in April 2020. To date for 2021, approximately \$11.26MM has been collected through the rider.

**Table 25.2**

| ENERGY SMART EXPENSES/INVOICES |           |                |                          |                 |                 |                  |             | FUNDING SOURCES |                |                      |
|--------------------------------|-----------|----------------|--------------------------|-----------------|-----------------|------------------|-------------|-----------------|----------------|----------------------|
| YEAR                           | Month     | Program Year 9 | Program Year 9 Extension | Program Year 10 | Program Year 11 | Deferred Algiers | Total       | EECR            | Total Payments | Total Ending Balance |
| 2019                           | December  |                |                          |                 |                 |                  |             |                 |                | -\$114,668           |
| 2020                           | January   | \$1,767,810    | \$100,280                | \$0             |                 | \$98,604         | \$1,966,694 |                 | \$114,668      | \$1,852,025          |
| 2020                           | February  | \$0            | \$0                      | \$0             |                 | \$0              | \$0         |                 | \$0            | \$1,852,025          |
| 2020                           | March     |                | \$1,526,641              |                 |                 | \$84,042         | \$1,610,683 |                 | \$0            | \$3,462,708          |
| 2020                           | April     |                | \$154,572                |                 |                 | \$86,638         | \$241,209   | \$1,352,637     | \$1,352,637    | \$2,351,281          |
| 2020                           | May       |                |                          | \$786,044       |                 | \$0              | \$786,044   | \$1,387,890     | \$1,387,890    | \$1,749,435          |
| 2020                           | June      |                | \$314,221                |                 |                 | \$26,698         | \$340,919   | \$1,726,898     | \$1,726,898    | \$363,456            |
| 2020                           | July      |                | \$920,593                | \$1,868,467     |                 | \$37,184         | \$2,826,243 | \$1,933,543     | \$1,933,543    | \$1,256,156          |
| 2020                           | August    |                |                          | \$2,031,972     |                 | \$0              | \$2,031,972 | \$1,968,435     | \$1,968,435    | \$1,319,693          |
| 2020                           | September |                | \$274,367                | \$1,750,804     |                 | \$83,032         | \$2,108,203 | \$1,995,652     | \$1,995,652    | \$1,432,244          |
| 2020                           | October   |                | \$314,241                | \$363,544       |                 |                  | \$677,785   | \$1,733,665     | \$1,733,665    | \$376,364            |
| 2020                           | November  |                |                          | \$1,024,977     |                 |                  | \$1,024,977 | \$1,449,799     | \$1,449,799    | -\$48,458            |
| 2020                           | December  |                |                          | \$729,841       | \$9,950         |                  | \$739,791   | \$1,421,024     | \$1,421,024    | -\$729,692           |
|                                |           |                |                          |                 |                 |                  |             |                 |                |                      |
| 2021                           | January   |                |                          | \$2,149,540     | \$622,185       |                  | \$2,771,725 | \$1,606,650     | \$1,606,650    | \$435,383            |
| 2021                           | February  | -\$12,300      |                          | \$107,855       |                 |                  | \$95,555    | \$1,487,205     | \$1,487,205    | -\$956,267           |
| 2021                           | March     |                |                          | \$330           | \$890,822       |                  | \$891,152   | \$1,580,120     | \$1,580,120    | -\$1,645,236         |
| 2021                           | April     |                |                          | \$561,183       | \$886,829       |                  | \$1,448,012 | \$1,361,185     | \$1,361,185    | -\$1,558,409         |
| 2021                           | May       |                |                          | \$88,640        | \$870,789       |                  | \$959,429   | \$1,515,385     | \$1,515,385    | -\$2,114,365         |
| 2021                           | June      |                |                          | \$56,915        | \$997,210       |                  | \$1,054,125 | \$1,785,305     | \$1,785,305    | -\$2,845,545         |
| 2021                           | July      |                |                          |                 | \$507,291       |                  | \$507,291   | \$1,927,943     | \$1,927,943    | -\$4,266,197         |

## Appendices

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### Appendix A: School Kits & Education Summary

| SCHOOL   | DATE              | # OF KITS  | ENROLLMENT OFFERING |
|--|-------------------|------------|---------------------|
| Renew Schaumburg                               | February 18, 2021 | 70         | Public Charter      |
| McDonogh #35 Senior High School                | March 5, 2021     | 301        | Public Charter      |
| The Net-Central City                           | March 20, 2021    | 20         | Public Charter      |
| Dwight Eisenhower Academy For Global Studies   | April 19, 2021    | 225        | Public Charter      |
| Brownie Troupe At Lusher Charter School        | April 20, 2021    | 23         | Public Charter      |
| Fannie C. Williams Charter School              | April 26, 2021    | 60         | Public Charter      |
| The Living School                              | May 25, 2021      | 55         | Public Charter      |
| Thrive At Abundance Of Desire Community Center | May 31, 2021      | 50         | Summer Camp         |
| Electric Girls                                 | May 31, 2021      | 170        | Summer Camp         |
| <b>TOTAL</b>                                   |                   | <b>974</b> |                     |



## Appendix B: Community Outreach Summary

| DATE              | GROUP   | ATTENDANCE AT EVENT |
|-------------------|---|---------------------|
| January 9, 2021   | Jane Place Renter's Rights Assembly                         | 15                  |
| January 11, 2021  | MCNO Meeting (Mid City)                                     | 37                  |
| January 13, 2021  | LA Green Corps  | 16                  |
| January 14, 2021  | CRNA Meeting (Carrollton Riverbend)                         | 28                  |
| January 14, 2021  | LA Green Corps  | 16                  |
| January 25, 2021  | Jane Place Renter's Rights                                  | 15                  |
| January 27, 2021  | Central Circle Presentation                                 | 17                  |
| February 3, 2021  | Jane Place Renter's Rights Assembly                         | 12                  |
| February 8, 2021  | Mid City Neighborhood Association                           | 35                  |
| February 9, 2021  | Faubourg St. John Neighborhood                              | 28                  |
| February 9, 2021  | Power Trip  | 8                   |
| February 18, 2021 | Jane Place Renter's Rights Assembly                         | 14                  |
| February 20, 2021 | Councilmember Nguyen District E<br>Coffee and Conversations | 22                  |
| February 24, 2021 | Central Circle Meeting                                      | 16                  |
| March 4, 2021     | Energy Future - Energy and You                              | 25                  |
| March 9, 2021     | Power Trip  | 6                   |
| March 10, 2021    | Jane Place Renter's Rights                                  | 19                  |
| March 10, 2021    | Jericho Road  | 23                  |
| March 15, 2021    | Fairgrounds Neighborhood Association                        | 28                  |
| March 18, 2021    | Algiers Point Association                                   | 26                  |
| March 31, 2021    | Central Circle  | 18                  |
| April 7, 2021     | Jane Place Renter's Rights Assembly<br>meetings             | 18                  |
| April 13, 2021    | East New Orleans Advisory Commission                        | 58                  |
| April 13, 2021    | Energy And You  | 24                  |
| April 13, 2021    | Power Trip  | 6                   |
| April 14, 2021    | Latter and Blum   | 17                  |
| April 20, 2021    | Edgewood Park Neighborhood Assoc                            | 18                  |
| April 20, 2021    | Entergy - Carrollton Neighborhood<br>Leaders                | 58                  |
| April 21, 2021    | City Park Earth Day   | 50                  |
| April 28, 2021    | Central Circle  | 14                  |
| May 1, 2021       | Hardin Playground Community<br>Resource Fair                | 300                 |
| May 5, 2021       | Jane Place Renter's Rights                                  | 18                  |
| May 11, 2021      | Power Trip  | 6                   |
| May 19, 2021      | LA Green Corps  | 4                   |
| May 19, 2021      | Lake Carmel Subdivision                                     | 19                  |
| May 20, 2021      | LA Green Corps  | 4                   |
| May 26, 2021      | Central Circle  | 12                  |
| June 8, 2021      | Power Trip  | 3                   |
| June 10, 2021     | Jane Place Renter's Rights meeting                          | 22                  |

|                      |  |              |
|----------------------|--|--------------|
| <b>June 15, 2021</b> | Lake Carmel Subdivision meeting (New Orleans East) | 34           |
| <b>June 16, 2021</b> | Energy Future - Energy and You community meeting   | 27           |
| <b>June 22, 2021</b> | PRC - Cost Effective Energy Improvements           | 20           |
| <b>June 30, 2021</b> | Central Circle                                     | 15           |
| <b>TOTAL</b>         |  | <b>1,171</b> |

## Appendix C: Training and Education

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

|                         |  |                              |   |    |  |   |
|-------------------------|--|------------------------------|---|----|--|---|
| <b>January 22, 2021</b> | Customer Training: Mark Goldstein, owner of Strip Mall on Read Blvd. | C&I Trade Allies/Contractors | 1 | 30 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>January 25, 2021</b> | Contractor: B&B Electric   | C&I Trade Allies/Contractors | 1 | 15 | Provide a program overview to a potential trade ally                 | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>January 26, 2021</b> | LSU Health N. O. (Services)  | Large Commercial Customers   | 2 | 60 | Discussion of potential 2021 projects                                | Met with facility director to review 2021 projects and beyond   |
| <b>January 28, 2021</b> | Contractor: Grillot's  | C&I Trade Allies/Contractors | 1 | 15 | Provide a program overview to a potential trade ally                 | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>January 28, 2021</b> | Residential Field Training - Louisiana Home Performance              | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Reviewed door frame sealing opportunities   |
| <b>January 28, 2021</b> | Contractor -- Babin Electric   | C&I Trade Allies/Contractors | 1 | 30 | Provide a program overview to a potential trade ally                 | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>January 29, 2021</b> | Customer training -- House of Beauty on St. Claude                   | Commercial Customer          | 1 | 30 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>January 29, 2021</b> | Contractor -- Richard's Electric                                     | C&I Trade Allies/Contractors | 1 | 15 | Provide a program overview to a potential trade ally                 | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>January 29, 2021</b> | Trade ally individual training -- Concentrica                        | C&I Trade Allies/Contractors | 1 | 15 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>February 2, 2021</b> | Customer training -- Ben Franklin High School                        | Large Commercial Customers   | 2 | 15 | Program overview for an existing commercial customer                 | Reviewed incentives for auditorium lighting as well refrigeration, HVAC, and sports-field lighting                      |

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

|                         |  |                              |   |    |  |  |
|-------------------------|--|------------------------------|---|----|--|--|
| <b>February 5, 2021</b> | Residential Field Training: Public Construction Inc. | Residential Field Training   | 3 | 15 | A technical training with trade ally staff while performing services           | Topic: Locating hard-to-find large leak sources.   |
| <b>February 5, 2021</b> | Residential Field Training: Public Construction Inc. | Residential Field Training   | 3 | 15 | A technical training with trade ally staff while performing services           | Reviewed PPE requirements (mask over mouth and nose), gloves, etc.   |
| <b>February 5, 2021</b> | Residential Field Training: J&R AC & Heating         | Residential Field Training   | 1 | 30 | A technical training with trade ally staff while performing services           | Reviewed air sealing options in historic homes   |
| <b>February 5, 2021</b> | Residential Field Training: Big Star Conservation    | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services           | Instruction on air sealing cracks and gaps of panel walls  |
| <b>February 5, 2021</b> | Contractor: Ekco Electric                            | C&I Trade Allies/Contractors | 1 | 15 | Provide a program overview to a potential trade ally                           | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program                                  |
| <b>February 5, 2021</b> | Contractor: A1 Electric                              | C&I Trade Allies/Contractors | 1 | 15 | Provide a program overview to a potential trade ally                           | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program                                  |
| <b>February 5, 2021</b> | Contractor: Adams A/C                                | C&I Trade Allies/Contractors | 1 | 15 | Provide a program overview to a potential trade ally                           | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program                                  |
| <b>February 8, 2021</b> | Archdiocese of N. O. Microsoft Teams Meeting         | Large Commercial Customers   | 4 | 30 | Discussion of potential 2021 projects  | Met with facility director to review 2021 projects and beyond  |
| <b>February 9, 2021</b> | Commercial Lightbulb Recycling Webinar: Customers    | Program Staff                | 3 | 60 | Provide an overview of commercial lightbulb recycling programs and regulations | Guests from a local recycling company as well as state regulators provided an overview or lightbulb recycling to ensure bulbs do not end up in landfills |
| <b>February 9, 2021</b> | Commercial Lightbulb Recycling Webinar: Customers    | Commercial Customer          | 7 | 60 | Provide an overview of commercial lightbulb recycling programs and regulations | Guests from a local recycling company as well as state regulators provided an overview or lightbulb recycling to ensure bulbs do not end up in landfills |

|                          |  |                              |   |    |  |   |
|--------------------------|--|------------------------------|---|----|--|---|
| <b>February 9, 2021</b>  | Commercial Lightbulb Recycling Webinar: Trade Allies   | C&I Trade Allies/Contractors | 7 | 60 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>February 11, 2021</b> | Residential Field Training: Big Star Conservation      | Residential Field Training   | 2 | 60 | A technical training with trade ally staff while performing services | Reviewed insulation best practices and marker placement   |
| <b>February 11, 2021</b> | Residential Field Training: Big Star Conservation      | Residential Field Training   | 2 | 30 | A technical training with trade ally staff while performing services | Reviewed air sealing best practices and material usage  |
| <b>February 12, 2021</b> | Residential Field Training: Louisiana Home Performance | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Reviewed air sealing best practices   |
| <b>February 15, 2021</b> | Customer Training: Jonathan Ferrara                    | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>February 15, 2021</b> | Trade Ally Individual Training: Studio West            | C&I Trade Allies/Contractors | 1 | 30 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>February 17, 2021</b> | NASA Teams Meeting                                     | Large Commercial Customers   | 8 | 60 | Discussion of potential 2021 projects                                | Met with facility director to review 2021 projects and beyond   |
| <b>February 17, 2021</b> | Residential Field Training - H&E Comfort Services      | Residential Field Training   | 2 | 30 | A technical training with trade ally staff while performing services | Reviewed AC tune-up best practices and program communication  |
| <b>February 17, 2021</b> | Customer Training -- Shear Luxury                      | Commercial Customer          | 2 | 30 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>February 18, 2021</b> | Residential Field Training - Duct Pro                  | Residential Field Training   | 3 | 30 | A technical training with trade ally staff while performing services | Reviewed attic insulation best practices and material usage   |
| <b>February 18, 2021</b> | Residential Field Training: Louisiana Home Performance | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Reviewed air sealing best practices   |

|                          |   |                              |    |     |  |  |
|--------------------------|---|------------------------------|----|-----|--|--|
| <b>February 18, 2021</b> | Residential Field Training - H&E Comfort Services       | Residential Field Training   | 2  | 60  | A technical training with trade ally staff while performing services | Reviewed AC tune-up best practices and program communication   |
| <b>February 18, 2021</b> | Residential Field Training: Big Star Conservation       | Residential Field Training   | 2  | 30  | A technical training with trade ally staff while performing services | Instruction on blower door usage, including zeroing (with door on), 5 second, reference placement  |
| <b>February 18, 2021</b> | Contractor: Woodward Design                             | C&I Trade Allies/Contractors | 1  | 60  | Provide a program overview to a potential trade ally                 | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program                        |
| <b>February 19, 2021</b> | Residential Field Training: Duct Pro                    | Residential Field Training   | 1  | 15  | A technical training with trade ally staff while performing services | Reviewed duct sealing best practices   |
| <b>February 19, 2021</b> | Residential Field Training: Louisiana Home Performance  | Residential Field Training   | 1  | 15  | A technical training with trade ally staff while performing services | Reviewed AC tune-up best practices   |
| <b>February 20, 2021</b> | Residential Field Training: Diversified Energy          | Residential Field Training   | 3  | 30  | A technical training with trade ally staff while performing services | Reviewed attic insulation best practices   |
| <b>February 22, 2021</b> | Residential Field Training: Diversified Energy          | Residential Field Training   | 3  | 15  | A technical training with trade ally staff while performing services | Reviewed air sealing best practices  |
| <b>February 22, 2021</b> | Residential Field Training: Big Star Conservation       | Residential Field Training   | 2  | 30  | A technical training with trade ally staff while performing services | Instruction on duct sealing best practices, air sealing, and documentation   |
| <b>February 22, 2021</b> | Customer: Ben Franklin High School                      | Large Commercial Customers   | 2  | 30  | Program overview for an existing commercial customer                 | Reviewed incentives for auditorium lighting as well refrigeration, HVAC, and sports-field lighting   |
| <b>February 23, 2021</b> | Residential Trade Ally Training: AC Tune-ups Year-Round | Residential Field Training   | 15 | 120 | A formal technical training for trade ally staff                     | Topics: The acceptable quality standards for eligible A/C tune-up rebates and how to perform many of the tasks associated with an A/C tune-up. |
| <b>February 23, 2021</b> | Customer: NASA  | Large Commercial Customers   | 7  | 60  | Discussion of potential 2021 projects                                | Teams conference call with NASA stakeholders regarding PY11 potential projects   |



|                          |   |                              |    |     |  |   |
|--------------------------|---|------------------------------|----|-----|--|---|
| <b>February 23, 2021</b> | NASA Project Submittal Walkthrough                                | Large Commercial Customers   | 4  | 60  | Discussion of potential 2021 projects                                | Walkthrough of potential projects   |
| <b>February 24, 2021</b> | Residential Field Training: Louisiana Home Performance            | Residential Field Training   | 1  | 15  | A technical training with trade ally staff while performing services | Topics: How to participate in Virtual QA inspections. Used Facetime as the video software                               |
| <b>February 24, 2021</b> | Southern University of New Orleans (SUNO) Microsoft Teams Meeting | Large Commercial Customers   | 4  | 30  | Discussion of potential 2021 projects                                | Teams meeting to discuss potential PY11 projects and an overview of the program   |
| <b>February 25, 2021</b> | Q1 Residential Trade Ally Advisory Group                          | Residential Field Training   | 33 | 120 | Program Implementation   | Provide updates and have discussions with trade allies about the current state of the Energy Smart program.             |
| <b>March 1, 2021</b>     | Residential Field Training: Louisiana Home Performance            | Residential Field Training   | 1  | 15  | A technical training with trade ally staff while performing services | Reviewed duct sealing best practices  |
| <b>March 2, 2021</b>     | Contractor: Commercial Green Solutions                            | C&I Trade Allies/Contractors | 1  | 30  | Provide a program overview to a potential trade ally                 | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 3, 2021</b>     | Trade ally individual training: Bryan with Achary Electric        | C&I Trade Allies/Contractors | 1  | 15  | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 5, 2021</b>     | LCMC Retro-Commissioning Program Discussion                       | Large Commercial Customers   | 8  | 45  | Discussion of potential 2021 projects                                | Teams meeting to discuss potential PY11 projects and an overview of the program   |
| <b>March 6, 2021</b>     | Residential Field Training: Diversified Energy                    | Residential Field Training   | 1  | 15  | A technical training with trade ally staff while performing services | Software Training   |
| <b>March 8, 2021</b>     | Residential Field Training: Louisiana Home Performance            | Residential Field Training   | 1  | 30  | A technical training with trade ally staff while performing services | Reviewed air sealing best practices   |
| <b>March 8, 2021</b>     | Customer Training: Sacred Heart                                   | Commercial Customer          | 1  | 30  | Discussion of potential 2021 projects                                | Initial overview of the program and Large Demand Response program, in advance of group meeting later in March           |

|                       |   |                              |   |    |  |   |
|-----------------------|---|------------------------------|---|----|--|---|
| <b>March 8, 2021</b>  | Customer Training: P&G Homestyle Restaurant                                     | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>March 8, 2021</b>  | Customer Training: Big Pie Pizza  | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>March 8, 2021</b>  | Customer Training: Auction House (Amy)  | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>March 8, 2021</b>  | Trade Ally Individual Training: E1 Electric                                     | C&I Trade Allies/Contractors | 1 | 30 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 9, 2021</b>  | Customer Training: Moe's Original Barbeque                                      | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>March 11, 2021</b> | Residential Field Training: Diversified Energy                                  | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Reviewed duct sealing best practices  |
| <b>March 11, 2021</b> | Residential Field Training - Fontenot Insulation                                | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Reviewed attic insulation and safety procedures   |
| <b>March 11, 2021</b> | Trade ally Training: Ideal Lighting   | C&I Trade Allies/Contractors | 1 | 15 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 12, 2021</b> | Customer Training: Nolavore   | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>March 12, 2021</b> | VA Hospital Energy Smart Microsoft Teams Meeting on Retro-Commissioning Program | Large Commercial Customers   | 6 | 30 | Review potential PY11 projects                                       | Discuss lighting incentives, HVAC incentives, automation, and RCx on the hospital campus                                |

|                       |  |                              |   |    |  |   |
|-----------------------|--|------------------------------|---|----|--|---|
| <b>March 12, 2021</b> | Customer Training: House of Broel                    | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>March 12, 2021</b> | Customer Training: Waggonner and Ball                | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>March 12, 2021</b> | Customer Training: Blackstar Diversified Energy      | Commercial Customer          | 1 | 30 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>March 15, 2021</b> | Trade ally Individual Training: Energywise Solutions | C&I Trade Allies/Contractors | 2 | 30 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 15, 2021</b> | Residential Field Training - J&R AC & Heating        | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Review of duct sealing best practices   |
| <b>March 15, 2021</b> | Trade Ally Training: BAM                             | C&I Trade Allies/Contractors | 1 | 15 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 15, 2021</b> | Trade Ally Training: Advance Electrical              | C&I Trade Allies/Contractors | 1 | 30 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 16, 2021</b> | Residential Field Training: J&R AC & Heating         | Residential Field Training   | 1 | 30 | A technical training with trade ally staff while performing services | Review of duct sealing and AC tune-up best practices  |
| <b>March 18, 2021</b> | Contractor: MacLean's AC                             | C&I Trade Allies/Contractors | 1 | 30 | Provide a program overview to a potential trade ally                 | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 18, 2021</b> | Trade Ally Training: Climate Tamers                  | C&I Trade Allies/Contractors | 1 | 60 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |

|                       |   |                              |   |    |   |   |
|-----------------------|---|------------------------------|---|----|---|---|
| <b>March 19, 2021</b> | Customer Training: Soule Cafe                         | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                          | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>March 22, 2021</b> | Contractor: General Heating and Air                   | C&I Trade Allies/Contractors | 1 | 30 | Provide onboarding for an existing trade ally                               | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 25, 2021</b> | Trade Ally Individual Training: AC Ambulance Sidney   | C&I Trade Allies/Contractors | 1 | 30 | Provide onboarding for an existing trade ally                               | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 25, 2021</b> | Contractor: Premiere AC                               | C&I Trade Allies/Contractors | 1 | 30 | Provide a program overview to a potential trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 26, 2021</b> | Contractor: Calloway and Sons                         | C&I Trade Allies/Contractors | 1 | 45 | Provide a program overview to a potential trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 29, 2021</b> | Residential Field Training: J&R AC & Heating          | Residential Field Training   | 2 | 15 | A technical training with trade ally staff while performing services        | Review of duct sealing and AC tune-up best practices  |
| <b>March 30, 2021</b> | Customer Training: Sacred Heart                       | Commercial Customer          | 4 | 45 | Program overview with different scenarios for project submissions on campus | Discuss lighting incentives, HVAC incentives, and other first potential projects on campus                              |
| <b>March 31, 2021</b> | Contractor: Mighty's AC                               | C&I Trade Allies/Contractors | 1 | 30 | Provide a program overview to a potential trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>March 31, 2021</b> | Customer Training: Josh Herlands of 7611 Maple Street | Commercial Customer          | 1 | 30 | Program overview for potential commercial customer                          | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |

|                       |  |                              |   |    |  |   |
|-----------------------|--|------------------------------|---|----|--|---|
| <b>April 1, 2021</b>  | Harrah's Casino Site Meeting with Dir. Facilities                          | Commercial Customer          | 1 | 60 | Program overview for potential commercial customer                   | Provided an overview of large commercial incentives such as prescriptive and custom incentives, as well as demand response. |
| <b>April 5, 2021</b>  | Potential Trade Ally Training: Rexel                                       | C&I Trade Allies/Contractors | 1 | 30 | Program overview for a potential trade ally                          | Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive               |
| <b>April 5, 2021</b>  | Harrah's New Orleans Hotel and Casino Energy Smart Microsoft Teams Meeting | Commercial Customer          | 1 | 30 | Program overview for potential commercial customer                   | Provided an overview of large commercial incentives such as prescriptive and custom incentives, as well as demand response. |
| <b>April 5, 2021</b>  | Trade Ally Training: South Coast LED Solutions                             | C&I Trade Allies/Contractors | 1 | 30 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program     |
| <b>April 5, 2021</b>  | Residential Field Training: Home Energy Savers                             | Residential Field Training   | 4 | 60 | A technical training with trade ally staff while performing services | Review of duct sealing and air sealing best practices   |
| <b>April 5, 2021</b>  | Residential Field Training: Home Energy Savers                             | Residential Field Training   | 4 | 30 | A technical training with trade ally staff while performing services | Review of duct sealing and air sealing best practices   |
| <b>April 6, 2021</b>  | Residential Field Training: Diversified Energy                             | Residential Field Training   | 3 | 30 | A technical training with trade ally staff while performing services | Review of duct sealing and air sealing best practices   |
| <b>April 7, 2021</b>  | Residential Field Training: Magnetite Window Panels                        | Residential Field Training   | 2 | 60 | A technical training with trade ally staff while performing services | Review of duct sealing and air sealing best practices   |
| <b>April 7, 2021</b>  | Jane Place Renters' Rights Assembly  | Partner/Stakeholder          | 1 | 60 | Review of residential offerings                                      | Program overview of residential offerings   |
| <b>April 8, 2021</b>  | ENO CSM's Teams Meeting  | Entergy                      | 1 | 30 | Review assigned commercial projects                                  | Discussion with Entergy Customer Service Management regarding potential customers   |
| <b>April 12, 2021</b> | Residential Field Training: Public Construction Inc.                       | Residential Field Training   | 3 | 30 | A technical training with trade ally staff while performing services | Duct Sealing Best Practices Material Usage  |

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|-----------------------|--|------------------------------|---|----|--|---|
| <b>April 12, 2021</b> | Residential Field Training: Public Construction Inc.   | Residential Field Training   | 6 | 60 | A technical training with trade ally staff while performing services | Duct Sealing Best Practices Material Usage  |
| <b>April 13, 2021</b> | Residential Field Training: Free Lighting Corporation  | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Review of duct sealing and air sealing best practices   |
| <b>April 13, 2021</b> | Residential Field Training: Magnetite Window Panels    | Residential Trade Allies     | 2 | 15 | A technical training with trade ally staff while performing services | Review of duct sealing best practices   |
| <b>April 13, 2021</b> | Power Trip   | Residential Customers        | 1 | 60 | Overview of residential incentives                                   | Question and answer session to homeowners interested in program incentives  |
| <b>April 13, 2021</b> | East New Orleans Advisory Commission                   | Residential Customers        | 1 | 60 | Overview of residential incentives                                   | Question and answer session to homeowners interested in program incentives  |
| <b>April 13, 2021</b> | Energy Future: Energy and You                          | Residential Customers        | 1 | 60 | Overview of residential incentives                                   | Question and answer session to homeowners interested in program incentives  |
| <b>April 14, 2021</b> | Customer Training: Jonathan Ferrara                    | Commercial Customer          | 1 | 15 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                    |
| <b>April 14, 2021</b> | Trade Ally Individual Training: NAC Smart Technologies | C&I Trade Allies/Contractors | 1 | 30 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program     |
| <b>April 14, 2021</b> | Ritz-Carlton Site Meeting                              | Commercial Customer          | 1 | 60 | Program overview for potential commercial customer                   | Provided an overview of large commercial incentives such as prescriptive and custom incentives, as well as demand response. |
| <b>April 14, 2021</b> | Latter and Blum  | Commercial Customer          | 1 | 60 | Program overview for potential commercial customer                   | Provided an overview of large commercial incentives such as prescriptive and custom incentives, as well as demand response. |
| <b>April 14, 2021</b> | Residential Field Training: Fontenot Insulation        | Residential Field Training   | 2 | 15 | A technical training with trade ally staff while performing services | Review of attic insulation best practices   |

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|-----------------------|--|------------------------------|---|----|--|---|
| <b>April 14, 2021</b> | Residential Field Training: J&R AC & Heating           | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Review of air sealing best practices  |
| <b>April 15, 2021</b> | Residential Field Training: Free Lighting Corporation  | Residential Field Training   | 2 | 30 | A technical training with trade ally staff while performing services | Review of duct sealing and air sealing best practices   |
| <b>April 15, 2021</b> | Residential Field Training: J&R AC & Heating           | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Review of duct sealing and air sealing best practices   |
| <b>April 15, 2021</b> | Residential Field Training: Louisiana Home Performance | Residential Field Training   | 2 | 30 | A technical training with trade ally staff while performing services | Review of best practices in insulation  |
| <b>April 16, 2021</b> | Residential Field Training: Free Lighting Corporation  | Residential Field Training   | 1 | 15 | A technical training with trade ally staff while performing services | Review of duct sealing and air sealing best practices   |
| <b>April 16, 2021</b> | Residential Field Training: Free Lighting Corporation  | Residential Field Training   | 2 | 15 | A technical training with trade ally staff while performing services | Review of attic insulation best practices   |
| <b>April 16, 2021</b> | Residential Field Training: Louisiana Home Performance | Residential Field Training   | 2 | 15 | A technical training with trade ally staff while performing services | Review of best practices in duct sealing  |
| <b>April 19, 2021</b> | Customer Training: Habana Nola                         | Commercial Customer          | 1 | 30 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>April 19, 2021</b> | Trade Ally Training: OnPeak Energy                     | C&I Trade Allies/Contractors | 1 | 45 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>April 20, 2021</b> | Edgewood Park Neighborhood Association                 | Residential Customers        | 1 | 60 | Overview of residential incentives                                   | Question and answer session to homeowners interested in program incentives  |
| <b>April 20, 2021</b> | Carrollton Neighborhood Leaders                        | Residential Customers        | 1 | 60 | Overview of residential incentives                                   | Question and answer session to homeowners interested in program incentives  |

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|-----------------------|--|--------------------------------------|---|----|--|---|
| <b>April 26, 2021</b> | Residential Field Training: Home Energy Savers         | Residential Field Training           | 4 | 30 | A technical training with trade ally staff while performing services | Review of best practices in duct sealing and safety procedures  |
| <b>April 27, 2021</b> | Restaurant Incentive Webinar                           | Commercial Customer Training         | 1 | 45 | Program overview directed to owners of restaurants                   | Provided an overview of incentives focusing on refrigeration, HVAC, lighting, and commercial kitchen equipment          |
| <b>April 27, 2021</b> | Customer training: Cafe Dauphine                       | Commercial Customer Training         | 1 | 30 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>April 27, 2021</b> | Residential Field Training: Free Lighting Corporation  | Residential Field Training           | 3 | 30 | A technical training with trade ally staff while performing services | Review of best practices in duct sealing and safety procedures  |
| <b>April 27, 2021</b> | Residential Field Training: Louisiana Home Performance | Residential Field Training           | 3 | 30 | A technical training with trade ally staff while performing services | Review of best practices in duct sealing and safety procedures  |
| <b>April 27, 2021</b> | Residential Field Training: Rebirth Energy Solution    | Residential Field Training           | 1 | 15 | A technical training with trade ally staff while performing services | Review of best practices in safety procedures   |
| <b>April 28, 2021</b> | Central Circle Meeting                                 | Residential and Commercial Customers | 1 | 60 | Overview of residential and commercial incentives                    | Question and answer session to homeowners and business owners interested in program incentives                          |
| <b>April 28, 2021</b> | Residential Field Training: Louisiana Home Performance | Residential Field Training           | 1 | 30 | A technical training with trade ally staff while performing services | Review of best practices in duct sealing and safety procedures  |
| <b>April 29, 2021</b> | Customer Training: Poke Loa                            | Commercial Customer Training         | 1 | 30 | Program overview for potential commercial customer                   | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>April 30, 2021</b> | Trade Ally Individual Training: Johnson Controls       | C&I Trade Allies/Contractors         | 1 | 30 | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |



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| <b>April 30, 2021</b> | Trade Ally Individual Training: Achary Electric        | C&I Trade Allies/Contractors | 1   | 30 | Provide onboarding for an existing trade ally  | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>May 1, 2021</b>    | Hardin Playground Community Resource Fair              | Community Outreach           | 300 | 60 | General Program Outreach   | Tabling at a community resource fair  |
| <b>May 3, 2021</b>    | Residential Field Training: Louisiana Home Performance | Residential Field Training   | 1   | 15 | A technical training with trade ally staff while performing services                   | A review of best practices in air sealing   |
| <b>May 4, 2021</b>    | Customer Training: Felipe's Mexican Taqueria           | Commercial Customer          | 1   | 30 | Program overview for potential commercial customer                                     | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>May 4, 2021</b>    | Residential Field Training: Magnetite Window Panels    | Residential Field Training   | 2   | 30 | A technical training with trade ally staff while performing services                   | Air Sealing Best Practices  |
| <b>May 5, 2021</b>    | Jane Place Renter's Rights Assembly                    | Residential Customers        | 1   | 60 | Overview of Residential Offerings  | Question and answer session to homeowners and business owners interested in program incentives                          |
| <b>May 5, 2021</b>    | Residential Field Training: Duct Pro                   | Residential Field Training   | 1   | 60 | A technical training with trade ally staff while performing services                   | Review of best practices in AC tune-ups, communication requirements and rebate submissions                              |
| <b>May 6, 2021</b>    | Residential Field Training: Duct Pro                   | Residential Field Training   | 1   | 30 | A technical training with trade ally staff while performing services                   | Review of best practices in AC tune-ups and communication requirements  |
| <b>May 10, 2021</b>   | Trade Ally Training: Nola Engineering                  | C&I Trade Allies/Contractors | 1   | 30 | Provide onboarding for an existing trade ally  | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>May 10, 2021</b>   | Customer Training: City Park                           | Commercial Customer          | 1   | 30 | Provide customer training pertaining to LED lighting                                   | Discuss lighting incentives for athletic fields, as well as the Summer Bonus  |
| <b>May 11, 2021</b>   | Compressed Air Training                                | C&I Trade Allies/Contractors | 1   | 45 | Provide technical training to existing trade allies working with industrial facilities | Staff provided training on correcting inefficiencies in compressed air systems at industrial facilities                 |

|                     |   |                                       |    |     |  |   |
|---------------------|---|---------------------------------------|----|-----|--|---|
| <b>May 11, 2021</b> | Power Trip  | Residential Customers                 | 1  | 60  | Overview of Residential Offerings                                    | Question and answer session to homeowners and business owners interested in program incentives                          |
| <b>May 13, 2021</b> | Residential Field Training: Fontenot Insulation                 | Residential Field Training            | 1  | 15  | A technical training with trade ally staff while performing services | Attic Insulation Best Practices   |
| <b>May 14, 2021</b> | Residential Field Training: Louisiana Home Performance          | Residential Field Training            | 1  | 30  | A technical training with trade ally staff while performing services | Duct Sealing Best Practices   |
| <b>May 18, 2021</b> | Residential Trade Ally Training: Upselling Non-Program Services | Residential Trade Allies              | 19 | 120 | Sales training for trade ally staff                                  | Methods to grow businesses through upselling non-program services   |
| <b>May 19, 2021</b> | LA Green Corps Training   | Energy Efficiency Students            | 4  | 480 | Training LA Green Corps cohort                                       | Introductory energy efficiency instruction to a cohort of students pursuing construction certification                  |
| <b>May 19, 2021</b> | Lake Carmel Subdivision   | Residential Customers                 | 1  | 60  | Overview of residential offerings                                    | Question and answer session to homeowners interested in learning about residential incentives                           |
| <b>May 20, 2021</b> | LA Green Corps Training   | Energy Efficiency Students            | 4  | 480 | Training LA Green Corps cohort                                       | Introductory energy efficiency instruction to a cohort of students pursuing construction certification                  |
| <b>May 20, 2021</b> | Potential Trade Ally Training: Laponica                         | C&I Trade Allies/Contractors          | 1  | 30  | Program overview for a potential trade ally                          | Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive           |
| <b>May 20, 2021</b> | Q2 Residential Trade Ally Advisory Group                        | Residential Trade Ally Advisory Group | 28 | 120 | Program Implementation   | Provide updates and have discussions with trade allies about the current state of the Energy Smart program.             |
| <b>May 21, 2021</b> | Potential Trade Ally Training: All Temp Refrigeration           | C&I Trade Allies/Contractors          | 1  | 30  | Program overview for a potential trade ally                          | Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive           |
| <b>May 24, 2021</b> | Trade Ally Training: OnPeak Energy                              | C&I Trade Allies/Contractors          | 1  | 60  | Provide onboarding for an existing trade ally                        | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |

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|---------------------|---|--------------------------------------|----|----|---|---|
| <b>May 25, 2021</b> | Customer Training: Doerr Furniture                      | Commercial Customer                  | 1  | 45 | Program overview for potential commercial customer                      | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>May 25, 2021</b> | Potential Trade Ally Training: Ice King                 | C&I Trade Allies/Contractors         | 1  | 60 | Program overview for a potential trade ally                             | Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive           |
| <b>May 25, 2021</b> | Residential Field Training: Louisiana Home Performance  | Residential Field Training           | 1  | 15 | A technical training with trade ally staff                              | Review of best practices in duct sealing and safety procedures  |
| <b>May 26, 2021</b> | Central Circle Meeting                                  | Residential and Commercial Customers | 12 | 60 | Overview of Residential and Commercial Offerings                        | Question and answer session to homeowners and business owners interested in program incentives                          |
| <b>May 26, 2021</b> | Potential Trade Ally Training: Elutions                 | C&I Trade Allies/Contractors         | 1  | 30 | Program overview for a potential trade ally                             | Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive           |
| <b>May 27, 2021</b> | Staff training: Convention Center Sustainability Tour   | Program Staff                        | 1  | 30 | Staff training on energy reduction through a building automation system | Staff toured the New Orleans Ernest N. Morial Convention Center, led by the Sustainability Director                     |
| <b>May 27, 2021</b> | Residential Field Training - Louisiana Home Performance | Residential Field Training           | 1  | 15 | A technical training with trade ally staff while performing services    | Air Sealing Best Practices  |
| <b>June 1, 2021</b> | Residential Field Training - Duct Pro                   | Residential Field Training           | 2  | 15 | A technical training with trade ally staff while performing services    | Trade Ally Communication Requirements   |
| <b>June 2, 2021</b> | Trade Ally Onboarding                                   | C&I Trade Allies/Contractors         | 1  | 30 | Provide onboarding for an existing trade ally                           | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>June 4, 2021</b> | Environmental Protection Agency: Outreach Strategies    | Program Staff                        | 1  | 60 | Staff received training on outreach strategies                          | Staff received outreach strategies from the Environmental Protection Agency   |

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|----------------------|--|--------------------------------------|----|-----|---|---|
| <b>June 7, 2021</b>  | Trade Ally Training: Syam Software                 | C&I Trade Allies/Customers           | 1  | 30  | Provide onboarding for an existing trade ally           | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>June 8, 2021</b>  | Trade Ally Training: Synergy Building Solutions    | C&I Trade Allies/Customers           | 1  | 30  | Provide onboarding for an existing trade ally           | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>June 8, 2021</b>  | Power Trip   | Residential Customers                | 3  | 60  | Overview of residential offerings                       | Question and answer session to homeowners interested in learning about residential incentives                           |
| <b>June 10, 2021</b> | Trade Ally Training: Call CMC                      | C&I Trade Allies/Contractors         | 1  | 30  | Provide onboarding for an existing trade ally           | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>June 10, 2021</b> | Jane Place Renter's Rights Assembly                | Residential Customers                | 22 | 60  | Overview of residential offerings                       | Question and answer session to homeowners interested in learning about residential incentives                           |
| <b>June 11, 2021</b> | Trade Ally Onboarding: Orange Energizing Solutions | C&I Trade Allies/Contractors         | 1  | 180 | Provide onboarding for an existing trade ally           | Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program |
| <b>June 15, 2021</b> | Lake Carmel Subdivision                            | Residential Customers                | 34 | 60  | Overview of residential offerings                       | Question and answer session to homeowners interested in learning about residential incentives                           |
| <b>June 16, 2021</b> | Energy Future: Energy and You                      | Residential and Commercial Customers | 27 | 60  | Program overview of residential and commercial programs | Question and answer session to homeowners and business owners   |
| <b>June 17, 2021</b> | Partner Training: Legacy Services                  | Program Staff                        | 1  | 45  | Onboarding of a program partner                         | Review of program communication for residential and commercial offerings  |
| <b>June 17, 2021</b> | Customer Training: St. George's Episcopal Church   | Commercial Customer                  | 1  | 60  | Program overview for potential commercial customer      | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives                |
| <b>June 17, 2021</b> | Residential Field Training: Duct Pro               | Residential Field Training           | 2  | 15  | A technical training with trade ally staff              | Review of best practices in AC tune-up  |

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|----------------------|--|------------------------------|----|-----|---|--|
| <b>June 17, 2021</b> | Residential Field Training: Home Energy Savers                   | Residential Field Training   | 4  | 15  | A technical training with trade ally staff            | Review of best practices in duct sealing   |
| <b>June 17, 2021</b> | Residential Field Training: J&R AC & Heating                     | Residential Trade Allies     | 2  | 120 | A technical training with trade ally staff            | Review of best practices in duct sealing, air sealing, AC tune-up attic insulation, thermostat installation, safety and communication requirements |
| <b>June 21, 2021</b> | Staff Training: Heat Pump Water Heaters                          | Program Staff                | 1  | 60  | Staff technical training                              | Staff received training on Heat Pump Water Heaters   |
| <b>June 22, 2021</b> | Potential Trade Ally Training: MCA Engineering                   | C&I Trade Allies/Contractors | 1  | 30  | Program overview for a potential trade ally           | Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive                                      |
| <b>June 22, 2021</b> | Potential Trade Ally Training: ATI Anderson Technicians          | C&I Trade Allies/Contractors | 1  | 15  | Program overview for a potential trade ally           | Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive                                      |
| <b>June 22, 2021</b> | Preservation Resource Center: Cost Effective Energy Improvements | Commercial Customers         | 20 | 60  | Provide program overview to a developer               | Provided a program overview of prescriptive and custom incentives to a facility director of a hotel  |
| <b>June 23, 2021</b> | Customer Training: Westin Hotel                                  | Commercial Customer          | 1  | 30  | Provide program overview to a customer in hospitality | Provided a program overview of prescriptive and custom incentives to a facility director of a hotel  |
| <b>June 24, 2021</b> | Customer Training: Legacy Professional Services                  | Commercial Customer          | 1  | 60  | Program overview for potential commercial customer    | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives   |
| <b>June 25, 2021</b> | Staff Training: Preparation for RCx Training                     | Program Staff                | 1  | 60  | Staff technical training                              | Staff received training on how RCx education has been conducted for other program implementors   |
| <b>June 25, 2021</b> | Customer Training: Yarda Ramesh                                  | Commercial Customer          | 1  | 15  | Program overview for potential commercial customer    | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives   |

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| <b>June 28, 2021</b> | Residential Field Training: J&R AC & Heating           | Residential Field Training   | 2  | 30 | Technical training with trade ally staff           | Training on duct sealing best practices, AC tune-up and best practices                                   |
| <b>June 29, 2021</b> | Residential Field Training: Louisiana Home Performance | Residential Field Training   | 2  | 30 | Technical training with trade ally staff           | Attic insulation best practices while trade ally performs services                                       |
| <b>June 29, 2021</b> | Residential Field Training: Louisiana Home Performance | Residential Field Training   | 3  | 30 | Technical training with trade ally staff           | Attic insulation best practices while trade ally performs services                                       |
| <b>June 30, 2021</b> | Customer Training: WT Verges Construction              | Commercial Customer Training | 1  | 60 | Program overview for potential commercial customer | Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives |
| <b>June 30, 2021</b> | Central Circle Meeting                                 | Residential Customers        | 15 | 60 | Program overview of residential offerings          | Community outreach to residential customers covering ways homeowners can reduce electricity use          |

# Appendix D: Marketing

## Residential Marketing Collateral

### Home Fitness Campaign Radio Banner Ads



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

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

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

**EnergySmart**  
A New Orleans Program

**Entergy**



This banner is identical to the one above, featuring the same house image and promotional text. The dark blue diagonal overlay on the right side contains the text 'Get Your Home in Tip-Top Shape' in white. Below the photo, the text reads: 'For more information, visit [energysmartnola.com/savenow](http://energysmartnola.com/savenow) or call 504-229-6868.' At the bottom, the EnergySmart logo (with the tagline 'A New Orleans Program') and the Entergy logo are displayed.

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

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

**EnergySmart**  
A New Orleans Program

**Entergy**

## Radio Audio



Streaming Radio Ad  
with music v2.mp3

## Google Ads

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Get Your Home in Tip-Top Shape


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## Facebook Ad

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

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

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

20 562 Comments 311 Shares

Like Comment Share

## Gambit



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

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

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

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## Email 1



### Home energy fitness on any budget

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



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

[Learn More](#)

### Save Energy

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

For more information about these and other Energy Smart offerings:



Visit  
[energysmartnola.com](http://energysmartnola.com)



Call **504-229-6868**



Email  
[info@energysmartnola.com](mailto:info@energysmartnola.com)

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## Email 2



### Get Your Home in Tip-Top Shape

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

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



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

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

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

[Schedule a whole-home assessment](#)

#### Save Energy

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

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## Power Trip Email



### POWER TRIP:

## A Road Map to Energy Efficiency



Are you a renter or homeowner trying to save energy?

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

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

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

Upcoming Power Trip:

March 9

3-3:30 p.m.

[Click here to register](#)

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

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

## Power Trip Training Flyer



### Power Trip: Your Journey to Energy Efficiency

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

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

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

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

#### Upcoming Dates:

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

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

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

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

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

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




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## Trade Ally Badges

LOGO  
PLACEHOLDER

**Kenneth Woodruff**  
Expiration Date 12/31/2021




Gold Tier Trade Ally

**EnergySmart** A New Orleans Program | **Entergy.**

**AUTHORIZED CONTRACTOR**

LOGO  
PLACEHOLDER

**Kenneth Woodruff**  
Expiration Date 12/31/2021




Silver Tier Trade Ally

**EnergySmart** A New Orleans Program | **Entergy.**

**AUTHORIZED CONTRACTOR**

LOGO  
PLACEHOLDER

**Kenneth Woodruff**  
Expiration Date 12/31/2021




Platinum Tier Trade Ally

**EnergySmart** A New Orleans Program | **Entergy.**

**AUTHORIZED CONTRACTOR**

LOGO  
PLACEHOLDER

**Kenneth Woodruff**  
Expiration Date 12/31/2021



General Tier Trade Ally

**EnergySmart** A New Orleans Program | **Entergy.**

**AUTHORIZED CONTRACTOR**

**QUALIFIED TECHNICIAN**

Qualified on Jan. 1, 2021



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**EnergySmart** A New Orleans Program | **Entergy.**

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# Trade Ally Emails

## Trade Ally Quarterly Newsletter



### Energy Smart Spotlight


February 2021



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

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


[Read more >](#)



#### Order Your 2021 Badges

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

[Read more >](#)




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

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

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

[Join Meeting >](#)




#### Q1 Virtual Trade Ally Advisory Group Meeting

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

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


[Join Meeting >](#)

Or call in (audio only)  
+1 484 270 4551  
Phone Conference ID: 770 173 9219



#### New Rebate Forms

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



For more information about this and other energy efficiency offerings, visit [energysmart.nwll.com](http://energysmart.nwll.com), email [info@energysmartnwll.com](mailto:info@energysmartnwll.com) or call 504-229-8898.

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## Trade Ally Badge Reminder



Dear Trade Ally,

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

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

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

[Submit your company and team information](#)

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



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

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## A/C Tune-Up Customer Reach Back Postcard



### Tune up and cool off.

Get ready for warmer temperatures with instant rebates on air conditioning unit tune-ups.

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063 21910 00



### Improve your cooling system and save money.

Thank you for participating in the Energy Smart Program. We invite you to continue your energy-saving journey—just in time for rising temperatures.

#### An A/C Solutions A/C Tune-Up can:

- Improve efficiency up to 30%.
- Help your air conditioning unit last longer.
- Lower your monthly energy usage.
- Deliver a cooler indoor environment.
- Provide better humidity control.

Plus, you'll receive an instant Energy Smart rebate of up to \$150.

Schedule your A/C Solutions A/C Tune-Up today. Call **504-229-6868** or learn more at [energysmartnola.info/tuneup](http://energysmartnola.info/tuneup).



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



## Email



### Get ready for warmer temperatures with instant rebates on air conditioning unit tune-ups.

Thank you for participating in the Energy Smart Program. We invite you to continue your energy-saving journey—just in time for rising temperatures.

#### An A/C Solutions A/C Tune-Up can:

- Improve efficiency by up to 30%.
  - Help your air conditioning unit last longer.
  - Lower your monthly energy usage.
  - Deliver a cooler indoor environment.
  - Provide better humidity control.
- Plus, you'll receive an instant Energy Smart rebate of up to \$150.

#### Schedule your A/C Solutions A/C Tune-Up today.

Select a trusted Trade Ally partner to complete your tune-up or call [504-229-6868](tel:504-229-6868).

[Click here to find a Trade Ally](#)

For more information about these and other Energy Smart offerings:



Visit  
[energysmartnola.com](http://energysmartnola.com)



Call [504-229-6868](tel:504-229-6868).



Email  
[info@energysmartnola.com](mailto:info@energysmartnola.com)

# Spring Into Energy Savings Campaign Email Campaign



**Get a no-cost home energy assessment and energy-saving products.**

Hello Valued Energy Smart Customer,  
You're invited to celebrate spring with a new way to save. Spring into energy savings with a whole-home energy assessment and energy-efficient products valued up to \$300 - all at no cost to you. Our trained energy advisors will also show you additional ways to save energy around your home.



**What your neighbors are saying:**  
"We are happy we participated. The process was easy, the staff was knowledgeable, and they were diligent about helping us save energy."  
Homeowners: Dave and Joyce T.

**Schedule your no-cost home assessment today.**  
Click the button below to schedule your assessment or call 504-229-6868.

[Click here to schedule your assessment.](#)

For more information about these and other Energy Smart offerings:

- Visit: [energysmartnoal.com](http://energysmartnoal.com)
- Call: 504-229-6868
- Email: [info@energysmartnoal.com](mailto:info@energysmartnoal.com)

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC (5221 Empire Services, LLC AT&T/NL/Norfolk)

## Social Media Campaign



**Entergy New Orleans**  
Sponsored Like Page

Sign up today to receive a no-cost home energy assessment and energy-efficient products valued up to \$300.



**Start your energy-saving journey today.**  
Celebrate spring with a new way to save.

[ENERGYSMARTNOAL.COM](http://ENERGYSMARTNOAL.COM) Sign Up

20 562 Comments 311 Shares

Like Comment Share

## Digital Campaign



**Spring into Energy Savings.**

Get energy efficiency products (valued up to \$300) at no cost.

[LEARN MORE ▶](#)

**EnergySmart**  
A New Orleans Program

**Entergy.**



**Spring Into Energy Savings**

Get energy efficiency products (valued up to \$300) at no cost.

[LEARN MORE ▶](#)

**EnergySmart**  
A New Orleans Program

**Entergy.**



**Spring into Energy Savings.**

Get energy efficiency products (valued up to \$300) at no cost.

[LEARN MORE ▶](#)

**EnergySmart**  
A New Orleans Program

**Entergy.**

### [Spring into Energy Savings | Improve Your Home Comfort](https://energysmartnola.info/home-performance-with-energy-star)

<https://energysmartnola.info/home-performance-with-energy-star>

Upgrade your home comfort and save energy with Energy Smart. Sign up for a Home Performance with ENERGY STAR® assessment and receive no-cost energy efficiency products.



### [Save Energy This Spring | Make Your Home More Comfortable](http://www.example.com/ppc-services)

[www.example.com/ppc-services](http://www.example.com/ppc-services)

Receive no-cost energy efficiency products (up to a \$300 value) from Energy Smart. Start improving your home comfort by scheduling a Home Performance with ENERGY STAR® assessment today.

# Online Marketplace – Earth Day Promotion

## Lead Generation Email



### Down-to-Earth Energy Saving





**Have you heard about Energy Smart's best deals on earth?**

Energy Smart is celebrating **Earth Day** with big deals on smart thermostats. You can take advantage of savings on the following brands during these time periods:

- Get the Google Nest Thermostat for no-cost from April 8-22, 2021.
- Save up to \$130 on ecobee smart thermostats, April 8-23, 2021.
- Get the Sensi™ Smart Thermostat for no-cost from April 21-28, 2021.

If your home is anything like the average American home, a massive **55% of your annual energy usage\*** is spent on heating and cooling. Being smart about how you control your temperature settings can save you a hefty amount of energy.

[Shop Now](#)




|   |  |
|---|--|
| <p><b>Google Nest Thermostat</b><br/>April 8-22, 2021<br/><b>\$0.00</b><br/><del>\$129.00</del><br/>after \$100 instant rebate</p>  <p><a href="#">Shop Now</a></p>                  | <p><b>ecobee3 lite Smart Thermostat</b><br/>April 8-23, 2021<br/><b>\$50.00</b> <del>\$169.00</del><br/>after \$100 instant rebate</p>  <p><a href="#">Shop Now</a></p>   |
| <p><b>ecobee SmartThermostat with voice control</b><br/>April 8-23, 2021<br/><b>\$149.00</b> <del>\$249.00</del><br/>after \$100 instant rebate</p>  <p><a href="#">Shop Now</a></p> | <p><b>Emerson Sensi™ Smart Thermostat</b><br/>April 21-28, 2021<br/><b>\$0.00</b> <del>\$129.00</del><br/>after \$100 instant rebate</p>  <p><a href="#">Shop Now</a></p> |

Limit two (2) thermostats per customer per account lifetime.

### Save Energy

To learn more about Energy Smart and the other energy-saving opportunities, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-8868.

For more information about these and other Energy Smart offerings:

|  |  |  |
|--|--|--|
| <br>Visit<br><a href="http://energysmartnola.com">energysmartnola.com</a> | <br>Call 504-229-8868 | <br>Email<br><a href="mailto:info@energysmartnola.com">info@energysmartnola.com</a> |
|--|--|--|

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\*Source: Residential Energy Consumption Survey, 2015. Tables CE2.1 and HC15.9

Energy Smart, 524 Elmwood Park Blvd., Suite 140, New Orleans, Louisiana 70123-8905  
[Unsubscribe](#) [Manage preferences](#)

# Remarketing Email



Earth-friendly news: Smart thermostats are on sale.



**\$0.00** ~~\$129.00~~  
after \$100 instant rebate

[Shop Now](#)

### Google Nest Thermostat

April 8-22, 2021

This thermostat makes automatic adjustments to save energy when you leave your home. You can control it from anywhere with the Google Home app whether you're inside or outside your residence.

### ecobee Smart Thermostats

April 8-22, 2021

With their beautiful design, easy-to-use touchscreen display, and up to 23% savings on heating and cooling usage, ecobee smart thermostats help you live better and save energy.



**\$49.00** ~~\$169.00~~  
after \$100 instant rebate

[Shop Now](#)



**\$119.00** ~~\$249.00~~  
after \$100 instant rebate

[Shop Now](#)



**\$0.00** ~~\$129.00~~  
after \$100 instant rebate

[Shop Now](#)

### Emerson Sensi™ Smart Thermostat

April 22-28, 2021

From across the room or across the country, use the intuitive app to remotely control and schedule your home comfort. Anytime. Anywhere.

Don't miss out on these **Earth Day** savings on Google, ecobee and Emerson smart thermostats. Smart thermostats automatically adjust the heating or air conditioning according to your preferences and schedule, such as when you're home, away or asleep. The idea is to keep you as comfortable as possible, without wasting energy.

*Limit two (2) thermostats per customer per account lifetime.*

### Save Energy

To learn more about Energy Smart and the other energy-saving opportunities, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6868.

For more information about these and other Energy Smart offerings:



Visit  
[energysmartnola.com](http://energysmartnola.com)



Call 504-229-6868



Email  
[info@energysmartnola.com](mailto:info@energysmartnola.com)

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Facebook Carousel Ad

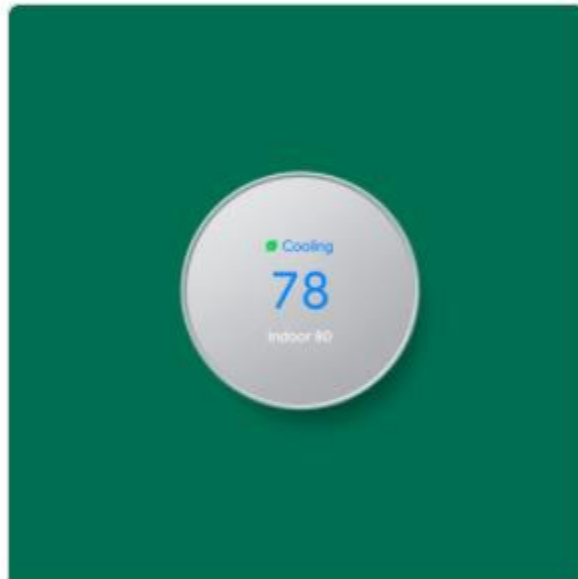


**Entergy New Orleans**

Sponsored · 



Celebrate Earth Day with an additional \$130 off select smart thermostats.



**New Nest  
Thermostat for \$0**

[SHOP NOW](#)

Offer valid until April ...

**Emerson  
Smart T**

Offer valid

  Linda Bryant-... 13 Comments 12 Shares



Like





Comment




Share

# Online Marketplace – Memorial Day Promotion


## Lead Generation Email





**Get \$150 Off Select Smart Thermostats.**

**Plus, Save 50% on LEDs During Our Memorial Day Sale.**





Google Nest Learning Thermostat  
**\$249 \$99 after instant rebate**  
Offers valid May 20-31, 2021.

[Shop Now](#)

ecobee SmartThermostat with voice control  
**\$249 \$119 after instant rebate**  
ecobee3 lite Smart Thermostat  
**\$169 \$49 after instant rebate**  
Offers valid May 21-June 1, 2021.

[Shop Now](#)








Simply Conserve® Standard LEDs  
**\$4.19 \$.60 after promotion and instant rebate**  
Offers valid May 26-June 1, 2021.

[Shop Now](#)

### Save Energy and Money

To learn more about Energy Smart and the other energy-saving opportunities, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6868.

For more information about these and other Energy Smart offerings:



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


\*Limit two (2) thermostats and/or twenty (20) light bulbs per customer, per account lifetime.  
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Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70123-9905  
[Unsubscribe](#) [Manage preferences](#)



# Remarketing Email






## Ending Soon: Memorial Day Sale.

There are just a few days left to take advantage of our Memorial Day Sale.

**How much energy can these products help you save?**

Simply Conserve® LEDs use 80% less energy than standard incandescent bulbs, saving up to \$6 per bulb per year.\*


Smart thermostats can learn your patterns over time and automatically adjust your settings to prevent energy waste.\*




**Simply Conserve®  
Standard LEDs\*\***  
May 26-June 1, 2021  
**\$ .60** ~~\$4.19~~  
*after instant rebate*

[Shop Now](#)

**ecobee3 lite Smart  
Thermostat\*\***  
May 21-June 1, 2021  
**\$49** ~~\$169~~  
*up to a \$120 instant rebate*



[Shop Now](#)




**Google Nest Learning  
Thermostat\*\***  
May 20-31, 2021  
**\$99** ~~\$249~~  
*after \$150 instant rebate*


[Shop Now](#)

\*\*Limit two (2) thermostats and/or twenty (20) light bulbs per customer, per account lifetime.


For more information about these and other Energy Smart offerings:



Visit  
[energysmartnola.com](http://energysmartnola.com)



Call  
504-229-6868



Email  
[info@energysmartnola.com](mailto:info@energysmartnola.com)

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\*Source: Residential Energy Consumption Survey, 2015, Table CE3.1 and HC10.9

Facebook Carousel Ad




**Entergy New Orleans**

Sponsored · 🌐



Get ready for summer with \$150 off premium smart thermostats and 50% off Standard LEDs.



The image shows a Nest Learning Thermostat mounted on a wall. The thermostat's display shows "Cooling" in green and "78" in blue. Below the thermostat, there is a white vase with green eucalyptus leaves on a white surface.

**Nest Thermostat  
is Now \$0**

Offer Valid Until July ...

[SHOP NOW](#)



This is a partial view of the same advertisement as the first slide, showing the right edge of the thermostat and the vase.

**Nest Th  
is Now \$**

Offer Vali

   Amy Lorrai... 11 Comments 8 Shares



Like





Comment




Share

# Online Marketplace – Summer Thermostat Promotion Lead Generation Email

[View in browser](#)






## Smart Thermostats, LEDs and Power Strips. Oh My.

### Enjoy Summer Savings on Products that Can Help You Save All Year-Round.

Now for a limited time, get exclusive savings on select Google Nest and ecobee smart thermostats. Energy-saving standard LEDs are now 50% off.



Google Nest Thermostat  
~~\$129~~ **\$29 \$0 after instant rebate\***

Google Nest Learning  
Thermostat  
~~\$249~~ ~~\$149~~ **\$99 after instant rebate**

Offers valid June 20-July 8, 2021.


[Shop Now](#)

ecobee SmartThermostat with  
voice control  
~~\$249~~ ~~\$149~~ **\$99 after instant rebate**

ecobee3 lite smart thermostat  
~~\$169~~ ~~\$69~~ **\$49 after instant rebate**

Offers valid June 20-July 5, 2021.

[Shop Now](#)



Simply Conserve®  
Standard LEDs  
~~\$4.19~~ ~~\$1.19~~ **\$ .60 after  
instant rebate**


Offer valid June 20-July 7, 2021.

[Shop Now](#)


### Save Energy and Money

To learn more about Energy Smart and the other energy-saving opportunities,  
visit [energysmartnola.com](http://energysmartnola.com) or call **504-229-6868**.


For more information about these and other Energy Smart offerings:



Visit  
[energysmartnola.com](http://energysmartnola.com)



Call  
**504-229-6868**



Email  
[info@energysmartnola.com](mailto:info@energysmartnola.com)

\*Plus sales tax. Limit two (2) thermostats and/or twenty (20) light bulbs per customer, per account lifetime.  
Google, Google Nest Thermostat and Google Nest Learning Thermostat are trademarks of Google LLC.  
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Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70123-9905  
[Unsubscribe](#) [Manage preferences](#)


# Remarketing Email

[View in browser](#)



## Cool Off with These Hot Deals.

There are just a few days left to take advantage of sizzling savings on a variety of energy-saving products, including a Google Nest Thermostat for \$0.\*



Google Nest Thermostat  
~~\$429~~ **\$249 \$0 after instant rebate\***

Google Nest Learning Thermostat  
~~\$249~~ **\$149 \$99 after instant rebate**

Offers valid June 20-July 8, 2021.


[Shop Now](#)

ecobee SmartThermostat with voice control  
~~\$249~~ **\$149 \$99 after instant rebate**

ecobee3 lite smart thermostat  
~~\$169~~ **\$69 \$49 after instant rebate**

Offers valid June 20-July 5, 2021.

[Shop Now](#)



Simply Conserve® Standard LEDs  
~~\$4.19~~ **\$1.19 \$0.60 after instant rebate**

Offer valid June 20-July 7, 2021.

[Shop Now](#)

## Save Energy and Money

To learn more about Energy Smart and the other energy-saving opportunities, visit [energysmartnola.com](http://energysmartnola.com) or call **504-229-6868**.

For more information about these and other Energy Smart offerings:



Visit  
[energysmartnola.com](http://energysmartnola.com)



Call  
**504-229-6868**



Email  
[info@energysmartnola.com](mailto:info@energysmartnola.com)

\*Plus sales tax. Limit two (2) thermostats and/or twenty (20) light bulbs per customer, per account lifetime.  
Google, Google Nest Thermostat and Google Nest Learning Thermostat are trademarks of Google LLC.  
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Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70123-9905  
[Unsubscribe](#) [Manage preferences](#)

## Facebook Carousel Ad



Entergy New Orleans  
Sponsored · 🌐



Get ready for summer with \$150 off premium smart thermostats and 50% off Standard LEDs.



**Nest Learning  
Thermostat for...**

SHOP NOW

Offer valid until May ...



**ecobee  
thermos**

Offer vali



Like



Comment



Share

## Facebook Offer Ad



Entergy New Orleans  
Sponsored · 🌐



Stay comfortable and save energy all year-round with this sizzling summer sale on Google smart thermostats.



ENERGYSMARTNOLA.COM

**Save Now: Up to \$150 Off  
Google Smart Thermostats**

VISIT WEBSITE



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# Commercial and Industrial Marketing Collateral

## Small Business Direct Install Incentive List Update Side 1

### SMALL BUSINESS DIRECT INSTALL OFFERING INCENTIVES

AS OF FEB. 15, 2021 (MAY CHANGE AT PROGRAM'S DISCRETION)



| MEASURE   | REQUIREMENTS  | SBDI INCENTIVE | UNIT        |
|---|---|----------------|-------------|
| <b>LIGHTING, EXIT SIGN REPLACEMENT</b>                                      |   |                |             |
| LED Exit Sign   | < 5 watts; meets state fire marshal codes and UL rated.   | \$15           | per lamp    |
| <b>LIGHTING, INTERIOR LIGHTING NON 24/7 REPLACEMENTS<sup>1</sup></b>        |   |                |             |
| 1-6W LED Screw-in replacing incandescent/CFL                                | ENERGY STAR <sup>®</sup> certified.   | \$3            | per lamp    |
| 7-12W LED Screw-in replacing incandescent/CFL                               |   | \$5            | per lamp    |
| 13-17W LED Screw-in replacing incandescent/CFL                              |   | \$7            | per lamp    |
| 18-W LED Screw-in replacing incandescent/CFL                                |   | \$8            | per lamp    |
| T8/T12 Upgrade to LED Linear - 4ft  | DLC listed. For retrofitting AND replacing existing fixtures: Quantity (# of units) is based on number of EXISTING LAMPS being replaced.    | \$9            | per lamp    |
| T8/T12 High Output (HO) Upgrade to LED Linear - 4ft                         |   | \$13           | per lamp    |
| T5 Upgrade to LED Linear - 4ft  |   | \$8            | per lamp    |
| T5 High Output (HO) Upgrade to LED Linear - 4ft                             |   | \$13           | per lamp    |
| T8/T12 Upgrade to LED Linear - 8ft  |   | \$19           | per lamp    |
| T8/T12 High Output (HO) Upgrade to LED Linear - 8ft                         |   | \$25           | per lamp    |
| T8/T12 Upgrade to LED Linear - 2ft  |   | \$4            | per lamp    |
| T5 Upgrade to LED Linear - 2ft  |   | \$4            | per lamp    |
| T5 High Output (HO) Upgrade to LED Linear - 2ft                             |   | \$8            | per lamp    |
| T8/T12 Upgrade to LED Linear - U-Tube                                       |   | \$12           | per lamp    |
| LED replacing <175W HID (lamp wattage)                                      | DLC listed.   | \$32           | per fixture |
| LED replacing 175W to 250W HID (lamp wattage)                               |   | \$57           | per fixture |
| LED replacing 251W to 400W HID (lamp wattage)                               |   | \$107          | per fixture |
| LED replacing 401W to 1000W HID (lamp wattage)                              |   | \$238          | per fixture |
| LED replacing >1000W HID (lamp wattage)                                     |   | \$313          | per fixture |
| LED Refrigerated Case Lighting (without Controls)                           | DLC listed. Retrofits must completely remove the existing fluorescent fixture and connectors and ballasts to qualify; wiring may be reused. | \$38           | per door    |
| LED Refrigerated Case Lighting (with Controls)                              |   | \$50           | per door    |
| <b>LIGHTING, EXTERIOR/GARAGE LIGHTING NON 24/7 REPLACEMENTS<sup>2</sup></b> |   |                |             |
| 1-6W LED Screw-in replacing incandescent/CFL                                | ENERGY STAR certified.  | \$3            | per lamp    |
| 7-12W LED Screw-in replacing incandescent/CFL                               |   | \$5            | per lamp    |
| 13-17W LED Screw-in replacing incandescent/CFL                              |   | \$7            | per lamp    |
| 18-W LED Screw-in replacing incandescent/CFL                                |   | \$8            | per lamp    |



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

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

**Footnotes**

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

\*The total material cost is the total cost of all the bulbs or fixtures for a particular measure/line item.

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



## Prescriptive Incentive List Update

### ENERGY SMART PRESCRIPTIVE INCENTIVE RATES

Rates effective Feb. 15, 2021 (may change at program's discretion).



| Measure   | Requirements  | Small Commercial Solutions | Large Commercial & Industrial | Unit        |
|---|---|----------------------------|-------------------------------|-------------|
| <b>Interior Lighting</b>                            |   |                            |                               |             |
| 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 sign    |
| T8/T12 Upgrade to LED Linear - 4ft                  | DLC listed. For retrofitting AND replacing existing fixtures: Quantity (# of units) is based on number of EXISTING LAMPS being replaced.    | \$7                        | \$6                           | per lamp    |
| T8/T12 High Output (HO) Upgrade to LED Linear - 4ft |   | \$10                       | \$10                          | per lamp    |
| T5 Upgrade to LED Linear - 4ft                      |   | \$6                        | \$5                           | per lamp    |
| T5 High Output (HO) Upgrade to LED Linear - 4ft     |   | \$10                       | \$10                          | per lamp    |
| T8/T12 Upgrade to LED Linear - 8ft                  |   | \$15                       | \$13                          | per lamp    |
| T8/T12 High Output (HO) Upgrade to LED Linear - 8ft |   | \$20                       | \$20                          | per lamp    |
| T8/T12 Upgrade to LED Linear - 2ft                  |   | \$3                        | \$3                           | per lamp    |
| T5 Upgrade to LED Linear - 2ft                      |   | \$3                        | \$2                           | per lamp    |
| T5 High Output (HO) Upgrade to LED Linear - 2ft     |   | \$6                        | \$5                           | per lamp    |
| T8/T12 Upgrade to LED Linear - U-Tube               |   | \$9                        | \$8                           | per lamp    |
| LED replacing <175 W HID (lamp wattage)             | DLC listed.   | \$25                       | \$23                          | per fixture |
| LED replacing 175 W to 250 W HID (lamp wattage)     |   | \$45                       | \$35                          | per fixture |
| LED replacing 251 W to 400 W HID (lamp wattage)     |   | \$85                       | \$70                          | per fixture |
| LED replacing 401 W to 1000 W HID (lamp wattage)    |   | \$190                      | \$160                         | per fixture |
| LED replacing >1000 W HID (lamp wattage)            |   | \$250                      | \$240                         | per fixture |
| LED Refrigerated Case Lighting (without Controls)   | DLC listed. Retrofits must completely remove the existing fluorescent fixture and connectors and ballasts to qualify; wiring may be reused. | \$30                       | \$30                          | per door    |
| LED Refrigerated Case Lighting (with Controls)      |   | \$40                       | \$40                          | per door    |
| <b>Exterior Lighting</b>                            |   |                            |                               |             |
| 1-6W 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    |







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

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



## Small Business March Bill Insert – Side 2

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



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



#### SMALL BUSINESS ENERGY EFFICIENCY KITS

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



#### ENERGY SMART STORE

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



#### SMART THERMOSTAT REBATES & EASY COOL

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

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

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



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## Small Business Online Store Homepage

FREE Shipping on all orders over \$49; all others just \$8

EnergySmart A New Orleans Program | Entergy

Search... My Account

HOME ALL PRODUCTS THERMOSTATS LIGHTING WATER-SAVERS POWER STRIPS FREE KITS **NEW**

### Welcome to the Energy Smart Small Business Store

Get instant discounts on products to make your business more energy efficient.

[Shop All](#)

FREE Shipping on all orders over \$49; all others just \$8

Instant Discounts Provided by Energy Smart

Save Money Reduce your utility bill

Instant discounts from Energy Smart are available to all small business customers with an active Entergy New Orleans electric account. Customers will need to provide their commercial account number during checkout to purchase the discounted products through this marketplace. [Where can I find my account number?](#)

## Free Small Business Kit Landing Page

FREE Shipping on all orders over \$49; all others just \$8

EnergySmart A New Orleans Program | Entergy

Search... My Account




HOME ALL PRODUCTS THERMOSTATS LIGHTING WATER-SAVERS POWER STRIPS FREE KITS **NEW**

PRICE \$0.00 - \$0.00

Sort By Position

Show 24

**FREE ITEMS**

-  Retail Kit \*\*\*\*\* \$48.00 **\$0.00**
-  40W Equivalent... \*\*\*\*\* \$3.00 **\$1.00**
-  Niagara Low-Flo... \*\*\*\*\* \$3.50 **\$0.00**

**Office Kit** \*\*\*\*\* **FREE** \$76.00 **\$0.00**

**Retail Kit** \*\*\*\*\* **FREE** \$48.00 **\$0.00**

**Restaurant Kit** \*\*\*\*\* **FREE** \$55.00 **\$0.00**

[ADD TO CART](#)

## Small Business Online Store Check-Out Page

Street Address \*

Street Address: Line 1

City \*

State/Province \*

Please select a region, state or province. 

Zip/Postal Code \*


Country \*

United States 

Phone Number \*

Primary Heating Source \*

Please select 

How did you hear about Energy Smart? \*

Please select 

Account Number\*

### Shipping Methods

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

## Biz New Orleans March Print Ad



# BUILDING A BETTER NEW ORLEANS

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

**NEW BUILDING/GROUND-UP  
CONSTRUCTION**

**GUT  
REHABS**

**ADDITION OR EXPANSION  
OF AN EXISTING BUILDING**

**"WARM SHELL"  
PROJECTS**

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

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



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Biz New Orleans 300x250 Digital Ad

# ENERGY SMART FOR BUSINESS

## IT PAYS TO BE ENERGY SMART

Get cash incentives to make energy-saving upgrades to your business.

[LEARN MORE >](#)



City Business Journal 728x90 Leaderboard Digital Ads



### ENERGY SMART FOR BUSINESS

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

[LEARN MORE >](#)



### ENERGY SMART FOR BUSINESS

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

[LEARN MORE >](#)



## Presidents Day Google Search Ad

Ad · energysmart.store

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

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

## Presidents Day Eblast

### Limited-Time Offer

Nest Learning Thermostat now \$69



Regular Price: \$249 Rebate: \$150 Additional Rebate: \$30

**Final Price: \$69**

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

[Shop Now](#)

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

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

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

Quantities are limited, so act now.

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

## Prescriptive Bonus Incentive Eblast



Dear Energy Smart Partner,

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

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

Thank you,

The Energy Smart Program



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



## Facebook Ads for Free Energy Efficiency Kits

 **Entergy New Orleans**  
Sponsored · 🌐

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



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

[GET OFFER](#)

## Facebook Ads for Small Business Online Store

 **Entergy New Orleans**  
Sponsored · 🌐

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



[ENERGYSMART.STORE](https://energysmart.store)  
**Energy Smart Online Store.**  
Free LEDs and smart...

[SHOP NOW](#)

 Like  Comment  Share

## Energy Smart Tile on NOLA.gov Website

The screenshot shows the City of New Orleans website (nola.gov) with Mayor LaToya Cantrell's name. The navigation bar includes links for HOME, SERVICES & INFO, GOVERNMENT, NOLA 311, DEPARTMENTS, CALENDAR, NEWS, APPS, and MORE MENU. A breadcrumb trail reads: Home » Economic Development » Business Services » Small Business Resources. The main content area features a dark blue header with the text "Economic Development". On the left is a vertical menu with categories like "Economic Development", "Business Services", "Local Initiatives", "Tax Incentive Programs", "Small Business Resources", "Workforce Development", and "Supplier Diversity". The central section is titled "OTHER BUSINESS RESOURCES" and contains four tiles: "Energy Smart Programs for Businesses" (with a lightbulb icon), "State Tax Incentive Programs" (with a book icon), "Workforce Development" (with a group of people icon), and "Assistance for Small Business" (with a person icon). To the right, there are two boxes: "Contact Us BUSINESS SERVICES" with address and phone/fax numbers, and "Upcoming Events" with a "See all" link.

## Earned Media in LifeCity Newsletter

The screenshot shows a newsletter article with the Energy Smart logo (A New Orleans Program) and the Entergy logo. The article title is "Energy Efficiency Products for Small Businesses Now Available Through Energy Smart's New Online Store". The text reads: "NEW ORLEANS – 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. The Energy Smart [Small Business Online Store](#) provides customers a convenient way to purchase discounted LED light bulbs, smart thermostats, advanced power strips and water-saving aerators online to help manage their energy use and Entergy New Orleans electric bill, all without having to set foot in a store. Small business customers can also take advantage of [several solutions](#) to help manage their energy usage and cost through the Energy Smart energy efficiency program. For instance, small business customers can receive a free energy efficiency kit packed with energy-saving measure such as LED light bulbs, faucet aerators and LED exit sign replacement bulbs by clicking [here](#). The program provides cash incentives for small and large business customers to implement upgrades to equipment such as lighting, chillers, HVAC, motors and retro-commissioning in their facilities. Visit [energysmartnola.com/small-business-solutions/](http://energysmartnola.com/small-business-solutions/) to learn more about Energy Smart's small business offerings. Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC."

## Q1 Higher Education Cohort Meeting Announcement



### Higher Education Cohort Webinar



Dear Higher Education Cohort Member,

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

Topics covered will include:

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

**Webinar Details**

March 30  
3 - 4:30 p.m.

Microsoft Teams meeting  
Click [here](#) to join the meeting

or

Dial [346-249-3218](tel:346-249-3218)

Phone Conference ID: 762 639 784#

## Delgado-Energy Smart Conference Call Email – May 5



### Delgado Community College Seeks Your Input

#### Trade Allies:

Delgado Community College Electrical Department wants to meet with Energy Smart trade allies who can advise the school as it grows its green-tech fields. This is a tremendous opportunity to help Delgado students thrive in energy efficiency careers.

With multiple campuses and specializations in electrical and HVAC, Delgado is well-positioned to partner with Energy Smart. Our goal is to build a skilled workforce in energy efficiency, and your input can play a significant role in meeting that goal.

Mark your calendars and plan on joining this call with representatives from Energy Smart and Delgado's Electrical Department. We will discuss steps to creating a Trade Ally Industry Team that will provide the college with industry insight from leaders, like you, in energy efficiency.

Meeting Details  
May 19  
9-9:30 a.m.

Click [here](#) to join the Zoom call

or dial 301-715-8592

Code: 9401 1868 881#

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

RSVP

## Summer Bonus Incentive Eblast – May 6



Energy Smart is excited to offer a limited-time Summer Bonus incentive for lighting and non-lighting projects.



To qualify, project applications must be submitted between April 26-July 31, 2021, and completed by December 31, 2021.

**Time and funds are limited.** Submit your [application](#) today to take advantage of this exciting bonus opportunity for your next energy efficiency project.

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

Thank you,

Energy Smart Program Team



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Our mailing address is:  
Energy Smart  
1100 Poydras St., Suite 2060,  
New Orleans, LA 70163

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

Summer Bonus Google Search Ad – May 17 – July 31

Ad · [www.energysmartnola.info/businesses](http://www.energysmartnola.info/businesses)

**Summer Bonus Incentive | Get 15-20% more in incentives | Limited-time offer**

Summer Bonus incentive from Energy Smart on energy efficiency upgrades for your business. Now through July 31 get 15-20% more in cash incentives on energy efficiency upgrades.

[About our company](#)

Summer Bonus Incentive Digital Ad for City Business Journal – May 14 – June 30



**LIMITED-TIME OFFER**

Summer Bonus Incentive from Energy Smart on new energy efficiency upgrades. **Get 15%-25% more in cash incentives** now through July 31, 2021.

[GET IT NOW >](#)



**15%-25% more in CASH incentives**  
on new energy efficiency upgrades. Available through July 31, 2021, or while funds last.

[LEARN MORE >](#)



Summer Bonus Incentive Digital Ad for Biz New Orleans – May 24 – June 21



**15%-25% MORE IN CASH INCENTIVES**  
on new energy efficiency upgrades. Available through July 31, 2021, or while funds last.

[LEARN MORE >](#)



Energy Advisor Job Posting Eblast – May 24



Dear {FNAME},

The Energy Smart team is seeking candidates to fill our new Energy Advisor position. If you know someone with relevant sales and technical experience, please direct them to the job posting below.

[Job Posting](#)



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Our mailing address is:  
Energy Smart  
1100 Poydras St., Suite 2060,  
New Orleans, LA 70163

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

## Memorial Day Facebook Ads – May 27 – June 6

 Entergy New Orleans  
June 4 at 2:44 PM · 🌐

Small business customers still have time to take advantage of our \$0\* smart thermostat Memorial Day Sale. Shop today  
<http://enter.gy/6187yJqaX>. Sale ends June 6.

# MEMORIAL DAY SALE



**\$0\* SMART THERMOSTATS**  
for small businesses valid until June 6, 2021.  
\*After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.

  [Shop Now ▶](#)

👍 Like    💬 Comment    ➦ Share

## Memorial Day Facebook Carousel Ads – May 27 – June 6

# MEMORIAL DAY SALE

Cool set to  
**75**  
Indoor 72

**\$0\* SMART THERMOSTATS**  
for small businesses valid until June 6, 2021.  
\*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.

  [Shop Now ▶](#)



## Google Nest Learning Smart Thermostats



**MEMORIAL DAY DEAL JUST \$49\***

after instant rebate. Valid 5/27-6/6/2021 for eligible small businesses.

\*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.



Shop Now ▶

## ecobee w/ Voice Smart Thermostats



**MEMORIAL DAY DEAL JUST \$69\***

after instant rebate. Valid until 5/21 - 6/6/2021 for eligible small businesses.

\*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.



Shop Now ▶

# MEMORIAL DAY SALE

for small businesses.



**GOOGLE NEST FOR \$0\***

\*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.



**Shop Now ▶**

# MEMORIAL DAY SALE

for small businesses.



**EMERSON SENSI WIFI FOR \$0\***

\*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.



**Shop Now ▶**

## Eblast to Hospitality Contacts – June 7



Hi << Test First Name >>.

Energy use is the single largest operating expense, representing approximately one-third of typical operating budgets and accounting for almost 20% of the nation's annual greenhouse gas emissions. Energy Smart helps Entergy New Orleans customers save energy and money by reducing the up-front cost of energy efficiency upgrades through cash incentives.

Energy Smart is designed to help business and asset owners offset upgrade and replacement costs for the following:

- Lighting.
- Lighting controls.
- Air conditioners.
- Heat pumps.
- Chillers.
- Smart thermostats.
- Refrigeration.
- Commercial kitchen equipment.
- And more.

We understand that reducing operating expenses and improving net operating income are important in this current environment. Who would be the appropriate person to speak with in greater detail?

Thank you so much for your help.

Kind Regards,

Amadea Clement  
Energy Smart Energy Advisor  
Phone: 800-376-6874  
Email: [info@energysmartnola.com](mailto:info@energysmartnola.com)

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ENTERGY SERVICES, LLC

## Summer Bonus Incentive Reminder Eblast – June 7



50% of the Summer Bonus Incentive Bonus is already claimed. Don't miss your chance to get increased incentives for lighting and non-lighting projects.



To qualify, project applications must be submitted between April 26-July 31, 2021, and completed by December 31, 2021.

**Time and funds are limited.** Again 50% of the incentive budget is claimed. Submit your [application](#) today to take advantage of this exciting bonus opportunity for your next energy efficiency project.

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

Thank you,

Energy Smart Program Team



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Our mailing address is:  
Energy Smart  
1100 Poydras St., Suite 2060,  
New Orleans, LA 70163

Want to change how you receive these emails?

## Eblast to Commercial Real Estate Contacts – June 14



Hi \*[FNAME]\*,

Energy use is the single largest operating expense, representing approximately one-third of typical operating budgets and accounting for almost 20% of the nation's annual greenhouse gas emissions. Energy Smart helps Entergy New Orleans customers save energy and money by reducing the up-front cost of energy efficiency upgrades through cash incentives.

Energy Smart is designed to help business and asset owners offset upgrade and replacement costs for the following:

- Lighting.
- Lighting controls.
- Air conditioners.
- Heat pumps.
- Chillers.
- Smart thermostats.
- Refrigeration.
- Commercial kitchen equipment.
- And more.

If you'd need help in identifying a qualifying project for your facility, Energy Smart is offering **free** Energy Benchmarking services as an optional introductory step to the program. I'm happy to line up a call with you to discuss identifying a project through our benchmarking services, or to see how much you can save on energy saving projects you may already have planned.

Thank you so much for your help.

Jeremy Terlecki  
Energy Advisor  
Phone: 504-593-9028  
Email: [jeremy.terlecki@aptim.com](mailto:jeremy.terlecki@aptim.com)

## Eblast to Higher Education Contacts – June 14



Hi << Test First Name >>.

Energy use is the single largest operating expense, representing approximately one-third of typical operating budgets and accounting for almost 20% of the nation's annual greenhouse gas emissions. Energy Smart helps Entergy New Orleans customers save energy and money by reducing the up-front cost of energy efficiency upgrades through cash incentives.

Energy Smart is designed to help business and asset owners offset upgrade and replacement costs for the following:

- Lighting.
- Lighting controls.
- Air conditioners.
- Heat pumps.
- Chillers.
- Smart thermostats.
- Refrigeration.
- Commercial kitchen equipment.
- And more.

We understand that reducing operating expenses and improving net operating income are important in this current environment. Who would be the appropriate person to speak with in greater detail?

Thank you so much for your help.

Jeremy Terlecki  
Energy Advisor  
Phone: 504-593-9026  
Email: [jeremy.terlecki@aptim.com](mailto:jeremy.terlecki@aptim.com)

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## July 4 Google Nest Smart Thermostat Eblast – June 30



**Limited-Time Offer**

Nest Learning Thermostat now \$49



Regular Price: \$249 Rebate: \$150 Additional Rebate: \$50

**Final Price: \$49**

Limit 2 per customer account. Offer ends July 8, 2021

[Shop Now](#)

An exclusive 4th of July offer for Entergy New Orleans small business customers:

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

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

Quantities are limited, so act now.

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

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Our mailing address is:  
Energy Smart  
1100 Poydras St., Suite 2050  
New Orleans, LA 70163

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

# Appendix E: Photos

Energy Smart continued to teach remotely.



Louisiana Green Corps January 13, 2021





**Carrollton Riverbend Neighborhood Association January 14, 2021**



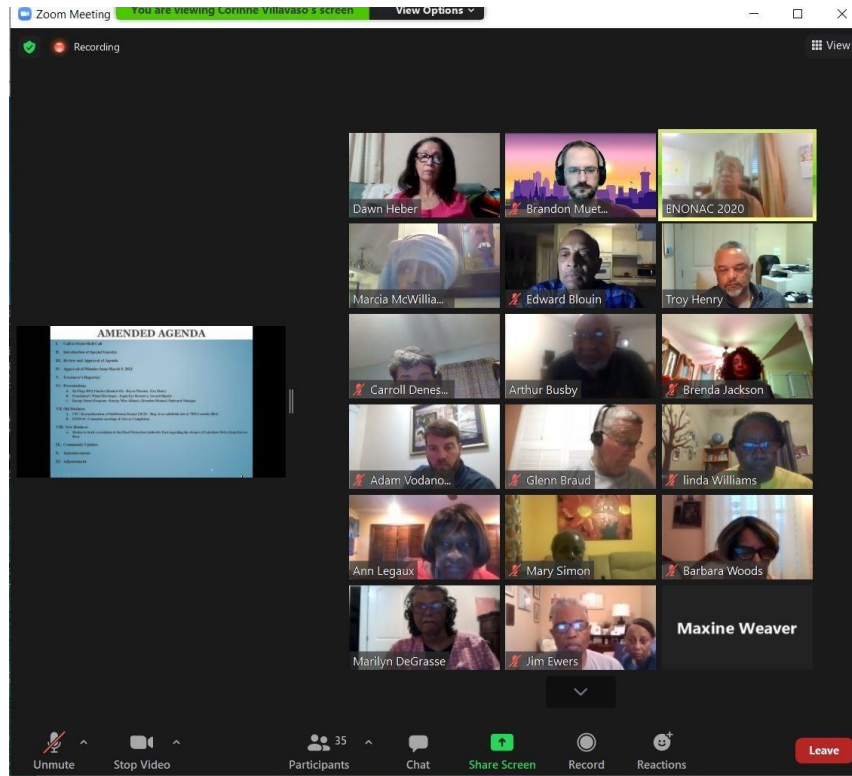
**Mid City Neighborhood Association February 8, 2021**



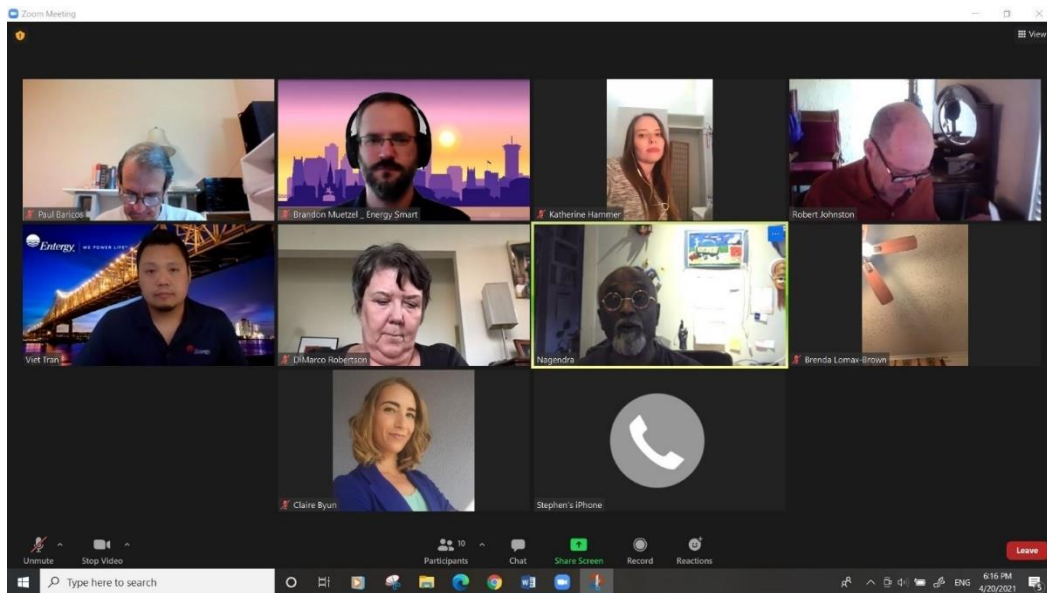
**Algiers Neighborhood Association March 18, 2021**



# Eastern New Orleans Neighborhood Advisory Commission (ENONAC) – April 13, 2021



# Carrollton Area Network (CAN) – April 20, 2021



**Energy Smart began teaching in person in April.**

**Lusher Charter School – April 24, 2021**



**Energy Smart began doing outreach in person in May.**

**Hardin Playground Community Fair – May 1, 2021**



Louisiana Green Corps Job Training Workshop – May 20, 2021



# Thrive 9 Summer Camp – June 16, 2021



# Lake Carmel Subdivision Neighborhood Association (New Orleans East) – June 16, 2021

A screenshot of a Zoom meeting. On the left side, a document is displayed with the following text:

**LAKE CARMELO SUBDIVISION IMPROVEMENT DISTRICT AND HOMEOWNERS ASSOCIATION**  
Email address: [lakecarmel@outlook.com](mailto:lakecarmel@outlook.com)  
**Wednesday, June 16, 2021**  
**7:00 a.m.**  
**AGENDA**

**CALL TO ORDER** ..... Mr. Brenda Jackson  
**DEFINING PRIORITIES** ..... Mrs. Irene Brooks  
**ROLL CALL** ..... Mrs. Irene Brooks  
**APPROVAL OF AGENDA** ..... Mrs. Irene Brooks  
**MAY APRIL MEETING MINUTES** ..... Mrs. Leash Reneau  
**NEIGHBORHOOD FEEDBACK** ..... Mr. Brenda Jackson  
**CORRESPONDENCES** ..... Mr. Irene Brooks  
**SPECIAL AGENDA** ..... Mr. Deborah Cain  
**HOUSE BLEN'S REPORT** .....  
**COMMITTEE REPORTS**.....

**Crime Prevention (Bartrand Beckles)**  
**Quality of Life Enhancement (Willa Jefferson)**  
**Environmental (Shirley Walker)**  
**Waste and Storm (Shirley McSwain/Karla Boyd)**  
**Neighborhood (Barbara)**  
**Block Captain (Bartrand Beckles/Beckles)**  
**Education, Social and Community Relations (Barbara Woods/Via Bekke)**  
**Small Business (Bartrand Beckles/Torrie Guerrin)**  
**Construction (Doris Davis/Leash Reneau)**  
**Neighborhood (Bartrand Beckles/Torrie Guerrin)**  
**Recycling (Falahge Head)**

**ENDING NEWS** ..... Mr. Barbara Wynn  
**ENTERTAINMENT BUSINESS** .....  
**NEW BUSINESS** .....  
**OTHER** .....  
**ADJOURNMENT** .....

At the bottom of the document, there is a colorful graphic of flowers.

On the right side of the Zoom window, there is a grid of participants. The names visible are: Ronald Walker, Brandon Muetzel - E..., Barbara, Trashanda Grayes, Dr. Brenda Jackson, Torrie Guerrin, Deborah T. Cato, YVONNE MARTIN, Irene Brooks, and D.M. McClendon. A phone icon and the number 15042362127 are also visible at the bottom right.