

# Annual Report

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## Energy Smart

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6/30/2022

## Program Year 11

January 1, 2021 - December 31, 2021



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# EXECUTIVE SUMMARY

The Energy Smart Program (Program) was developed by the New Orleans City Council (Council), is administered by Entergy New Orleans, LLC (ENO) and is implemented by APTIM, the Third-Party Administrator (TPA). This report contains data on the Program and evaluation results from ENO's Third-Party Evaluator's (TPE) Evaluation, Measurement and Verification (EM&V) report. This report includes pre-evaluated gross savings, verified gross savings and net savings. To ensure success in current and future programs, APTIM has engaged several subcontractors that have extensive experience in energy efficiency programs and in the New Orleans market to implement the program, including:

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

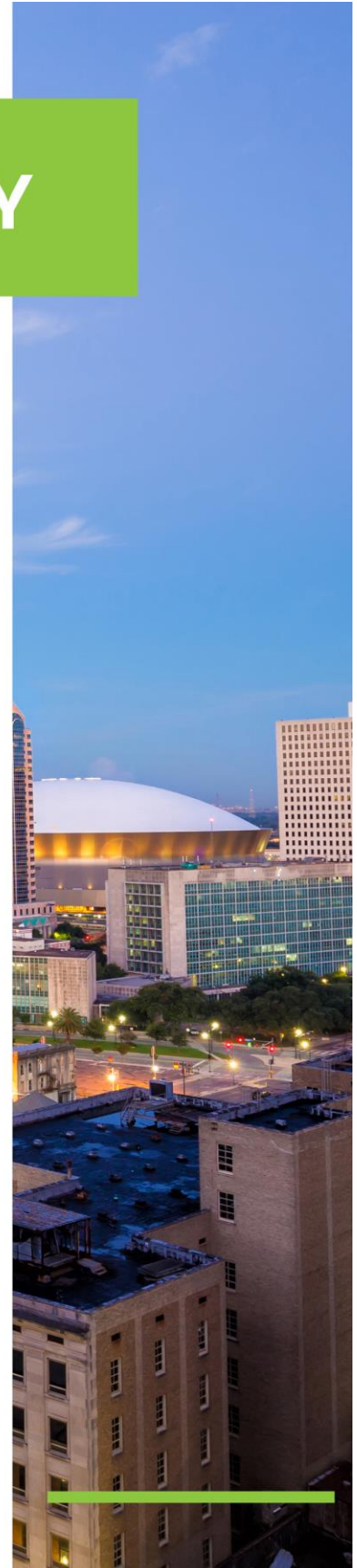
This report contains data on the Energy Smart program offerings, including:

- 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>Brenda Hopewell</b>	Vice President, Energy Solutions	APTIM	San Francisco, CA
<b>Dan Reese</b>	Director of Energy Programs	APTIM	Portland, OR
<b>Julia Sander</b>	National Marketing Manager	APTIM	Chicago, IL
<b>Kristin McKee</b>	Program Director	APTIM	New Orleans, LA
<b>John Krzystowczyk</b>	Commercial Program Manager	APTIM	New Orleans, LA
<b>Dawn Ellerd</b>	Marketing & Outreach Lead	APTIM	New Orleans, LA
<b>Kevin Fitzwilliam</b>	Training & Development Lead	APTIM	New Orleans, LA
<b>Spencer Kurtz</b>	Senior Energy Engineer	APTIM	Charlotte, NC
<b>Nick Myers</b>	Marketing & Communications Specialist	APTIM	New Orleans, LA
<b>Michael Slaughter</b>	Finance	APTIM	Baton Rouge, LA
<b>Nick Bengston</b>	Sales Executive	EnergyHub	Golden, CO
<b>Pierre Bull</b>	Client Success Manager	EnergyHub	San Francisco, CA
<b>Jamie Wine</b>	School Kits & Education Director	Energy Wise Alliance	New Orleans, LA
<b>Emily Snyder</b>	School Kits, Education Manager	Energy Wise Alliance	New Orleans, LA
<b>Meredith Seale</b>	School Kits, Education Coordinator	Energy Wise Alliance	New Orleans, LA
<b>Brandon Muetzel</b>	Community Outreach Manager	Energy Wise Alliance	New Orleans, LA
<b>Nate Wolf</b>	Residential Program Manager	Franklin Energy Services	New Orleans, LA
<b>Alan Mitchell</b>	Field Manager	Franklin Energy Services	New Orleans, LA
<b>Mel Carlson</b>	Client Marketing Manager	Franklin Energy Services	Chicago, IL
<b>Jordan Tomchaney</b>	Senior Client Marketing Specialist	Franklin Energy Services	Chicago, IL
<b>Wendy Becker</b>	Trade Ally Manager	Franklin Energy Services	Milwaukee, WI
<b>Amanda Welch</b>	Operations Analyst	Franklin Energy Services	Milwaukee, WI
<b>Daniel Franklin</b>	Field Manager	Franklin Energy Services	New Orleans, LA
<b>James Herman</b>	Operations Analyst	Franklin Energy Services	New Orleans, LA
<b>Dwayne Haley</b>	Energy Advisor	Franklin Energy Services	New Orleans, LA
<b>Jackie Dadakis</b>	Chief Executive Officer	Green Coast Enterprises	New Orleans, LA

<b>Joe Ryan</b>	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
<b>Jared Sessum</b>	Commercial Energy Manager	Green Coast Enterprises	New Orleans, LA
<b>Jess Harris</b>	President	Harris Energy Solutions	Austin, TX
<b>Craig Henry</b>	Demand Response Program Manager	Honeywell	San Antonio, TX
<b>Benjamin Cavell</b>	ADR Business Consultant	Honeywell	New Orleans, LA
<b>Alcide Tervalon III</b>	Principal	Legacy Professional	New Orleans, LA
<b>Aaron Herbert</b>	Energy Project Analyst	Legacy Professional	New Orleans, LA
<b>Steffie Hernandez</b>	Project Specialist	Legacy Professional	New Orleans, LA
<b>Denzel Harry</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Louis Bart</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Joshua Kruebbe</b>	Residential QA/QC	Legacy Professional	New Orleans, LA
<b>Larry Tervalon</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Vindocto Torns</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Don Nocentelli</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Jacob Pohlman</b>	Residential QA/QC	Legacy Professional	New Orleans, LA
<b>Iam Tucker</b>	President & CEO	ILSI Engineering	New Orleans, LA
<b>Pragya Niraula</b>	Energy Engineer	ILSI Engineering	New Orleans, LA
<b>Keeley Evans</b>	Project Specialist	ILSI Engineering	New Orleans, LA
<b>Phil Croskey</b>	CEO	MD Energy Advisors	Baltimore, MD
<b>Ethan Cartwright</b>	Energy Advisor	MD Energy Advisors	New Orleans, LA
<b>Cleveland Spears</b>	President	Spears Group	New Orleans, LA
<b>Kaitlin Payne</b>	Media Manager	Spears Group	New Orleans, LA
<b>Meredith Adams</b>	Account Coordinator	Spears Group	New Orleans, LA
<b>Klassi Duncan</b>	VP of Entrepreneurship & Innovation	Urban League of Louisiana	New Orleans, LA
<b>Cherie Lacour-Duckworth</b>	VP of Workforce Development	Urban League of Louisiana	New Orleans, LA

## **Offerings Overview**

### **Residential**

#### Energy Efficiency

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

#### Demand Response

- EasyCool for Residents

### **Commercial & Industrial**

#### Energy Efficiency

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

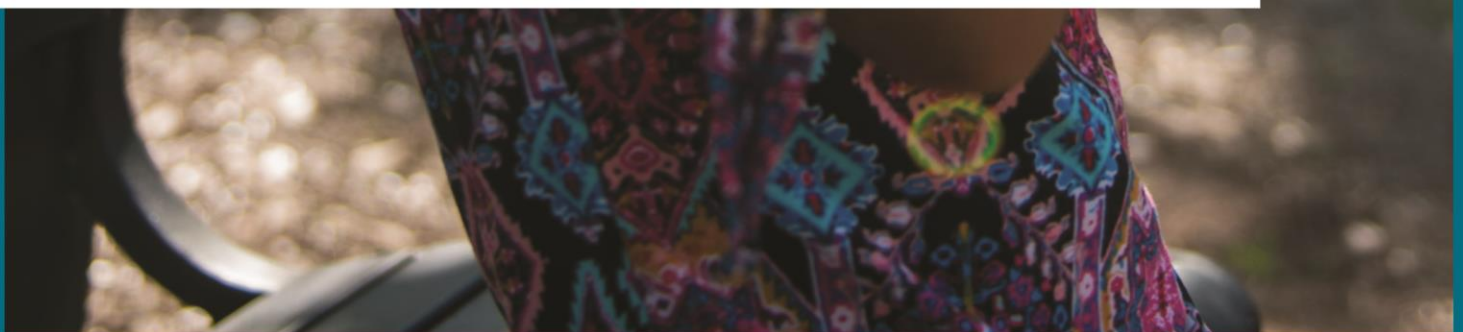
#### Demand Response

- Large Commercial Demand Response
- EasyCool for Business





## **PROGRAM PERFORMANCE & ACTIVITY**



# Program Performance & 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>	34,523,319	46,889,018	74%	5,849	7,430	79%	\$3,410,932	\$5,517,822	62%
<b>Commercial &amp; Industrial - Demand Response</b>	4,029	-	-	481	4,319	11%	\$29,318	\$146,802	20%
<b>Residential - Energy Efficiency</b>	30,535,236	40,622,497	75%	7,416	4,166	178%	\$3,884,318	\$4,183,321	93%
<b>Residential - Demand Response</b>	-	-	-	2,156	3,494	62%	\$181,950	\$182,715	100%
<b>Total</b>	<b>65,062,584</b>	<b>87,511,515</b>	<b>74%</b>	<b>15,902</b>	<b>19,408</b>	<b>82%</b>	<b>\$7,506,518</b>	<b>\$10,030,660</b>	<b>75%</b>

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

Summary tables show savings and incentive spend from January 1, 2021 through December 31, 2021.

**Table 2.2**

	NET PEAK DEMAND REDUCTION (KW)	NET ANNUAL ENERGY SAVINGS (KWH)	TOTAL PROGRAM EXPENDITURES	TRC (B/C RATIO)	UCT (B/C RATIO)
	14,491.14	54,521,872	\$15,892,097	1.64	1.57

## Residential Summary

The Energy Smart Residential Portfolio had a successful year despite the challenges created by the COVID-19 pandemic and Hurricane Ida. The Residential portfolio achieved 30,535,236 in verified gross kWh savings and reached 75% of the goal while spending 93% of the incentive budget. The impacts of the COVID-19 pandemic continued to create challenges and opportunities for the Energy Smart team throughout PY11. This included a higher demand for the Income-Qualified Weatherization offering, which met its budget in July. Adjustments were made by the team to keep this offering available throughout the year in order to continue serving customers. Budget and savings targets were shifted from other offerings based on reforecasting to keep all offerings open to customers and maintain a balanced budget overall. Hurricane Ida also had a direct impact on the production of programs later in the year after making landfall

on August 29. In response to the storm, the team pivoted to two kit campaigns to support energy-savings targets and create warm leads for future marketing campaigns.

Individual offering budgets and savings targets were established prior to the onset of the pandemic and without anticipation of a major storm which caused the team to make the necessary adjustments to keep programs open. Income-Qualified Weatherization, Home Performance with ENERGY STAR®, Retail Lighting and Appliance and Multifamily Solutions all exceeded their kWh goals. A/C Solutions and Behavioral/Rewards came in under the targeted savings. The team was able to garner savings from different offerings to bridge gaps in expected shortfalls in other offerings, which freed up funds to keep Income-Qualified Weatherization open until the end of the year. This was a necessary step to keep serving customers that needed the most support from the program during a challenging year. The unique market conditions created by the pandemic and hurricane led to innovations by the team in the form of online kits, direct-ship lighting kits and LED giveaways at community events. These adjustments created multiple benefits that increased customer awareness, generated participation and created additional kWh savings.

The Energy Smart team maintained COVID-19 protocols implemented in PY10 following the Centers for Disease Control and Prevention guidelines to address and reduce the likelihood of spreading the virus. Mandatory use of masks, nitrile gloves and foot coverings were implemented for all field personnel. Hygiene procedures remained in place to ensure equipment and products were sanitized before entering each residence. Trade allies were required to view an Energy Smart COVID-19 safety video and sign off on the established protocols, which was an important step to field operations and ensuring there was a consistent approach to COVID-19 safety. In addition, the team maintained the process whereby customers were contacted in advance of their appointment to ask if anyone in the home had tested positive or had been recently exposed to a confirmed positive COVID-19 case prior to field personnel entering the residence. By maintaining these protocols, the team was able to build trust with customers by demonstrating that the team had taken multiple steps to ensure everyone's safety.

Hurricane Ida had an impact on Q3 and Q4 production as damage caused by the storm was felt months after its landfall. The storm shut down field activities for several weeks while line crews restored power to the Entergy New Orleans customers. Many trade allies had to pause work while their businesses and facilities recovered and until customers were ready to be served. The team implemented an emergency-response plan that ensured team members' locations and statuses through the storm were known. In addition, precautions for the office and fleet vehicles were implemented to reduce possible downtime due



to damage. The preparation by the team prior to and during the storm allowed the program to resume operations immediately after receiving approval from Entergy New Orleans to re-enter the field.

Entergy New Orleans earned the 2021 ENERGY STAR® Partner of the Year award for a second consecutive year. This award honored the Energy Smart Program for its outstanding contributions to protecting the environment through superior energy achievements. Energy Smart was featured in the Smart Energy Consumer Collaborative webinar series, which focused on the trade-ally measures offered by the Home Performance with ENERGY STAR®, Income-Qualified Weatherization, A/C Solutions and Multifamily Solutions offerings. The presentation focused on trade allies' impacts on warm-weather savings. The Department of Energy asked the program team to showcase the Income-Qualified Weatherization offering on their Quarterly Home Performance with ENERGY STAR® sponsor call with a focus on equity and inclusion.

### **Commercial & Industrial Summary**

The Energy Smart Commercial & Industrial (C&I) Portfolio successfully achieved 34,523,319 in verified gross kWh savings and reached 74% of the goal, while spending 62% of the incentive budget, despite another challenging year for C&I customers in Orleans Parish. Ongoing restrictions related to the COVID-19 pandemic meant New Orleans businesses continued to struggle with staffing restrictions, loss of revenue and uncertainty related to occupancy and other city mandates. Trade allies also continued to report delays in ordering equipment and price increases that caused project implementation delays and some projects to be cancelled altogether. The Energy Smart team responded to these barriers to program participation by expanding existing program offerings, increasing prescriptive incentive rates for select measures, introducing several incentive bonuses, expanding the existing prescriptive measure list and implementing the Hurricane Ida Recovery Fund.

As in previous program years, Small Commercial & Industrial customers' ability to participate in the Energy Smart program was negatively impacted by the ongoing COVID-19 pandemic. Small businesses faced staffing shortages, occupancy restrictions and a further loss in revenue as the COVID-19 pandemic stretched on into its second year. Building off previous program years, the Energy Smart team focused on expanding existing offerings to remove barriers to participation for this customer segment. Small Business Kits were introduced to the program in PY10 as a no-cost way for small businesses to participate. The team distributed 782 small business kits in PY11 and Energy

Smart outreach staff followed up with customers who expressed interest in participating in the program beyond the installation of the measures included in the free small business kit. Energy Smart also added the kits to the Small Business Online Store to maximize the number of kits distributed in PY11 and promoted the free kits via targeted marketing to raise awareness of the Small Business Online Store. In Q4 the Energy Smart team promoted two limited-time offers on the Small Business Online store and customers were able to order up to two 12-packs of A-line and linear LEDs. These limited-time offers were heavily promoted to small business customers with targeted marketing efforts including eblasts and resulted in a significant increase in website traffic and orders of the limited time offer measure bundles as well as other measures available on the site such as smart thermostats.

Prescriptive incentive rates were increased in Q1 to better align with programs nationally and to ensure Energy Smart is paying a percentage of project cost that is high enough to encourage customers to consider purchasing equipment at a higher efficiency level. Energy Smart increased prescriptive incentive rates for 22 Small Commercial & Industrial measures and another 23 Large Commercial & Industrial measures saw similar increases. Overall, 17 prescriptive incentive rates were increased 15% or more in Q1 of PY11. In addition to increased prescriptive incentive rates the Energy Smart team also expanded the prescriptive incentive list to include new measures targeting various Small and Large Commercial & Industrial customer types. Refrigeration measures were added to the prescriptive incentive list to encourage Small Commercial & Industrial non-lighting projects and measures like window film were added to increase participation amongst Large Commercial & Industrial customers such as commercial real estate customers.

Energy Smart introduced several incentive bonuses throughout PY11 to further encourage program participation. A Summer Bonus was introduced in April which increased incentives 15% for lighting projects and 25% for non-lighting projects to dissuade customers from waiting until the fourth quarter bonus to submit their application. The bonus was also designed to increase the number of non-lighting projects in PY11. The Small Commercial Trade Ally Bonus was made available in July that incentivized trade allies to ramp up outreach efforts and submit Small Commercial & Industrial projects and in return Energy Smart would pay the trade ally up to \$5,000 per project. At the beginning of Q4 the Energy Smart team released enhanced prescriptive and custom rates through the end of the year to help New Orleans businesses continue to recover from COVID-19 and Hurricane Ida.

Hurricane Ida was a destructive Category 4 hurricane that made landfall on August 26, 2021. Widespread flooding and property damage as well as power outages put even more strain on a business community that was already suffering the effects of the COVID-19 pandemic. The team responded quickly after the storm by launching the Hurricane Ida Recovery Fund which provided increased incentives to any commercial customer in Orleans Parish that was financially impacted by the storm or that received physical damage to their facility. The initial offer was available for a two-week window at the end of September but due to the overwhelming response Energy Smart extended the deadline for Hurricane Ida Recovery Fund submissions. Over 80 applications were received between September 16 and October 4 which resulted in 24 projects that added over 4.6 million kWh to the PY11 pipeline. Several of the customers that received Hurricane Ida Recovery funds were first-time participants and several contractors that performed the upgrades associated with these projects ultimately became Energy Smart registered trade allies.



# RESIDENTIAL OFFERINGS



# Residential Portfolio Performance

**Table 3.1**

Residential Offerings	VERIFIED GROSS kWh	kWh GOAL*	% TO kWh GOAL	kW SAVINGS	kW TARGET*	% TO kWh TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Home Performance with ENERGY STAR	4,224,567	4,027,638	105%	620	1,229	50%	\$573,983	\$1,222,049	47%
Retail Lighting & Appliances	15,537,114	7,384,715	210%	2,293	1,062	216%	\$1,346,043	\$1,128,595	119%
Multifamily Solutions	1,291,009	1,289,414	100%	354	349	101%	\$244,100	\$306,010	80%
Income Qualified Weatherization	3,052,682	1,669,023	183%	2,881	575	501%	\$1,328,540	\$697,167	191%
Appliance Recycling & Replacement	67,284	1,481,900	5%	9	182	5%	\$82,500	\$135,000	61%
A/C Solutions	975,031	2,388,674	41%	393	687	57%	\$215,852	\$439,100	49%
School Kits & Community Outreach	811,149	681,132	119%	117	81	144%	\$93,065	\$105,400	88%
Behavioral & Rewards	4,576,399	21,700,000	21%	750	N/A	N/A	\$235	\$150,000	0%
EasyCool - Direct Load Control	-	-	N/A	860	623	138%	\$54,965	\$47,750	115%
EasyCool - Bring Your Own Thermostat	-	-	N/A	1,296	2,871	45%	\$126,985	\$134,965	94%
<b>Total</b>	<b>30,535,236</b>	<b>40,622,497</b>	<b>75%</b>	<b>9,572</b>	<b>7,659</b>	<b>125%</b>	<b>\$4,066,268</b>	<b>\$4,366,036</b>	<b>93%</b>

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



# Home Performance with ENERGY STAR

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## Description

This offering achieves long term, significant cost-effective electric savings using local auditors and contractors who 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 includes all buildings with four or fewer units. Structures of this size and construction type often behave more like single-family homes, with owners often occupying one of the units, thus minimizing the split-incentive barrier.

## Highlights

The Energy Smart Home Performance with ENERGY STAR® program received the ENERGY STAR® Partner of the Year award in 2021 for the second consecutive year. The offering achieved 4,224,567 in verified gross kWh savings, reaching 105% of the goal. The team completed 629 whole-home assessments in PY11. Due to market conditions the Income-Qualified Weatherization offering met its goals in Q3, which resulted in a budget shift to keep the program budget open until the end of the year. The increased enrollment for Income-Qualified Weatherization began in 2020 after the COVID-19 pandemic started and continued throughout PY11. The team launched two campaigns for energy efficiency kits to increase savings and build program awareness. In the fall, kits that included lighting and water measures were offered through the Online Marketplace and 436 orders were placed. A December campaign called ‘Light Up the Night’ offered kits that included seven light bulbs for interior and exterior use. The goal of this campaign was to provide better quality lighting and improve safety during the darker time of the year. The team mailed 4,369 kits directly to customers.

- A total of 17,902 measures were installed during the program year.
- A total of 4,369 kits were shipped in PY11.

- The offering reached 105% of the kWh goal, achieving 4,224,567 kWh.
- The offering reached 50% of the kW target, achieving 620 kW.

**Table 4.1**

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
LEVEL I ASSESSMENT	629	0	0%
1.5 KITCHEN AERATOR	23	616	0%
1.0 BATHROOM AERATOR	25	1,608	0%
1.5 SHOWERHEAD	26	7,524	0%
PIPE WRAP	53	7,420	0%
INDOOR LED LAMP (STANDARD)	450	111,777	3%
INDOOR LED LAMP (SPECIALTY)	476	145,580	3%
OUTDOOR LED LAMP (STANDARD)	28	26,001	1%
OUTDOOR LED LAMP (SPECIALTY)	12	10,243	0%
LED 15W PAR38 - LTN KIT	4,369	1,473,664	35%
LED 15W A-TYPE - LTN KIT	4,369	763,701	18%
LED 9W A-TYPE - LTN KIT	4,369	417,676	10%
1.5 SHOWERHEAD - KIT	436	34,182	1%
LED 9W A-TYPE - KIT	436	24,460	1%
LED 15W A-TYPE - KIT	436	13,647	0%
1.0 BATHROOM AERATOR - KIT	436	4,840	0%
1.5 KITCHEN AERATOR - KIT	436	2,878	0%
CENTRAL AC TUNE-UP	3	2,833	0%
SMART THERMOSTAT	159	65,170	2%
DUCT SEALING	361	767,928	18%
AIR SEALING	228	298,344	7%
ATTIC INSULATION	11	33,347	1%
TIER 2 APS	131	31,354	1%
<b>TOTAL</b>	<b>17,902</b>	<b>4,244,792</b>	<b>100%</b>

## Budget and Savings

**Table 4.2**

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$573,983	\$1,222,049	47%	4,244,792	4,224,567	100%	630.57	619.77	98%

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



## **Planned or Proposed Changes**

A residential new construction offering will build upon existing residential program delivery and focus on providing program trade allies exceptional support and ultimately, Entergy New Orleans new homebuyers with smarter, more energy-efficient homes. Homebuyers will be served through a select group of participating builders (trade allies) and Home-Energy Raters. The proposed model will support a limited number of New Orleans-based homebuilders with financial incentives and resources to build better-than-code homes by informing and educating the residential new-construction market on ENERGY STAR® new-construction standards and building more efficient and comfortable homes. The offering will also connect new homeowners with other program offerings and welcome them as new Entergy customers.

# Retail Lighting & Appliances

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## Description

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

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

## Highlights

The Retail Lighting and Appliances offering achieved 15,537,114 in verified gross kWh savings, reaching 210% of the goal. The offering provided a large portion of savings for the residential portfolio in PY11, as the program continued to face challenges related to the COVID-19 pandemic and Hurricane Ida. To help address potential savings shortfalls in other offerings, RL&A was overdriven because it provides excellent cost-effective savings, which was necessary to offset increased costs in other offerings. The program experienced increased participation in Income-Qualified Weatherization which is more costly and overdriving RL&A helped balance out the overall cost-effectiveness of the Residential Portfolio.

Point-of-sale lighting rebates were the main driver of savings at participating retailers, while additional savings came from the Online Marketplace and mail-in appliance rebates for ENERGY STAR® certified refrigerators, window air-conditioning units, pool pumps, dehumidifiers, water coolers, smart thermostats and heat-pump water heaters. Big-box stores, including The Home Depot, Costco, Lowes, Save-a Lot and Walmart, all participated in the offering. The program team was also able to partner with more local stores, including The Green Project, Eddie's Ace Hardware and Harry's Ace Hardware. The mixture allowed for larger quantities of products to be sold in big-box stores while the smaller retailers allowed the products to be available in more locations and to support local businesses and the customers who shop locally.

The offering was very impactful to the overall Residential Portfolio in response to the COVID-19 pandemic and Hurricane Ida. The program team was also able to distribute 1,608 LED lighting four-packs at six different community events.

The Online Marketplace continued to play a pivotal role in the program team's response to the COVID-19 pandemic. Promotions occurred throughout the year, resulting in the sale of 5,592 smart thermostats. The Online Marketplace combined the program's incentives for smart thermostats with manufacturer and retailer discounts during holiday promotional periods, which allowed customers to purchase Emerson, Nest and Ecobee smart thermostats at deeply discounted amounts. By layering in additional LED lighting discounts during this period, the Online Marketplace also sold 11,323 LEDs and 408 advanced power strips, largely as add-on purchases for customers purchasing smart thermostats.

- A total of 10,193 measures were sold during the program year.
- The offering reached 210% of the kWh goal, achieving 15,537,114 kWh.
- The offering reached 216% of the kW target, achieving 2,293 kW.

**Table 5.1**

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS
INDOOR LED LAMP (SPECIALTY)	2,371	5,298,701
INDOOR LED LAMP (STANDARD)	2,683	7,974,815
OUTDOOR LED LAMP (SPECIALTY)	136	142,019
GIVEAWAY LED 9W A19	6	85,232
1.5 KITCHEN AERATOR	53	2,385
1.0 BATHROOM AERATOR	50	4,779
1.5 SHOWERHEAD	61	19,152
PIPE WRAP	83	6,431
HEAT PUMP WATER HEATER	10	16,098
WATER COOLER	1	482
DEHUMIDIFIER	14	2,056
POOL PUMP	5	13,055
REFRIGERATOR	87	5,192
TIER 1 APS	256	19,951
WINDOW AC	42	7,396
SMART THERMOSTAT	3,979	1,939,371
NEST POWER CONNECTOR	2	0
SMART THERMOSTAT SENSOR	10	0
SMART THERMOSTAT TRIM KIT	246	0
SMART THERMOSTAT WALL PLATE	96	0
<b>TOTAL</b>	<b>10,193</b>	<b>15,537,114</b>

**Table 5.2: Participating Retailers**

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Home Depot -Central #385	X	X	1100 S Claiborne Avenue
Home Depot – Bullard #352	X	X	12300 I-10 Service Rd
Costco New Orleans #1147	X	X	3900 Dublin Street
Walmart- Tchoupitoulas #5022	X		1901 Tchoupitoulas St
Walmart- Chef Menteur #3167	X		4301 Chef Menteur
Walmart- Behrmen #1163	X		4001 Behrmen Pl
Walmart- Bullard #912	X		6000 Bullard Ave
Lowe's #2470	X		2501 Elysian Fields Ave.
The Green Project	X		2831 Marals St
Eddie's Ace Hardware Inc	X		4401 Downman Rd
Harry's Ace Hardware	X		3535 Magazine St
Save A Lot #377	X		2841 S Claiborne Ave Ste B

## Budget and Savings

**Table 5.3**

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$1,346,043	\$1,128,595	119%	15,021,255	15,537,114	103%	2,195.91	2,293.12	104%

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

## Planned or Proposed Changes

In addition to the stores participating in PY11 the offering will add 25 separate Walgreens locations throughout Orleans Parish in PY12. This will include incentivized lighting options for customers in two separate promotions. These new locations will create additional opportunities for customers to save and add a new retailer to the offering. The team's field visits will utilize "GoSpotCheck" which is an application that will increase efficiency by making data collection at stores quicker and more streamlined with all the information in one place to review.

# Multifamily Solutions

## Description

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

## Highlights

The Multifamily Solutions offering achieved 1,291,009 in verified gross kWh savings, reaching 100% of the goal. Seven complexes completed energy saving upgrades to their properties in PY11 that ranged in size from 26 units to 298 units. There was a total of 612 units completed in PY11. Energy savings were driven by a combination of direct install and trade ally follow up measures. A large portion of the pipeline for PY12 was created by referrals to sister properties of buildings that were completed in PY11. In certain instances, the team was able to cross promote the Appliance Recycling and Replacement offering with opportunities created by assessments. There were seven total complexes completed in PY11 with two properties in District C, two in District D and three in District E.

- A total of 2,102 measures were installed during the program year.
- The offering reached 100% of the kWh goal, achieving 1,291,009 kWh.
- The offering reached 101% of the kW target, achieving 354 kW.

**Table 6.1**

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
DUCT SEALING	458	1,040,832	77.5%
AIR SEALING	150	125,924	9.4%
INDOOR LED LAMP (SPECIALTY)	168	18,882	1.4%
INDOOR LED LAMP (STANDARD)	304	63,046	4.7%
OUTDOOR LED LAMP (SPECIALTY)	40	23,280	1.7%
1.0 BATHROOM AERATOR	130	7,550	0.6%
1.5 KITCHEN AERATOR	291	7,826	0.6%
1.5 SHOWERHEAD	239	55,176	4.1%
PIPE WRAP	9	1,291	0.1%
INCENTIVE ADJUSTMENT	313	0	0.0%
<b>TOTAL</b>	<b>2,102</b>	<b>1,343,807</b>	<b>100%</b>

## Budget and Savings

Table 6.2

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$244,100	\$306,010	80%	1,343,807	1,291,009	96%	359.25	354.10	99%

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

## Planned or Proposed Changes to Offering

The Energy Smart team plans to join the Apartment Association of Greater New Orleans in PY12 to create member awareness for the offering. The team will look for opportunities to create case studies that showcase the benefits of the offering to prospective complexes. The team will also add educational content to the program website to provide tenants with resources on how to save energy and participate in the offering.

# Income-Qualified Weatherization

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## Description

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

## Highlights

The IQW offering achieved 3,052,682 in verified gross kWh savings, reaching 183% of the goal. The team completed 911 assessments and installed 244 smart thermostats. Trade Allies were very active in the offering and completed attic insulation, air sealing and duct sealing which accounted for 78% of the total savings. The demand for IQW increased in PY10 due to the COVID-19 pandemic and the market effects continued throughout PY11. With the offering meeting its goal in July, the team shifted incentive budget from other offerings in order to keep the offering open and allow the team to continue serving customers. While the team was able to drive additional savings, homes across the territory were impacted by Hurricane Ida, which caused a slowdown in activity during and after the storm's landfall.

- A total of 4,502 measures were installed during the program year.
- The offering reached 183% of the kWh goal, achieving 3,052,682 kWh.
- The offering reached 501% of the kW target, achieving 2,881 kW.



**Table 7.1**

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	PERCENT OF KWH CONTRIBUTION
NEG. INCENTIVE ADJUSTMENT	3	0	0%
ASSESSMENT	911	0	0%
POS. INCENTIVE ADJUSTMENT	2	0	0%
TA CX SERVICE PAYMENT	1	0	0%
1.5 KITCHEN AERATOR	71	1,849	0%
1.0 BATHROOM AERATOR	76	5,449	0%
PIPE WRAP	107	12,396	0%
1.5 SHOWERHEAD	60	18,240	1%
OUTDOOR LED LAMP (SPECIALTY)	17	19,089	1%
TIER 2 APS	83	21,871	1%
OUTDOOR LED LAMP (STANDARD)	77	70,683	2%
SMART THERMOSTAT	226	83,692	3%
INDOOR LED LAMP (SPECIALTY)	746	207,821	7%
INDOOR LED LAMP (STANDARD)	839	227,562	8%
AIR SEALING	556	643,437	21%
ATTIC INSULATION	231	668,500	22%
DUCT SEALING	496	1,045,643	35%
<b>TOTAL</b>	<b>4,502</b>	<b>3,026,233</b>	<b>100%</b>

## Budget and Savings

**Table 7.2**

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$1,328,540	\$697,167	191%	3,026,233	3,052,682	101%	2,837.99	2,880.94	102%

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

## Planned or Proposed Changes

The team will seek partnering opportunities with local organizations to promote energy savings to low-income customers. In the past, the offering has teamed with Total Community Action and Vietnamese Initiatives in Economic Training to promote and enroll participants in the offering. Due to COVID-19, these opportunities were limited due to gathering restrictions. Dependent on local guidelines, the offering will look to reestablish this outreach and grow these partnerships.

# A/C Solutions

## Description

The A/C Solutions offering provides residential customers with a more comprehensive set of options to help lower the energy consumption associated with keeping their homes cool and comfortable in the summer. Customers with functioning A/Cs 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 975,031 in verified gross kWh savings, reaching 41% of the goal. In response to higher demand for Income-Qualified Weatherization participation, a portion of the A/C budget was shifted in order to keep the Income-Qualified Weatherization offering open. A/C Solutions was able to support 602 customers, which included the installation of 291 smart thermostats. The offering picked up momentum in the second half of the year and finished out PY11 with good production. Hurricane Ida created disruptions to the offering in Q3 during a time of the year when a large share of savings is acquired for the offering. For several weeks after the storm, work for this offering was paused while power was restored, residents began recovering the damage to their homes and trade allies were able to return to the field.

- A total of 1,167 measures were installed during the program year.
- The offering reached 41% of the kWh goal, achieving 975,031 kWh.
- The offering reached 57% of the kW target, achieving 393 kW.

**Table 8.1**

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF SAVINGS CONTRIBUTION
CENTRAL AC WITH ECM	3	2,734	0.3%
CENTRAL AC TUNE UP SF	709	652,862	66.3%
CENTRAL AC TUNE UP MF	71	39,938	4.1%
DUCT SEALING SF	91	187,043	19.0%
HEAT PUMP	1	1,292	0.1%
DUCTLESS HEAT PUMP	1	745	0.1%
SMART THERMOSTAT	290	99,813	10.1%
INCENTIVE ADJUSTMENT	1	0	0.0%
<b>TOTAL</b>	<b>1,167</b>	<b>984,427</b>	<b>100%</b>

# Budget and Savings

Table 8.2

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$215,852	\$439,100	49%	984,427	975,031	99%	396.34	392.82	99%

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

## Planned or Proposed Changes

The Energy Smart team plans to recruit new trade allies to generate greater participation in the offering in PY12. The team also plans to increase marketing at the beginning of cooling season in Q2 and garner more savings earlier in the year to proactively address the potential for downtime during hurricane season.

# 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

The Appliance Recycling & Replacement Pilot achieved 67,284 in verified gross kWh savings reaching 5% of the goal. 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, direct mail, radio ad and Google display ads to drive participation. Despite extensive marketing efforts, the offering fell short of goal in PY11. As a new offering, the team expects the investments in marketing to build awareness over time and increase participation. In an effort to meet the appliance replacement target, the Energy Smart team targeted multifamily complexes in Q4.

## Budget and Savings

Table 10.1

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$82,500	\$135,000	61%	66,080	67,284	102%	2.48	8.59	346%

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

## Planned or Proposed Changes

The Energy Smart team will expand pick-up scheduling to cover more days of the week. In addition, the team will explore opportunities to work with used appliance retailers to remove outdated, inefficient appliances off their shelves and off the grid.

# School Kits & Education

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## Description

The School Kit & Education offering targets 6th and 10th grade school age students in New Orleans to deliver a hands-on lesson and in-person instruction about energy efficiency concepts. Students are sent home with an energy efficiency starter kit and forms with installation data are returned to the team. During a COVID case surge, 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 School Kits offering achieved 811,149 in verified gross kWh savings, reaching 119% of the goal. The Energy Smart team faced many challenges in PY11 that carried over from PY10 because of COVID-19. Schools canceled and resumed in-classroom education several times throughout the year. In response to the COVID-19 pandemic, the Energy Smart team continued to implement and refine several alternative strategies to reach students virtually to both distribute energy efficiency kits and provide professional instruction.

Despite the many challenges, the team was able to deliver the target of 3,500 kits. Through the year, as public health conditions changed, NOLA Public Schools had to make ongoing adjustments between remote and in-person learning for Orleans Parish 6th and 10th graders. As a result, live, in-person instruction provided with the kits in previous years continued to be modified to accommodate teachers' changing needs. The Energy Smart team implemented four instructional methods: live webinars by Energy Smart staff, new classroom teacher-led lesson plans, take-home packets for students and an online platform to submit efficiency measure installation forms.

### **Instructional resources deployed:**

- In-person classes.
- Live webinars.
- Classroom teacher-led lesson plans.
- Student activity packets.
- Online platform that engages classes in an inter-school competition.

## **In-Person Classes**

Students, teachers, and Energy Smart instructors were excited to restart its two in-person sessions for 6th and 10th graders. Across Orleans Parish over 1,096 students were reached through 43 classes at sixteen different schools. The sessions consisted of the following breakdown:

6<sup>th</sup> Graders:

- Session One (1) - Bicycle Energy Generator & Interactive Skit
- Session Two (2) - The Energy House Game

10<sup>th</sup> Graders:

- Session One (1) - Energy in Our Own Lives & List Our Stuff
- Session Two (2) - Model House of Representatives, Energy Policy Game

## **Live Webinars**

Three individual, hour-long live webinars were available for teachers to host Energy Smart staff in their classrooms. Through the course of the school year, fifteen schools opted to utilize the live webinar option reaching over 1,500 students in 60 classrooms. Over 120 sessions were completed on the following topics:

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

## **Teacher-Led Lesson Plans**

Nine lesson plans were available to teachers to select and implement as they saw fit in their own classrooms. All 37 participating schools, including schools that gave live lessons, accepted one or more of these lessons to add to their own teaching schedule, representing 3,500 students in over 140 classrooms. Eleven of thirty-seven (37) schools accepted lesson plans only and received no direct instruction from Energy Smart educators. The lesson plans developed were:

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

- Classroom Energy Audit.

### Student Activity packets

Five branded student activity packets continued to be distributed via print and emailed PDF. Each packet contains activities and experiments for the students to do at home, along with marketing information for the Energy Smart Online Marketplace where customers can purchase additional energy efficiency products online. The packets were a way to reach all students more equitably, even those with limited internet access, while building relationships with teachers and providing additional savings opportunities online. All thirty-seven (37) schools had access for their 3,500 students to utilize the packets in class or as homework.

The packets covered the following topics:

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

Projected lifetime savings indicate that the kits installed will save 8,497,553 kWh.

- A total of 3,500 kits were distributed during the program year.
- The offering reached 119% of the kWh goal, achieving 811,149 kWh.
- The offering reached 144% of the kW target, achieving 117 kW.

### Budget and Savings

Table 9.1

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$93,065	\$105,400	88%	786,200	811,149	103%	111.96	116.58	104%

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

### Planned or Proposed Changes

Teaching tools for in-person instruction have evolved over the program years. In PY12, we plan to upgrade the house game equipment, and develop foreign language resources to help develop a well-



rounded classroom session. While Energy Smart instructors are eager to get back into the classroom with hands-on lessons, we are closely following public health and school district guidance to ensure everyone's safety.

# Behavioral & Rewards

## Description

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

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

## Highlights

The Behavioral offering achieved 4,576,399 in verified gross kWh savings in PY11, reaching 21% of the goal. HERs were sent eight times from January through December. A total of 478,706 HERs were delivered to 123,007 Entergy New Orleans residential customers. From PY10 to PY11, there was about a three-fold increase in HERs treatment due to the creation of new cohorts and reduction of treatment criteria.

The Rewards offering was also available to all residential customers throughout PY11 via Entergy’s Customer-Engagement Portal (CEP). The team ran marketing campaigns to promote the Rewards offering and encourage customers that had earned points to redeem their gift cards. HER participants also received extra marketing for Rewards by displaying customer reward balances and program marketing through the reports. The team also marketed the offering to further incentivize energy-saving actions and customer engagement through the CEP. Throughout PY11, 90,842 customers saved energy and/or took actions within the CEP to earn rewards points. Cumulatively, customers earned an equivalent of \$275,265 in rewards dollars. While many customers participated and earned points, only 43 of those customers redeemed gift cards for a total of \$235.

**Table 10.1**

BEHAVIORAL	ENERGY SAVINGS (kWh)		
	Pre-Evaluated	Evaluated	%
	-	4,576,399	N/A

## Participation

**Table 10.2**

MONTH OF DATA COHORTS	NOV-20		DEC-20		JAN-21		FEB-21		MAR-21		APR-21		MAY-21		OCT-21	
	SEND DATE	SEND COUNT	SEND DATE	SEND COUNT	SEND DATE	SEND COUNT	SEND DATE	SEND COUNT	SEND DATE	SEND COUNT	SEND DATE	SEND COUNT	SEND DATE	SEND COUNT	SEND DATE	SEND COUNT
Email - NC (Orig)	1/6/2021	20,546	2/1/21	19,116	3/16/21	22,301	4/12/21	25,337	5/18/21	32,656	6/9/21	32,077	7/12/21	30,509	12/8/21	11,717
Email - NC (New)	1/7/2021	2,450	2/1/21	2,353	3/16/21	2,776	4/9/21	4,087	5/18/21	3,834	6/9/21	3,987	7/13/21	3,760	12/8/21	1,995
Email - SC (Orig)	1/5/2021	10,259	2/1/21	11,528	3/16/21	14,615	4/9/21	16,962	5/18/21	17,818	6/9/21	15,030	7/20/21	14,108	12/7/21	5,048
Email - SC (New)		2,575	2/1/21	2,855	3/16/21	3,236	4/9/21	4,111	5/18/21	3,552	6/9/21	3,495	7/20/21	3,267	12/14/21	1,649
Print - NC (Old)	1/7/2021	4,508	2/3/21	5,026					5/18/21	6,210			7/13/21	5,916	12/28/21	5,397
Print - ADM NC (New)					3/23/21	19,911			5/18/21	31,199			7/13/21	28,643	12/28/21	22,287

Table reflects all behavioral HERs treatment that occurred in PY11. The most recent month of data contained in each batch of HERs is shown in the first row and corresponds to the send dates listed in the columns underneath. Each HERs cohort is represented in the first column.

## Budget and Savings

**Table 10.2**

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$235	\$150,000	0%	-	4,576,399	-	-	750.20	-

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

## Planned or Proposed Changes

Looking to PY12, several changes are being considered for the Behavioral and Rewards offerings. The most significant change will be a switch to a new email marketing platform (Salesforce Marketing Cloud) that will allow for more streamlined reporting and less scrutiny from email service providers. These changes are expected to result in higher treatment counts. The team will also look to increase treatment counts by querying new Entergy customers that meet treatment criteria. HER template updates will also be made to include new Entergy branding and improved neighbor comparison graphics. Increased marketing efforts to boost Rewards offering participation and energy savings will be made through PY12. These marketing efforts will utilize customized energy saving recommendations from the CEP to ensure standardized messaging and applicability to each customer.

# EasyCool for Residents

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## Description

### *Direct Load Control*

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

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

The residential BYOT demand response (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, Energy Smart 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 experience a temperature adjustment (an “offset” or “setback”) that will in turn curtail HVAC usage during the peak period. Customers participating in the program receive an incentive upon enrollment, as well as an ongoing annual incentive for continued participation in the program.

## Highlights

### **Direct Load Control**

The Direct Load Control program concluded in PY11. The post-season letter informed participating customers that DLC program was ending after the PY11 season and provided options for how to continue as EasyCool participants via BYOT in PY12. The team began removing switch units in Q4 and will continue to focus on removing all devices in the first half of PY12.

- In PY11, four events were completed.
- No new devices were installed during the program year.
- The offering reached 138% of the kW target, achieving 860 kW.

**Table 11.1: EasyCool Cycling Events**

DIRECT LOAD CONTROL CYCLING EVENTS				
Date	June 10, 2021	July 22, 2021	July 27, 2021	August 23, 2021
Start Time (hours)	1400 hrs	1400 hrs	1500 hrs	1600 hrs
End Time	1800 hrs	1800 hrs	1800 hrs	1800 hrs
# Devices Controlled	1660	1650	1645	1637
Cycle Strategy	50%	50%	50%	50%

## Bring Your Own Thermostat

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.

- A total of 2,625 devices were installed during the program year.
- The offering reached 45% of the kW target, achieving 1,296 kW.

**Table 11.2: EasyCool BYOT Events**

SMART THERMOSTAT EVENTS				
Date	June 9, 2021	July 22, 2021	July 27, 2021	August 23, 2021
Start Time (hours)	1400 hrs	1400 hrs	1500 hrs	1600 hrs
End Time	1800 hrs	1800 hrs	1800 hrs	1800 hrs
# Devices Targeted	1,679	1,680	1,671	2,692
Cooling Offset	3°F	3°F	3°F	3°F
Setpoint Ceiling	85°F	85°F	85°F	85°F
Pre-cooling	2°F for 30 min	2°F for 30 min	2°F for 30 min	2°F for 30 min

## Budget and Savings

**Table 11.3**

	DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET		
	kW Savings*	kW Target	% to Target	Incentive Spent	Incentive Budget	% to Budget	Incentives Spent	Incentive Budget	% to Budget
Direct Load Control	860	623	138%	\$0	\$3,750	0%	\$54,965	\$44,000	124.92%
BYOT	1,296	2,871	45%	\$21,025	\$20,125	104.47%	\$105,960	\$114,840	92.27%

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

## **Planned or Proposed Changes**

In the first half of PY12, the team will focus on removing direct load control switches and converting those customers to BYOT. The team will shift funding from Direct Load Control (DLC) to BYOT to allow for more enrollments and participation in BYOT.





# COMMERCIAL & INDUSTRIAL OFFERINGS



# Commercial & Industrial Portfolio Performance

**Table 12.1**

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET *	% TO TARGET	INCENTIVES	BUDGET	% TO BUDGET
<b>Small Commercial &amp; Industrial Solutions</b>	1,886,054	8,120,295	23%	442	1,716	26%	\$364,303	\$1,086,355	34%
<b>Large Commercial &amp; Industrial Solutions</b>	28,625,263	33,169,760	86%	5,283	4,834	109%	\$2,707,147	\$3,723,728	73%
<b>Publicly Funded Institutions</b>	4,012,002	3,385,031	119%	123	445	28%	\$339,483	\$415,212	82%
<b>Commercial &amp; Industrial Construction Solutions</b>	-	2,213,933	-	-	435	-	-	\$292,527	-
<b>EasyCool - Small Commercial &amp; Industrial</b>	-	-	-	34	401	9%	\$4,140	\$15,280	27%
<b>TOTAL</b>									

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



# Small Commercial & Industrial Solutions

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## Description

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

## Highlights

The Small Commercial & Industrial Solutions offering achieved 1,886,054 in verified gross kWh savings, reaching 23% of goal. The COVID-19 pandemic as well as trade ally labor shortages and supply chain disruptions continued to impact the ability of Small Commercial & Industrial customers to participate in the Energy Smart program. Throughout PY11, small business customers experienced staffing shortages and a continued loss of revenue as a result of the COVID-19 pandemic's impact on tourism in Orleans Parish. The Energy Smart team responded to these barriers and encouraged program participation by expanding program measures and offerings as well as designing bonuses and limited-time offers.

- Expanded Small Business Kit Offering:
  - At the start of PY11, the Energy Smart team made small business kits available through the Small Business Online Store to increase the number of kits delivered to small business customers. Throughout PY11 there were a total of 63 small business kits ordered from the Small Business Online Store with office kits making up nearly 65% of the small business kits ordered online. Overall small business kits ordered from the Small Business Online Store contributed 64,271 kWh to the PY11 pipeline.
  - Along with offering small business kits via the Small Business Online Store, Energy Wise Alliance continued to distribute kits in-person by going door-to-door to local businesses. In PY11 there were a total of 782 small business kits distributed. Energy Wise targeted various business corridors and utilized their network of local nonprofits to distribute kits to customers, which resulted in 780,032 kWh in savings. Along with the energy savings, the small business kits served as a great way to introduce the Energy Smart program to

first-time participants and customers who received a kit also received a follow-up call to discuss participation in other program offerings.

- Increased Prescriptive Incentive Rates:
  - Customers and trade allies received an eblast on February 15, 2021 announcing that some prescriptive incentive rates for both Large and Small Commercial & Industrial measures were increasing, with some measures increasing over 15% from PY10 rates. A total of 20 Small Commercial & Industrial prescriptive rates were increased including kitchen equipment, HVAC and lighting measures. Small Commercial & Industrial measures that increased 15% or more included low-flow shower heads, water-cooled chillers, air-cooled chillers, high efficiency A/C units and LED refrigerated case lighting.
- Incentive Bonuses:
  - In April Energy Smart announced a Limited-Time Summer Bonus Incentive Offer that increased incentives by 25% for non-lighting projects and 15% for lighting projects. Applications were accepted between April 26 and July 31 and projects completed by the end of 2021 qualified for the bonus funds. A second eblast went out the first week of June informing customers and trade allies that more than 50% of the Summer Bonus budget was already reserved and reminded customers to “act now” to reserve their portion of the bonus funds. On July 28 another eblast was sent to commercial and industrial customers and trade allies announcing that due to the overwhelming positive response to the bonus, it was being extended and the new deadline for applications was September 30. Overall 36 small commercial customers received a Summer Bonus, totaling \$12,329.64 in additional incentives. The average bonus per project was \$342.49 and the projects that included a Summer Bonus brought in 573,813 kWh.
  - The Small Commercial Trade Ally Bonus was introduced on July 7, to incentivize trade allies to focus outreach efforts on Small Commercial & Industrial customers. Eligible projects applications were accepted between July 7 and December 31 and trade allies were eligible to receive the funds if the Small Commercial & Industrial project was completed before the end of the calendar year. Thirty-two Small Commercial & Industrial projects were submitted, and trade allies received a total of \$5,696 in bonus funds. The program received 33 projects with the bonus and those projects resulted in 272,462 kWh.
  - On October 5, 2021 the Energy Smart team sent an e-blast informing customers and trade allies about enhanced incentives available for prescriptive and custom projects

through the end of the year. Prescriptive and custom incentive rates were increased by 25% and applications were accepted between October 5 and December 31. Three Small Commercial & Industrial customers submitted projects that included an end of year bonus and these projects contributed an additional 24,832 kWh to the PY11 pipeline.

- Expanded Prescriptive Measures:
  - The Energy Smart team continued to expand the number of prescriptive measures available for small commercial and industrial customers, including a number of new refrigeration measures added in July. A total of 17 refrigeration measures were added including door gaskets, auto door-closers, anti-sweat heater controls, refrigerated case night covers and more. These measures were specifically chosen to expand the prescriptive options for small commercial customers with a significant refrigeration load including small grocers, corner stores, gas stations and convenience stores. Forty-seven of these new prescriptive refrigeration measures were installed in PY11 and accounted for \$14,056 in program incentives and contributed 116,272 kWh towards the Small Commercial & Industrial energy savings goal. Along with the energy savings, the addition of these new prescriptive incentive measures helped the Energy Smart outreach team add at least one new trade ally in PY11 that specializes in refrigeration upgrades and retrofits for small businesses.
  
- Hurricane Ida Recovery Fund:
  - Hurricane Ida made landfall in New Orleans 16 years to the day of Hurricane Katrina and resulted in widespread damage and power outages throughout Orleans Parish and the rest of the state. At one point nearly all of Entergy New Orleans' electric service territory was without power and thousands of residents in Orleans Parish experienced outages lasting days and sometimes weeks. The impact of this storm, alongside the COVID-19 pandemic and the staffing and supply chain disruptions already occurring, devastated the local small business community and forced some business to close operations permanently. The Energy Smart team responded to this crisis by designing and launching the Hurricane Ida Recovery Fund within three weeks after the storm made landfall in New Orleans. The Hurricane Ida Recovery Fund was designed to assist commercial and industrial customers impacted by the storm by providing increased incentives and a significantly streamlined application process to get funds to customers for eligible energy-savings projects that were necessitated by physical damage or financial hardship associated with the storm. Eight small commercial customers received funds from the

Hurricane Ida Recovery Fund including a church, condo association, an event venue and several restaurants. Seven of the eight small commercial projects were awarded incentives that covered 100% of project cost and all but one of these small commercial customers learned about the Energy Smart program and participated for the first time as a result of the special fund. Along with increasing program awareness amongst small commercial customers, the Hurricane Ida Recovery Fund also resulted in two new trade allies joining the Trade Ally Network. These eight small commercial projects brought in 153,042 kWh and received a total of \$126,567 in incentives, \$108,795 of which were additional incentives made available through the Hurricane Ida Recovery Fund.

- A total of 1,542 measures were installed during the program year.
- The offering reached 23% of the goal, achieving 1,886,054 kWh.
- The offering reached 26% of the kW target, achieving 442 kW.

**Table 13.1**

PROJECT COMPONENT	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF SAVINGS CONTRIBUTION
LIGHTING	77	787,108	27.1%
REFRIGERATION	53	125,033	4.3%
HVAC	7	115,466	4.0%
LIGHTING CONTROLS	5	7,246	0.3%
AC TUNE UP	3	10,876	0.4%
SMART THERMOSTATS	3	2,129	0.1%
CONVECTION OVEN	1	1,988	0.1%
DUCT SEALING	2	6,963	0.2%
KITS	604	807,875	27.8%
OLM	698	1,044,645	35.9%
<b>TOTAL</b>	<b>1,453</b>	<b>2,909,328</b>	<b>100.0%</b>

**Table 13.2**

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	\$17,307.35	\$97,084.35	17.82%
Prescriptive	\$35,180	\$116,002.85	30.32%
<b>TOTAL</b>	<b>\$52,487.35</b>	<b>\$213,087.20</b>	<b>24.63%</b>

**Table 13.3**

PROGRAM COMPONENT	COUNT OF MEASURES	GROSS KWH SAVINGS
Prescriptive	1,516	2,691,749
Custom	26	217,580
<b>TOTAL</b>	<b>1,542</b>	<b>2,909,329</b>

## Budget and Savings

Table 13.4

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$364,303	\$1,086,355	34%	2,909,328	1,886,054	65%	635.07	442.09	70%

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

## Planned or Proposed Changes

The Energy Smart team will employ a number of strategies and best practices to increase program participation from small commercial and industrial customers in PY12. The team will focus on driving participation through the Small Business Online Store and will continue to promote limited time offers as a way to raise awareness of the heavily discounted products available to small business customers. The team will continue to drive traffic to the store via targeted limited-time offers and will also cross-promote other program offerings, such as EasyCool for Business, to maximize online sales and DR enrollments.

Maintaining an active trade ally network with qualified trade allies trained in all components of the Energy Smart program will be crucial for the program to meet its Small Commercial & Industrial savings goal. The team will focus heavily on trade ally recruitment throughout PY12 and will concentrate specifically on trade allies that can provide services such as installation of refrigeration measures and performing AC tune-ups. Expanding the list of Small Business Direct Install trade allies to include trade allies with experience servicing the Latino and Vietnamese populations will also ensure incentive dollars are distributed evenly throughout the various communities throughout Orleans Parish and may serve as an excellent way to raise awareness about the small business program offerings.

The New Orleans Chamber of Commerce has expressed interest in doing a large campaign for the small business chamber members. Coordinating with the new leadership at the New Orleans Chamber of Commerce will be a top priority beginning in Q1 of PY12 and will be an opportunity for the Energy Smart team to reach an audience of potentially hundreds of small businesses who may have never participated in Energy Smart before. In PY11, the Chamber of Commerce partnered with a mid-stream lighting trade ally to collect Energy Smart program applications for no-cost lighting measures through the Chamber's website that reached all Chamber members. The Energy Smart team will continue to promote this type

of approach with the Chamber of Commerce and will present it as an opportunity or new approach for existing trade allies to replicate with other associations and community groups.

In addition to driving participation to the Small Business Online Store, recruiting new trade allies and partnering with local organizations such as the Chamber of Commerce the Energy Smart team will hire a Program Analyst in the first quarter of PY12. The Program Analyst will focus on direct small commercial outreach as well as providing direct install services for measures such as lighting and smart thermostats. Small business customers who agree to have a smart thermostat installed in their facility will also receive information on how to enroll in the EasyCool for Business offering.

# Large Commercial & Industrial Solutions

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## Description

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

## Highlights

The Large Commercial & Industrial offering achieved 28,625,263 in verified gross kWh savings, reaching 86% of goal. The Energy Smart team continued to encourage non-lighting projects in PY11 in order to generate deeper savings and a more diversified energy measure mix for the Large Commercial & Industrial Solutions offering. Non-lighting measures accounted for 14% of the Large Commercial & Industrial measure mix in PY11, an increase from 11% in PY10 and 8% in PY9.

- Increased Prescriptive Incentive Rates:
  - Customers and trade allies received an eblast on February 15 announcing that some prescriptive incentive rates for both Large and Small Commercial & Industrial measures were increasing, with some measures increasing over 15% from PY10 rates. A total of 24 Large Commercial & Industrial prescriptive incentive rates were increased including kitchen equipment, HVAC, lighting and lighting controls measures. Large Commercial & Industrial measures that increased 15% or more included daylighting controllers, high efficiency A/C units, commercial duct sealing, chillers and low-flow shower heads.
- Incentive Bonuses:
  - In April Energy Smart announced a Limited-Time Summer Bonus Incentive Offer that increased incentives by 25% for non-lighting projects and 15% for lighting projects. Applications accepted between April 26 and July 31 and projects completed by the end of 2021 qualified for the bonus funds. A second e-blast went out the first week of June informing customers and trade allies that more than 50% of the Summer Bonus budget was already reserved and reminded customers to “act now” to reserve their portion of the bonus funds. On July 28, 2021 another e-blast was sent to commercial and industrial

customers and trade allies announcing that due to the overwhelming positive response to the bonus, it was being extended and the new deadline for applications was September 30, 2021. Overall, thirty-eight (38) Large Commercial & Industrial projects included a Summer Bonus, totaling \$84,589.10 in additional incentives. The average bonus per project was \$2,226.03 and the projects contributed 5,721,441 kWh to the PY11 pipeline.

- On October 5, 2021 the Energy Smart team sent an eblast informing commercial and industrial customers and trade allies about enhanced incentives available for prescriptive and custom projects through the end of the year. Prescriptive and custom incentive rates were increased by 25% and applications were accepted between October 5 and December 31, 2021. Twelve (12) Large Commercial & Industrial customers submitted projects that included an end of year bonus and these projects contributed an additional 1,727,735 kWh to the PY11 pipeline.
- Hurricane Ida Recovery Fund:
  - The Energy Smart team responded to this crisis by designing and launching the Hurricane Ida Recovery Fund within three weeks after the storm made landfall in New Orleans. The Hurricane Ida Recovery Fund was designed to assist commercial and industrial customers impacted by the storm by providing increased incentives and a significantly streamlined application process to get funds to customers for eligible energy-savings projects that were necessitated by physical damage or financial hardship associated with the storm. Thirteen (13) of the twenty-one (21) accepted Hurricane Ida Recovery Fund applications were awarded to Large Commercial & Industrial customers and these projects received \$232,815.92 in additional funding on top of \$497,512.26 in regular Energy Smart incentives. Overall, these 13 projects contributed 6,735,350 kWh to the PY11 pipeline.
- A total of 417 measures were installed during the program year.
- The offering reached 86% of the kWh goal, achieving 28,625,263 kWh.
- The offering reached 109% of the kW target, achieving 5,283 kW.



**Table 14.1**

PROJECT COMPONENT	COUNT OF PROJECT COMPONENTS	GROSS KWH SAVINGS	% OF SAVINGS CONTRIBUTION
LED	281	17,632,422	61.33%
TA INCENTIVE	54	0	0.00%
SCREW-BASED LED REFRIGERATION	20	365,443	1.27%
IDA RECOVERY FUND	20	259,132	0.90%
BMS	13	0	0.00%
RETRO-COMMISSIONING	10	5,944,814	20.68%
COOLING TOWER	6	2,477,241	8.62%
CHILLER	3	457,544	1.59%
LIGHTING CONTROLS	3	1,085,156	3.77%
HVAC	2	114,017	0.40%
VFD	2	15,756	0.05%
AC TUNE UP	2	308,720	1.07%
	1	90,496	0.31%
<b>TOTAL</b>	<b>417</b>	<b>28,750,741</b>	<b>100%</b>

**Table 14.2**

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	\$990,185.22	\$8,380,637.33	11.81%
Custom Non-Lighting	\$776,871.74	\$4,112,226.96	18.89%
Prescriptive	\$586,210.12	\$5,818,518.53	14.71%
<b>TOTAL</b>	<b>\$2,353,267.08</b>	<b>\$15,311,382.82</b>	<b>15.36%</b>

## Budget and Savings

**Table 14.3**

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$2,707,147	\$3,723,728	73%	28,750,741	28,625,263	100%	6,427.87	5,283.34	82%

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

## **Planned or Proposed Changes**

The energy savings goal for Large Commercial & Industrial continues to contain a substantial portion of the overall Commercial & Industrial Portfolio goal, with the offering making up nearly 74% of the overall goal in PY12. The Energy Smart team will focus on expanding available services available through the Trade Ally Network by encouraging trade allies that perform work for Large Commercial & Industrial customers to coordinate and cross-train other trade allies on complimentary technical solutions.

Along with further coordination amongst trade allies, the Energy Smart team will focus on engaging specific Large Commercial & Industrial customer segments such as commercial real estate and higher education facilities. Energy Smart added a window film measure to the prescriptive incentive list in PY11 and will emphasize recruiting and training window film trade allies on the Energy Smart program in PY12 to maximize energy savings for commercial real estate customers that have had little participation in PY10 and PY11.

# Publicly Funded Institutions

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## Description

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

## Highlights

The Publicly Funded Institutions offering achieved 4,012,002 in verified gross kWh savings in, reaching 119% of the goal. As in previous program years, once the PFI goal was met and the incentive budget was exhausted, new projects from publicly funded institutions were processed under the Large Commercial & Industrial or Small Commercial & Industrial offerings.

- Increased Prescriptive Incentive Rates:
  - Customers and trade allies received an e-blast on February 15, 2021 announcing that some prescriptive incentive rates for both Large and Small Commercial & Industrial measures were increasing. Seventeen prescriptive rates saw increases of 15% or more including low-flow showerheads, refrigerated case night covers, water and air-cooled chillers, high efficiency air conditioning units and daylighting controllers.
- Incentive Bonuses:
  - In April Energy Smart announced a Limited-Time Summer Bonus Incentive Offer that increased incentives by 25% for non-lighting projects and 15% for lighting projects. Applications were accepted between April 26 and July 31 and projects completed by the end of 2021 qualified for the bonus funds. A second eblast went out the first week of June informing customers and trade allies that more than 50% of the Summer Bonus budget was already reserved and reminded customers to “act now” to reserve their portion of the bonus funds. On July 28, 2021 another e-blast was sent to commercial and industrial customers and trade allies announcing that due to the overwhelming positive response to the bonus, it was being extended and the new deadline for applications was September 30, 2021. One Publicly Funded Institutions project, an LED retrofit project, included a Summer Bonus of \$490.50.

- On October 5, 2021 the Energy Smart team sent an eblast informing customers and trade allies about enhanced incentives available for prescriptive and custom projects through the end of the year. Prescriptive and custom incentive rates were increased by 25% and applications were accepted between October 5 and December 31, 2021.
- A total of 34 measures were installed during the program year.
- The offering reached 119% of the kWh goal, achieving 4,012,002 kWh.
- The offering reached 28% of the kW target, achieving 123 kW.

**Table 15.1**

PROJECT COMPONENTS	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF SAVINGS CONTRIBUTION
Lighting	22	974,166	22%
Controls	12	3,425,628	78%
<b>TOTAL</b>	<b>34</b>	<b>4,399,794</b>	<b>100%</b>

**Table 15.2**

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	\$18,494.59	\$23,055	80.21%
Custom Non-Lighting	\$251,690.41	\$275,748.75	91.27%
Prescriptive	\$58,500.66	\$148,493.58	39.39%
<b>TOTAL</b>	<b>\$328,685.66</b>	<b>\$447,297</b>	<b>73.48%</b>

**Table 15.3**

PROGRAM COMPONENT	COUNT OF MEASURES	GROSS KWH SAVINGS
Prescriptive	17	3,392,304
Custom	17	619,698
<b>TOTAL</b>	<b>34</b>	<b>4,012,002</b>

## Program Budget and Savings

**Table 15.4**

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$339,483	\$415,212	82%	4,399,794	4,012,002	91%	134.83	123.27	91%

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

## **Planned or Proposed Changes**

In PY12, the Energy Smart team will take into account the new purchasing policy for the City of New Orleans that requires any capital improvement over \$1,000 to go out to competitive bid. The new purchasing requirement increases the time it takes for a contractor to be selected so the Energy Smart team will prioritize projects with the City of New Orleans in Q1 and Q2 so that there is enough time for these projects to be completed in PY12.

Publicly Funded Institutions that have previously completed lighting projects will be contacted again to determine what other projects, including retro-commissioning, might still yield significant energy savings for their facility.

Energy Smart will also attend regularly scheduled meetings between Entergy New Orleans and large users, to ensure all eligible projects receive program incentives.

# Commercial & Industrial Construction Solutions

## Description

The Energy Smart team introduced the Commercial & Industrial Construction Solutions offering in PY10 and, as with any new offering, has focused primarily on building awareness. The new Commercial & Industrial Construction Solutions offering encourages customers to design and construct higher efficiency facilities than building code or planned designs. This offering is available to ground-up construction, additions or expansions, building repurposing and commercial building restorations. The New Construction offering provides incentives for design assistance, prescriptive measures and custom upgrades tailored to the customer’s building operations.

## Highlights

Commercial & Industrial Construction Solutions offering did not have any completed projects in PY11 due to delays caused by the COVID-19 pandemic and long lead times for larger projects. Restrictions related to COVID-19, Hurricane Ida and the associated supply chain issues and price increases pushed estimated completion dates for all PY11 Commercial & Industrial Construction Solutions projects to PY12. The energy savings goal for this offering increased significantly from its first year with PY11 goals being nearly 10 times larger than the goal for PY10. The team focused on direct outreach to architectural firms, construction companies and local developers to raise awareness of the offering and to discuss upcoming projects. Along with raising awareness of the program, the Energy Smart team also focused on recruiting these companies to become trade allies.

## Program Budget and Savings

Table 16.4

COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
\$0	\$292,527		-	-	-	-	-	-

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

## **Planned or Proposed Changes**

Energy Smart has identified several architectural firms and developers who have expressed interest in the Commercial & Industrial Construction Solutions offering and the team plans to meet regularly to discuss upcoming projects in PY12. Standing monthly meetings will be scheduled with these architectural firms and developers to ensure all eligible projects are identified at the appropriate time in the design phase so that customers can maximize the amount of incentives they receive per project. It is critical for the success of this offering to stay engaged with contractors and developers since most Commercial & Industrial Construction Solutions projects have construction timelines that stretch over several program years.

While majority of Commercial & Industrial Construction Solutions project leads have been focused on ground-up new construction, projects such as additions or expansions, gut rehabs or warm shell projects also qualify. Identifying these projects and claiming savings under the appropriate offering will help to fill the Commercial & Industrial Construction Solutions pipeline in PY12.

# EasyCool for Business

## Description

The Small C&I demand response 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 ENO, participants’ thermostats will be adjusted during the peak event, and in the aggregate will shave load peaks during periods where generation and transmission capacity is stressed. Small businesses participating in the offering will receive an incentive upon enrollment, as well as an additional annual incentive upon confirmation of ongoing involvement.

## Highlights

The 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 throughout PY11. By the end of Q4, there were 48 customers enrolled in the EasyCool for Business offering which was 26.09% of the PY11 enrollment goal.

The team performed direct outreach to customers who submitted rebate applications for smart thermostats or purchased them through the Small Business Online Store to encourage enrollment in EasyCool for Business. The team significantly increased the number of small business kits distributed through direct outreach in PY11 and each kit included an overview of the EasyCool for Business offering, in order to further raise awareness and increase enrollments.

The team ran four events in PY11. In an effort to maintain comfortable temperatures in the business, the event strategy included 30 minutes of pre-cooling prior to the start of each event.

- A total of 48 devices were installed during the program year.
- The offering reached 9% of the kW target, achieving 34 kW.

## Program Budget and Savings

Table 17.2

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
34	401	9%	\$1,200	\$4,600	26%	\$2,840	\$10,680	26%



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

## **Planned or Proposed Changes**

For PY12, the Energy Smart team will hire a Program Analyst who will provide support for direct small commercial outreach to raise awareness of offerings available to small business customers including EasyCool for Business. In addition to those responsibilities the Program Analyst will install measures for small business customers to include smart thermostats. Customers who install smart thermostats will receive information on how to enroll in the EasyCool for Business offering.

# Large Commercial & Industrial Demand Response

## Description

The objective of the Large Commercial & Industrial Demand Response (DR) offering is to secure a total of 9.3 megawatts (MW) of commercial demand shed over the 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

In PY11, the Energy Smart team conducted 88 site surveys for customer segments including hotels, secondary schools, commercial office space, universities and retail outlets totaling 13.6 MW. At the close of the year, the program had eight customers participating totaling 1,456 kW. Additionally, the offering has four projects in the installation and testing phase totaling 1,071 kW.

The outreach team focused on educating controls contractors on program benefits for both the controls company and their customers. The team also joined local industry organizations to further conduct outreach and promote the multiple benefits of program participation in the ADR program.

An effort to integrate with Entergy electrical meters was completed. The integration allows 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.

## Program Budget and Savings

Table 18.1

DEMAND REDUCTION (kW)			BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
447	3,918	11%	\$25,178	\$131,522	19%

## **Planned or Proposed Changes**

The team plans to begin PY12 with a direct mail marketing push to start the new program year. The team will also continue cross promoting all of Entergy New Orleans and Energy Smart offerings to maximize customer exposure and benefits.



# MARKETING, OUTREACH & ENGAGEMENT

# Marketing, Outreach & Engagement

## Residential Marketing and Outreach

### Highlights

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, 2021 at the 31st Annual AESP Conference. Due to high demand for BYOT, the offering was fully subscribed by the end of February 2021. The team exceeded the enrollment target for PY11 and ceased marketing for the offering at that time.

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 assessment reports.

On February 19, 2021, the Energy Smart team launched the Q1 Trade Ally Newsletter. The newsletter 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 2020 November and December average spend and individuals whose bill doubled year over year. The team sent the first ‘Home Fitness’ email to 7,803 residential customers on February 23, 2021. Other assets of the ‘Home Fitness’ campaign was also launched, which included: 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 on March 1, 2021.

**Table 19.1: Home Fitness Campaign Results**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
<b>Email (version 1)</b> <i>Targeted to High Bill Users</i>	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 Print Ad</b>	March 2, 2021	80,000	N/A	N/A	N/A	N/A
<b>Email (version 2)</b> <i>Targeted to High Bill Users</i>	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 are included in the Circuit newsletter each month. For the program 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. In addition, a direct mail postcard was sent to targeted customers whose January bill increased at least 50% over their 2020 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 19.2: 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	14.41%	0.00%	0.00%
<b>Power Trip – April 2021</b>	April 6, 2021	115	23.48%	1.74%	7.41%
<b>Power Trip – May 2021</b>	May 5, /2021	115	19.13%	0.87%	4.55%

On April 13, the Department of Energy announced that the Energy Smart program was awarded the 2021 ENERGY STAR® Partner of the Year Award for the second consecutive year. 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. The Energy Smart team worked collaboratively with Entergy New Orleans communications team in developing the news release that ran on the Entergy New Orleans website. The ‘Energy STAR Partner of the Year’ news release posted on April 13.

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 19.3: 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, 2021, 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 Entergy Portal.

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.

**Table 19.4: Spring into Energy Savings Campaign Results**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
<b>Spring into Energy Savings Email</b>	May 10, 2021	18,354	4,089	22.3%	290	7.1%
<b>Google Search</b>	May 7-31, 2021	3,020	N/A	N/A	185	0.61%
<b>Google Display</b>	May 7-31, 2021	423,000	N/A	N/A	2,590	0.61%
<b>Gambit Digital Ad</b>	May 4-31, 2021	44,241	N/A	N/A	10	0.02%
<b>New Orleans Tribune Digital</b>	May 5-31, 2021	N/A	N/A	N/A	N/A	N/A
<b>Facebook</b>	May 1-31, 2021	166,997	N/A	N/A	1,600	1%

The team launched the Appliance Recycling and Replacement Pilot offering at the end of May. In preparation for the launch, the team developed marketing assets consisting of a program landing page, an online scheduling tool design, an email campaign and Google search. Google display ads, digital display, paid social, radio, email, direct mail and offering collateral were implemented in the second half of the year. The Energy Smart team collaborated with the Entergy New Orleans Communications team in the development of the news release ‘Recycling Your Secondary Refrigerator is Good for the Environment and Your Wallet’ that posted on the Entergy New Orleans newsroom on December 6. On July 16, the Energy Smart team launched the Q2 Trade Ally Newsletter. It included information on updated rebates and incentive rates, the delivery of their 2021 badges, badge ordering information, a request for feedback and the upcoming Q3 Trade Ally Advisory Group meeting. The team sent the newsletter to seventy-four (74) trade ally contacts.

July kicked off the ‘Keep Your Cool’ campaign focused on the HPwES and A/C Solutions offerings and the benefits of a no-cost assessment and a more efficient cooling system. The campaign urged customers to sign up for a home assessment and receive no-cost energy efficiency products. The campaign also encouraged customers to sign up for an A/C tune-up and earn up to a \$150 instant rebate. The campaign list targeted 18,103 customers that had not had an A/C tune-up.

**Table 19.5: Keep Your Cool Campaign Results**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK- THROUGH RATE
<b>Keep Your Cool Email 1</b>	July 23, 2021	18,013	2,509	13.95%	0.47%	3.35%
<b>Google Display</b>	August 10- September 15, 2021	375,105	N/A	N/A	199	0.05%
<b>NOLA.com Ads</b>	August 16- September 15, 2021	100,007	N/A	N/A	142	0.14%
<b>Keep Your Cool Email 2</b>	August 23, 2021	15,366	1,470	9.58%	0.68%	7.08%

On August 17 and December 1, the team sent an email to customers who had earned enough *My Rewards* points to redeem them for at least a \$10 gift card. The emails were sent to 347 and 241 customers, respectively.

On August 26, Hurricane Ida made landfall and all marketing efforts not already in process were halted. In early September, the team then pivoted to create email campaigns promoting offerings that would get customers the quickest help from the Energy Smart program. The first email sent out to 36,196 customers on October 4 promoted home assessments, A/C Solutions, refrigerator rebates and appliance recycling. The second email, deployed on October 12 to 30,576 customers, promoted no-cost energy efficiency kits. After seeing the success of the no-cost kits purchased from the Online Marketplace, an updated email was sent on November 8 to the 25,569 customers who did not open the email deployed on October 12. In total, customers purchased 379 no-cost energy efficiency kits from the Online Marketplace between October 4 and November 30.

In August 2021, November 2021, December 2021 and January 2022, the team sent customer satisfaction survey emails to customers that had recently participated in the Energy Smart program. The results of the surveys will be discussed in the Residential Customer Satisfaction section below.

In September, the Energy Smart team produced an A/C Tune-Up bill insert. The two-sided bill insert showcased the benefits of an A/C tune-up and was sent to 103,637 customers between September 20 and October 18.

In October customers with a direct load control device received an end of season letter informing them that this portion of the EasyCool offering would be ending at the end of the year. These customers also

received their \$40 incentive check for their participation with this letter which also encouraged to remain in EasyCool via a smart thermostat.

On October 20, the team sent the invite for the Q4 Trade Ally Advisory Group Meeting that was held on October 28. The team sent the invite to 75 trade ally contacts.

On October 25, the Energy Smart team launched the Q4 Trade Ally Newsletter. It included information on the upcoming Trade Ally Portal, a Hurricane Ida update, the program's progress to goals, upcoming trainings and introduced the new residential Trade Ally Manager. The team sent the newsletter to 75 trade ally contacts.

On November 1, the team sent an invite for a training to be held on November 4 on 'Exploring the Tools of the Trade'. The team sent the invite to 75 trade ally contacts.

In December, the Energy Smart team developed an LED kit 'Light Up the Night' campaign to promote increasing safety at home with a well-lit home. These kits were mailed directly to 4,639 customers in underserved areas. To support this effort and target customers who did not receive the kit, an email was developed and deployed to 74,650 customers.

On December 31, the direct load control device portion of the EasyCool offering ended. In early PY12, letters will be sent to all participants informing them of the planned removal of the device from their central air conditioning units at no-cost to them and encouraging them to enroll in the smart thermostat portion of the offering.

**Table: 19.6 Residential & Trade Ally Emails**

EMAIL NAME	DATE SENT	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
<b>Q1 Trade Ally Newsletter</b>	February 19, 2021	72	50.70%	22.54%	44.44%
<b>Trade Ally Badge Reminder</b>	March 30, 2021	72	42.25%	7.04%	16.67%
<b>My Rewards (Customer Engagement Portal) Nurture Campaign 1 – HPWES/IQW</b>	April 30, 2021	4,320	41.67%	4.29%	10.30%
<b>My Rewards (Customer Engagement Portal) Nurture 2 - Prescriptive Services</b>	April 30, 2021	314	36.94%	6.37%	17.24%
<b>My Rewards (Customer Engagement Portal) Nurture Campaign 3 - Online Marketplace</b>	April 30, 2021	305	32.79%	6.89%	21.00%
<b>My Rewards (Customer Engagement Portal) Nurture Campaign 4 - Exit Email</b>	April 30, 2021	286	39.16%	3.50%	8.93%
<b>Customer Engagement Portal Apology 1</b>	May 17, 2021	4,096	48.65%	3.37%	6.93%
<b>Customer Engagement Portal Apology 2</b>	May 28, 2021	588	41.84%	1.70%	4.07%
<b>Q2 Trade Ally Newsletter</b>	July 16, 2021	74	44.44%	5.56%	12.50%
<b>My Rewards (Customer Engagement Portal) Points Redemption</b>	August 17, 2021	347	32.85%	11.24%	34.21%
<b>Income-Qualified Weatherization Customer Survey</b>	August 27, 2021	300	34.00%	6.33%	18.63%
<b>HPWES Customer Survey</b>	August 27, 2021	131	28.24%	7.63%	27.03%
<b>Hurricane Ida Recovery 1</b>	October 4, 2021	36,196	25.89%	0.97%	3.73%
<b>Hurricane Ida Recovery 2 - Kits</b>	October 12, 2021	30,576	16.55%	2.11%	12.74%
<b>Q4 Trade Ally Advisory Group Meeting Invite</b>	October 20, 2021	75	38.36%	6.85%	17.86%
<b>Q4 Trade Ally Newsletter</b>	October 25, 2021	75	30.14%	1.37%	4.55%
<b>Trade Ally Training</b>	November 1, 2021	75	24.32%	0.00%	0.00%
<b>Income-Qualified Weatherization Customer Survey</b>	November 2, 2021	115	41.74%	10.44%	25.00%
<b>HPWES Customer Survey</b>	November 2, 2021	62	32.26%	8.07%	25.00%
<b>Income-Qualified Weatherization Customer Survey 2</b>	November 3, 2021	524	37.89%	9.96%	26.29%
<b>A/C Tune-Up Customer Survey</b>	November 3, 2021	363	31.64%	7.35%	23.21%
<b>Online Marketplace Customer Survey</b>	November 3, 2021	2,452	34.97%	4.21%	12.03%
<b>HPWES Customer Survey 2</b>	November 3, 2021	380	35.73%	9.33%	26.12%
<b>Hurricane Ida Recovery DNO - Kits</b>	November 8, 2021	25,569	8.34%	1.00%	11.93%
<b>My Rewards (Customer Engagement Portal) Points Redemption</b>	December 1, 2021	241	26.38%	8.94%	33.87%
<b>Energy Efficiency Kits Customer Survey</b>	December 8, 2021	398	35.93%	6.78%	18.88%
<b>LED</b>	December 16, 2021	74,319	8.67%	0.63%	7.26%
<b>LED DNO</b>	December 20, 2021	331	9.12%	0.30%	3.33%

**Table 19.7: Circuit Newsletter Metrics**

DATE	SCHEDULED RECIPIENTS	DELIVERY RATE	OPEN RATE (NEWSLETTER INTEREST)	CLICK-TO-OPEN RATE (DETAILED CONTENT INTEREST)	UNIQUE OPENS	UNIQUE CLICKS	CLICK RATE
1/19/21	84,844	98.51%	21.50%	5.65%	17,993	1,017	1.22%
2/25/21	84,883	99.56%	26.22%	4.14%	22,196	918	1.09%
3/16/21	84,727	99.56%	25.03%	3.70%	21,151	782	0.93%
4/20/21	92,410	99.51%	25.57%	3.25%	23,570	765	0.83%
5/18/21	92,827	99.53%	25.88%	4.28%	23,972	1,025	1.11%
6/24/21	92,762	99.50%	28.80%	4.45%	26,655	1,185	1.28%
7/20/21	92,485	99.59%	42.06%	9.81%	38,887	3,815	4.14%
8/19/21	52,982	99.44%	19.03%	5.54%	10,085	559	1.06%
9/21/21	Hurricane Ida						
10/21/21	54,529	99.76%	22.97%	5.02%	12,524	629	1.15%
11/18/21	67,242	99.57%	27.47%	2.54%	18,470	470	0.70%
12/22/21	68,372	99.51%	32.96%	1.79%	22,537	403	0.59%

## Energy Smart Online Marketplace

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 ended. 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% coming from remarketing emails. In addition, 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 Online Marketplace had 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 August, the team added the new Sensi Touch in silver and the Energy Smart team ran a special launch campaign where we saw an average 16.63% email open rate. The performance of this campaign was impacted by Hurricane Ida and resulted in 20 silver Sensi Touch orders and 76 smart thermostat orders overall.

After Hurricane Ida and heading into Q4, the Energy Smart team proceeded with campaigns for Energy Awareness Month, with offers on smart thermostats and standard LEDs. This campaign saw conversion rates soar to 15.74% and we had more than 500 new customers come to the marketplace and place an order. The remarketing email, sent to customers who did not open or click the lead generation email, had a year-high open rate of 26% and more than 1,750 clicks. After a successful October, the Black Friday, Cyber Monday and December Holiday campaigns helped bring us closer to our smart-thermostat and lighting goals. Over the course of the two holiday campaigns, we had almost 600 smart thermostats ordered and over 1,200 LED light bulbs ordered. By the end of the year, we had reached our retail savings goals and came to 96% of the smart-thermostat goal and 39% of the lighting goal. Going into 2022, the marketplace has been updated to feature 4-packs instead of single LEDs to help get closer to goal. Additionally, the first campaign in 2022 will take place in February instead of April.

**Table 19.8: 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
<b>New Silver Sensi Touch Launch Campaign</b>	August 2-16, 2021	Emerson Sensi Touch in silver, Simply Conserve Standard LEDs
<b>Energy Awareness Month Campaign</b>	October 1-11, 2021	Google Nest Learning Thermostat, Nest Thermostat, ecobee3 lite smart thermostat, ecobee SmartThermostat with Voice Control, Simply Conserve standard LEDs

<b>Black Friday, Cyber Monday Campaign</b>	November 18-30, 2021	Ecobee3 lite smart thermostat, Emerson Sensi, Emerson Sensi Touch, Google Nest Learning Thermostat, Nest Thermostat, Simply Conserve standard LEDs
<b>December Holiday Campaign</b>	December 15-27, 2021	Emerson Sensi, Emerson Sensi Touch, Google Nest Learning Thermostat, Nest Thermostat, Simply Conserve standard LEDs

**Table 19.9: Online Marketplace Emails**

EMAIL NAME	DATE SENT	SENT	OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
<b>Earth Day Promo – Lead Generation</b>	4/8/2021	68,602	14.76%	0.55%	3.72%
<b>Earth Day Promo – Remarketing</b>	4/13/2021	67,604	12.35%	0.67%	5.42%
<b>Earth Day Promo – Remarketing 2</b>	4/19/2021	67,155	12.39%	1.07%	8.60%
<b>Memorial Day Promo – Lead Generation</b>	5/21/2021	68,275	14.42%	0.86%	5.94%
<b>Memorial Day Promo – Lead Generation</b>	5/24/2021	50,957	18.22%	0.87%	4.75%
<b>Summertime Promo – Lead Generation</b>	6/22/2021	70,009	17.40%	1.75%	10.04%
<b>Summertime Promo – Remarketing</b>	6/25/2021	102,315	15.64%	1.02%	6.52%
<b>New Silver Sensi Launch + LEDs Email – Lead Gen</b>	8/2/2021	68,467	17.68%	0.71%	4.00%
<b>New Silver Sensi Launch + LEDs Email – Remarketing</b>	8/5/2021	100,569	15.57%	0.86%	5.55%
<b>Fall Thermostats LEDs Promo (Lead Gen)</b>	10/1/2021	48,101	22.88%	2.68%	11.73%
<b>Fall Thermostats LEDs Promo (Remarketing)</b>	10/5/2021	84,914	25.53%	2.10%	8.22%
<b>Black Friday Cyber Monday Promo – Lead Generation</b>	11/24/2021	63,507	11.60%	0.63%	5.40%
<b>Black Friday Cyber Monday – Remarketing</b>	11/30/2021	62,855	11.45%	0.63%	5.48%
<b>Holiday Promo – Lead Generation</b>	12/15/2021	60,167	8.37%	0.57%	6.78%
<b>Holiday Promo – Remarketing</b>	12/21/2021	59,628	8.95%	0.59%	6.56%

## Marketing Collateral

- General Energy Smart Overview Brochure.
- General Energy Smart Overview Brochure (Spanish).
- General Energy Smart Handout.
- Residential Customer Authorization Form.
- Rebate Forms.
  - A/C Tune-Up Rebate Form.
  - Central A/C Rebate Form.



- Duct Efficiency Improvement Rebate Form.
- HPwES and MF Attic Insulation and Air Infiltration Reeducation Rebate Form.
- IQW Attic Insulation and Air Infiltration Reeducation Rebate Form.
- IQW Duct Efficiency Improvement Rebate Form.
- Dehumidifier Rebate Form.
- Heat Pump Water Heater Rebate Form.
- Pool Pump Rebate Form.
- Refrigerator Rebate Form.
- Smart Thermostat Rebate Form.
- Trade Ally Smart Thermostat Rebate Form.
- Water Cooler Rebate Form.
- Window A/C Rebate Form.
- Customer Satisfaction Surveys.
  - Home Performance with ENERGY STAR Satisfaction Survey.
  - Income-Qualified Weatherization Satisfaction Survey.
  - A/C Tune-Up Satisfaction Survey.
  - Energy Smart Online Marketplace Satisfaction Survey.
  - Energy Efficiency Kits Satisfaction Survey.
  - Multifamily Satisfaction Survey.
- Sensi Smart Thermostat Leave Behind.
- HPwES Contractor Agreement.
- HPwES and IQW Sorry We Missed You Door Hanger.
- Multifamily Sorry We Missed You Door Hanger.
- Multifamily Broken Item Leave Behind.
- Multifamily Landlord Permission Form.
- Multifamily Direct Install Service Agreement.
- Multifamily Program Sell Sheet.
- Multifamily Tenant Leave Behind.
- Multifamily Tenant Notification Flyer.
- Retail Employee Education Flyer.
- Single LED Bulb Giveaway Label.

- Four-Pack LED Bulb Giveaway Label.
- Energy Efficiency Kit Label.
- Energy Efficiency Kit Insert.
- Smart Thermostat Rebate Landing Page.
- Dehumidifier Rebate Landing Page.
- Water Cooler Rebate Landing Page.
- EasyCool “Switch Your Switch” Letter.
- EasyCool Switch Envelope.
- HERs Reports.
- CEP Widget.
- Vehicle Magnet.
- Point of Purchase Signage.

### **Marketing Tactics**

- Home Fitness Campaign Materials.
- Power Trip Email.
- Power Trip Training Flyer.
- Trade Ally Badges.
- Trade Ally Emails
  - Q1 Newsletter.
  - Badge Reminder.
- A/C Tune-Up Customer Reach Back Campaign Materials.
- Spring into Energy Savings Campaign Materials.
- Trade Ally Emails
  - Q2 Newsletter.
- Keep Your Cool Campaign Materials.
- My Rewards Emails.
- Hurricane Ida Recovery Emails.
- A/C Tune-Up Bill Insert.
- EasyCool Direct Load Control End of Season Letter
- Trade Ally Emails.

- Q4 Trade Ally Advisory Group Meeting.
- Q4 Trade Ally Newsletter.
- Training.
- LED Kit Materials
- LED Email
- Circuit E-Newsletters Content.
- Online Marketplace Promotions
  - Earth Day Promotion Materials.
  - Memorial Day Promotion Materials.
  - Summer Promotion Materials.
  - Sensi Touch Launch Campaign Materials.
  - Energy Awareness Month Campaign Materials.
  - Black Friday Cyber Monday Campaign Materials.
  - December Holiday Campaign Materials.

## **Customer Satisfaction**

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

Across the residential offerings, customer satisfaction regarding the service, installation and safety averaged scored between seven and ten, with ten indicating very high satisfaction. Based on the feedback received in PY11, the team will focus on improving the customer enrollment and scheduling processes in PY12. In Q4 of PY10, the team launched a self-scheduling tool for the home energy assessments on the Energy Smart website that allows customers to select a date and time convenient for their schedule. Email confirmations are sent 24 hours before the appointment, which allows the

customer to reschedule the appointment if needed. The team will use the motivational responses received by customers in PY11 to inform strategies to increase customer engagement in PY12. These motivators included saving money on their utility bill, the no-cost direct install items and assessment and helping the environment. In PY12, the team will work to increase customer engagement through additional opportunities for customers to provide survey responses via online submissions and follow-up emails. Customer home assessment report emails and Online Marketplace follow-up emails will provide additional opportunities in PY12.

**Table 19.10: Customer Satisfaction Survey Results - HPwES/IQW/MF**

QUESTION	HPWES*	IQW*	MF*
Overall, how satisfied are you with the offering?	7.4	8.4	10.0
How satisfied were you with the professionalism of the energy advisor?	8.3	8.6	10.0
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	7.9	8.7	10.0
How satisfied are you with the safety measures taken by the energy advisor? (Used ladder, wore gloves, had on safety glasses, etc.)	8.6	8.9	10.0
How likely are you to implement changes recommended by the energy advisor?	8.0	8.9	N/A
How satisfied were you with the enrollment and scheduling process?	7.8	8.4	N/A
How likely is it that you would recommend the program to a friend or colleague?	7.9	8.8	N/A
Top motivation for participating in the offering.	Wanted to reduce my utility bill.	Wanted to reduce my utility bill.	Wanted to reduce my utility bill. Items and audit were free.

\*Scoring is based on question response average.

**Table 19.11: Online Marketplace Customer Satisfaction Survey Results**

QUESTION	ONLINE MARKETPLACE SCORES*
Overall, how satisfied were you with your Online Marketplace order and experience?	8.8
How satisfied were you with the item(s) you purchased from the marketplace?	9.1
How satisfied were you with the turnaround time it took to receive your item(s)?	9.0
How satisfied were you with the ordering process?	9.2
How likely is it that you would recommend the program to a friend or colleague?	9.4
How likely are you to shop on the Energy Smart Online Marketplace again?	9.1
How satisfied were you with the ease of installing the item(s) ordered?	8.5
Top motivation for participating in the offering.	Items ordered were free/discounted.

\*Scoring is based on question response average.

**Table 19.12: Energy-Efficient Kit Customer Satisfaction Survey Results**

QUESTION	ENERGY EFFICIENCY KIT SCORES*
Overall how satisfied were you with your kit?	8.1
How satisfied were you with the products included in your kit?	8.4
How satisfied were you with the ease of installing the products in your kit?	8.5
How likely is it that you would recommend the program to a friend or colleague?	8.8
How satisfied were you with the turnaround time it took to receive your kit?	8.2
Top motivation for participating in the offering.	Wanted to reduce my utility bill.

\*Scoring is based on question response average.

**Table 19.13: A/C Tune-Up Customer Satisfaction Survey Results**

QUESTION	A/C TUNE-UP SCORES*
Overall, how satisfied are you with the A/C Tune-Up offering?	8.5
How satisfied were you with the professionalism of the trade ally?	8.2
How satisfied were you with the quality of service provided by your trade ally?	8.0
How satisfied were you with the enrollment and scheduling process?	8.2
How likely is it that you would recommend the program to a friend or colleague?	8.4
How satisfied were you with the trade ally's knowledge and ability to answer your questions?	8.1
How satisfied are you with the safety measures taken by the trade ally? (Used ladder, wore gloves, had on safety glasses, etc.)	8.6
Top motivation for participating in the offering.	Wanted to reduce my utility bill.

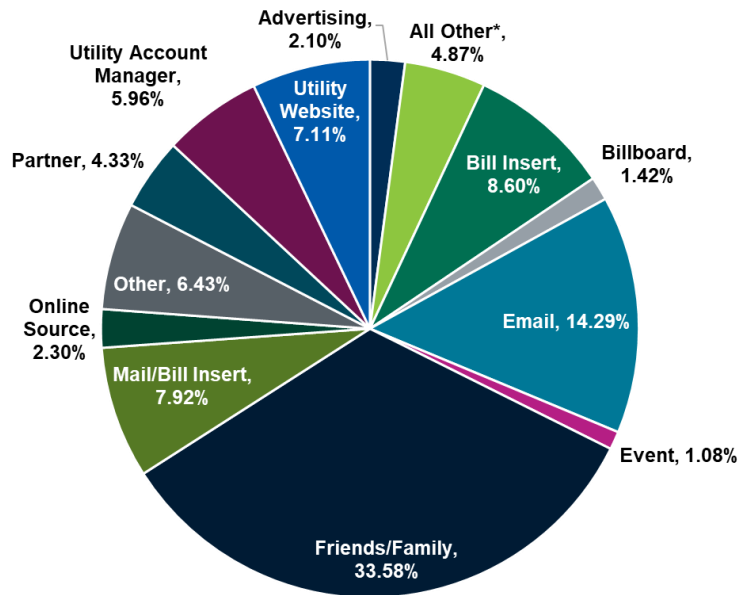
\*Scoring is based on question response average.

**Table 19.14: EasyCool Customer Satisfaction Survey Results - BYOT**

QUESTION	EASYCOOL SCORES*
Overall, how satisfied are you with the offering?	8.8
How satisfied were you with the enrollment process?	8.9
How satisfied were you with the time it took to receive your incentive?	8.6
How likely is it that you would recommend the program to a friend or family member?	9
Top motivation for participating in the offering.	Wanted to reduce my utility bill.

\*Scoring is based on question response average.

**Graph 19.1 Lead Sources**



\*All Other is a combination of Social Media (0.95%), TV (0.95%), Web Request (0.81%), Newsletter (0.74%), Door to Door Canvassing (0.54%), Radio (0.27%), Search Engine (0.27%), Telemarketing (0.20%) and Newspaper (0.14%).

The Energy Smart team tracked residential customer participation using identified lead marketing sources for customers that included community events/outreach, tabling at customer care centers, email, friends and family/word-of-mouth marketing, direct mail, utility referrals, social media, the Energy Smart website and traditional advertising. The highest performing lead sources for PY11 included referral sources such as contractors, family and friends. Email and mail/bill inserts became more popular in PY11. Email referrals increased from 8.26% in PY10 to 15.35% in PY11. Mail/bill inserts increased from 6.48% in PY10 to 17.67% in PY11. The team will continue to expand customer reach via email and drive traffic to the program website.

### Proposed Plans

Marketing plans in PY12 will build upon the program awareness built in PY11 as made evident by mail/bill insert and email lead source increases. The team will develop a series of integrated marketing campaigns that incorporate email marketing, Google search and display ads and social media ads that drive traffic to the Energy Smart website. Various forms of list segmentation will also be explored. The team will target existing program customers for A/C Solutions and referral offerings, top-energy consumers to maximize kWh savings and all qualified customers for Online Marketplace promotions. The team will also expand program awareness through engaging content articles in the Circuit e-newsletter, local print ads and

streaming digital radio ads. Plans include capitalizing on the prevalence of word-of-mouth/friends and family referrals with an incentivized referral program. Educating the customer base through monthly energy efficiency tips, product leave-behind materials and customer case studies is also planned for PY12. The CEP will be an additional remarketing tool. The HERs provides the team with customer-specific data to make recommendations to increase the efficiency of individual customer homes and develop nurture email marketing communications. The Energy Smart team will also focus on increased energy-saving opportunities with manufacturer promotions on the Energy Smart Online Marketplace. In addition, there will be an increase in the Behavioral program participants, which will result in a wider audience for marketing. In PY12, Entergy will be releasing a new corporate logo and the team will work on incorporating the new logo into all materials.

## Community Outreach

### Highlights

The COVID-19 pandemic continued to greatly reduce in-person social gatherings. Energy Smart continued to adapt and offered programming almost entirely online from January to July, then transitioned to a combination of in-person events and virtual events from August to December. The community outreach strategy included attending virtual and live meetings run by community groups, offering additional job training opportunities, inviting community members to monthly Energy Smart-hosted virtual briefings about the program, in-person tabling events and small business canvassing. The team offered flexible content options to community groups, ranging from five-minute briefings to 60-minute energy efficiency lessons, a new 2-week apprenticeship program, to have the most positive community impact as possible. In PY11, community outreach was conducted over 107 event days, almost as many as pre-pandemic, to gain visibility with up to 7,663 community members. The team attended a total of 43 days in person and 64 days virtually.

Several nonprofits and community groups hosted Energy Smart community outreach staff once or twice throughout the year to present to meetings or table at events. These groups included Energy Future, Energy and You, Jericho Road, Housing NOLA, District E Coffee and Conversations, Latter & Blum, City Park Earth Day, Hardin Playground Resource Fair, Preservation Resource Center, New Orleans Chamber of Commerce, Entergy Customer Care Centers, City of New Orleans Rental Assistance events, NOLA Ready Climate Series, Joe Brown Park, The Material Institute, OC Haley Merchant's Association, Conrad Playground Community Cleanup, Ephesus Seventh Day Adventist Church Community Resource Day and the Juvenile Justice Center.



As in previous years, neighborhood associations invited Energy Smart to their regular meetings to provide a five to 15-minute briefing. These presentations included 11 neighborhood associations at Carrollton Riverbend, Mid City, Fairgrounds, Faubourg St. John, Algiers Point, Edgewood Park, Lake Carmel, Hoffman Triangle, Eastern New Orleans Advisory Commission (ENONAC) and Irish Channel. Two community groups, Jane's Place and Central Circle, met periodically, but invited new people to show up at each event. Energy Smart was able to extend the program's reach to new community members by returning to these groups each month, much the same way new students are seen each year in school classes, but via the same teacher.

Continuing job training opportunities allowed community outreach to go in-depth with students. Quarterly, at Louisiana Green Corps, Energy Smart staff taught opportunity youth professional energy efficiency skills. The classes included at-home activities to practice home energy assessments and content about green job opportunities.

The team continued to offer 'Power Trip: Your Journey to Energy Efficiency.' Community members were invited to attend a 30-minute webinar on the Energy Smart program, followed by a question-and-answer session with an energy expert that provided individuals with information specifically for their home energy needs. In PY11, the team expanded marketing efforts to generate greater awareness of Power Trip and boosted attendance from an average of three participants per class in PY10 to eight participants per monthly class in PY11.

### Small Business Canvassing

Recognizing the impacts of the COVID-19 pandemic on small businesses, the team continued to implement solutions that helped customers to participate in the program to help them save energy and money. The program continued offering free Small Business Energy Efficiency Kits to small restaurants, offices and retail stores that contain LED light bulbs, faucet aerators and smart power strips for self-installation. The team offered the kits through an online order form, via a direct mail Business Reply card and in-person through door-to-door canvassing. Door-to-door commercial canvassing reached all City Council districts, distributing 782 commercial kits in PY11.

### Review

Community outreach during the COVID-19 pandemic has been exceptionally challenging. However, new methods such as virtual workshops, training and community events led to a strong showing in PY11. Energy Smart attended as many events as possible and began regular door-to-door canvassing to increase small business participation. However, video conferencing continued to be a key part of

community connection in PY11. Energy Smart will continue to meet the community where it is, whether that is in-person or virtually.

## **Commercial Marketing and Outreach**

### **Highlights**

Throughout PY11, the Energy Smart team focused on implementing marketing and outreach strategies and tactics detailed in the PY11 marketing plans to increase program awareness and program participation. During Q1, the Energy Smart team hired a local Disadvantaged Business Enterprise advertising agency to focus on customer research, marketing strategy, creative and media strategies, outreach and public relations.

Advertising campaigns launched in PY11 supported the following offerings: free small business kits; the Small Business Online Store; new construction; commercial real estate; Summer Bonus Incentive; Hurricane Ida Recovery Fund; LED limited-time offer; 25% Enhanced Bonus Incentive, smart thermostat promotions for President's Day, Earth Day, Memorial Day, July 4, Energy Efficiency Day and Holiday; EasyCool for Business and general C&I program awareness ads.

The noteworthy campaigns in PY11 were the Hurricane Ida Recover Fund, LED Limited-Time Offer and the smart thermostat holiday promotions. Hurricane Ida Recovery Fund, supported with email, social and a :30 radio spot, resulted in 90 application submissions between September 27 through October 4. The LED Limited-Time Offer (LTO), which was ran from November 29 through December 13, was the first LTO lighting promotion through the Small Business Online Store. The promotion was supported solely with an email campaign to small business customers and generated 261 total orders and 1,501 site sessions. The mix of LED lights consisted of 354 cases of 12-pack 60W bulbs and 252 cases of 4-FT T8 linear bulbs, resulting in 735,510 kWh savings. Lastly, the Holiday Smart-Thermostat promotion, which ran December 2 through December 31, generated triple digit increases in total sales, new users and sessions for the Online Store. The store had a 400% increase in total orders; 372.8% increase in new users; 327.7% increase in sessions and the bounce rate decreased 9.4%. The promotion was supported with digital display, social, search and email messaging smart thermostats for \$0.

The PY11 media strategy included the addition of new media channels such as bill inserts, two new print publications, local radio, programmatic display and search engine marketing. The bill inserts targeted 20,000 small business customers. The first insert mailed March 3 through April 1 messaged Small

Business Solutions. The second insert mailed August 16 through September 14 messaged EasyCool for Business and \$0 smart thermostats. The team added new GNO Inc.'s REGIONS magazine and The Advocate print publications to the media buy. Local radio was purchased on WBOK AM and the Spanish language station Tropical 105.7 FM. The first radio ad was a :30 spot that ran from September 27 through October 4 on WBOK AM and messaged the Hurricane Ida Recovery Fund. The second radio spot ran November 29 through December 31 on WBOK AM and Tropical 105.7 FM promoting the 25% bonus incentive. A Spanish language radio spot was produced for Tropical 105.7. The programmatic display media buy launched in Q3 and consisted of three digital platforms: Extended Network, NOLA.com and E-commerce Retargeting. The programmatic display media buy resulted in generating 1,020,232 total impressions and 680 clicks. Lastly, a search engine marketing strategy was implemented in Q4. Existing Energy Smart search words and phrases were evaluated and refined. The new search strategy generated 49,950 impressions, 2,133 clicks, 4.27% CTR, 111 conversions with an average CPC of \$5.23.

Earned media initiatives in PY11 consisted of pitching story concepts to media outlets. The team developed and pitched seven story concepts to media contacts, resulting in two on-air radio interviews through WBOK and WDSU that ran on June 15 for National Electricity Day. Biz New Orleans also ran two articles about the Energy Smart program. The first was sponsored content in the May 6 e-newsletter about Energy Smart Business Solutions and the second was a customer success story published as an online feature in the August 10 Biz New Orleans e-newsletter.

The team made updates to program collateral and website landing pages to reflect changes to incentive rates as well as new offerings for the Summer Bonus and Hurricane Ida Recovery Fund. The Small Business Solutions overview and SBDI Incentive Rate sheet were translated into Spanish to support an outreach event at El Centro, a non-profit organization that specializes in providing culturally competent financial literacy programming, business coaching and entrepreneurial training to Latinx individuals, and will be used for future marketing to Spanish-speaking customers.

The team developed new marketing collateral developed including a new benchmarking overview, a general Energy Smart program overview messaging residential and commercial offerings, customer leave-behind with contact information of tiered trade allies and a new case study template. To support the large Demand Response offering, the team updated collateral in Q1 to reflect new incentive rates, added a disclaimer, updated the program phone number and updated the copyright legal disclaimer. In addition to directly targeting customers, the Energy Smart team educated controls contractors on program benefits for both the controls company and their customers. The team joined local industry

organizations to further conduct outreach and promote the multiple benefits of program participation in the ADR offering. Additionally, joint outreach for all Entergy offerings continues to be conducted to maximize customer exposure.

The Energy Smart team partnered with local government community program partners and Entergy New Orleans communications team to drive awareness and program participation. During the first half of the year, the Mayor's Office included an Energy Smart Programs for Businesses link on their website. On September 28, the Mayor's Office released a press release on the Energy Smart Hurricane Ida Recovery Fund and the overall benefits of the program to Entergy New Orleans customers. The Energy Smart team worked collaboratively in Q1 with the New Orleans Convention Center to develop a press release regarding their sustainability and energy efficiency upgrades made with the over \$100,000 in incentives from Energy Smart to complete nine energy-saving projects. Program partners StayLocal and the Urban League of Louisiana promoted Energy Smart offerings in their newsletters. StayLocal promoted the June 24 Small Business webinar and the Hurricane Ida Recovery Fund. The Urban League of Louisiana promoted the Q3 free LED lighting promotion in their newsletter. The Energy Smart team collaborated with the Entergy New Orleans Communications team on the development of two news releases that were posted on the Entergy New Orleans website. The news release called 'Energy Smart Launches Hurricane Ida Recovery Fund for Business Customers' ran September 9 and 'Business Owners Encouraged to Play It Energy Smart' ran December 6.

The Energy Smart team provided support for two conferences in PY11. During the first half of the year, the team participated in the 2021 Association of Energy Services Professionals (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. During the second half of the year Entergy New Orleans, Entergy Louisiana and APTIM were platinum sponsors of the Association of Energy Engineers Conference held in New Orleans October 20 through October 22. and tabled in the exhibition hall.

To drive awareness of the Energy Smart benchmarking offering, email campaigns and direct outreach marketing efforts were targeted to commercial real estate property leasing agents and large commercial properties. The first email was sent on June 14 and the second was sent on July 13. To assist with the

direct outreach efforts, a spreadsheet with commercial property leasing agent contact information curated from City Business Journal Book of Lists was developed and shared with the Energy Smart Energy Advisor.

The Energy Smart team implemented a variety of marketing tactics to drive awareness and participation in the small business sector. In Q1, free Small Business Energy Efficiency Kits were added to the Small Business Online Store. To prepare for this addition, the Small Business Online Store website was updated 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 kits were messaged in the first half of the year with bill insert, social posts and google paid search. Kit distribution was also implemented throughout the year through direct outreach. Ad campaigns for EasyCool for Business and deals on smart thermostats were utilized throughout PY11 and supported via email, social, print, bill insert and digital ads. The team reached large and small commercial customers through campaigns messaging the Q1 increased prescriptive incentive rates, Q2 Summer Bonus, Q4 25% Bonus, Hurricane Ida Recovery Fund and general program awareness ads. Large commercial customers were targeted specifically with new construction, benchmarking and commercial real estate marketing. To generate increased participation among the trade allies, a small commercial trade ally bonus was implemented in Q3.

#### Marketing Collateral

- Small Business Direct Install Incentive List Update.
- Small Business Direct Install Application Update.
- Small Business Bill Inserts.
  - Small Business Solutions Bill Insert.
  - EasyCool for Business and \$0 Smart Thermostats 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 Updates.
- Prescriptive Incentive List Updates.
- Energy Smart General Program Overview with Residential and Commercial Offerings.
- Customer Leave-Behind with Tiered Trade Ally Contacts.

- Digital Banner Ads.
- Social Ads.
- Print Ads.
- Email.
- Paid Search.
- Radio :30 Spots.
- Sponsored Content for Biz New Orleans.
- Newsletter Content for Small Business Kits Available on Small Business Online Store.
- Newsletter Content for 25% More Bonus Incentive.

### **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.
- Small Business Solutions March Bill Insert.
- EasyCool for Business/\$0 Smart Thermostats August Bill Insert.
- 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.
- President's Day Eblast to Small Business Customers.
- President's Day Google Search Ad.
- Earth Day Eblast to Small Business Customers.
- Earth Day Facebook Ad.
- Earth Day Paid Search Ad.
- Memorial Day Facebook Ad.
- July 4<sup>th</sup> Smart Thermostat Promo Email.
- Smart Thermostats and EasyCool for Business Facebook Ad.
- Smart Thermostats and EasyCool for Business Digital Display Ad.
- Hurricane Ida Recovery Fund Facebook Ad.
- Hurricane Ida Recovery Fund :30 Radio Ad.

- Hurricane Ida Recovery Fund Email.
- 25% More Incentives :30 Radio Ad
- 25% More Incentives Digital Display Ad.
- 25% More Incentives Email.
- 25% More Incentives Facebook Ad.
- Google Nest LTO Facebook Ad.
- Energy Efficiency Day Facebook Ad.
- Smart Thermostat Holiday Offer Facebook Ad.
- Program Awareness Full and Half-Page Print Ad.
- EasyCool for Business and \$0 Smart Thermostats Full Page Print Ad.
- Commercial Real Estate Full and Half-Page Print Ad.
- New Construction Half-Page Print Ad.
- EasyCool for Business with \$50 Enrollment Incentive Email.
- 2022 Step-Down Bonus Incentive Announcement Email.
- Customer Success Feature Article in Biz New Orleans.

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

<b>Eblasts and Internal Newsletters</b>	<b>Date Sent</b>	<b>Open Rate</b>	<b>Click Through Rate</b>
<b>Prescriptive Incentive Rate Change Eblast</b>	15-Feb	48.60%	18%
<b>President's Day Google Nest Eblast</b>	15-Feb	28.20%	1.50%
<b>Q1 Higher Education Cohort Meeting</b>	15-Mar	34.50%	17.20%
<b>Higher Education Cohort Meeting Reminder</b>	24-Mar	34.50%	17.20%
<b>Higher Education Cohort Meeting Reminder #2</b>	26-Mar	36.80%	7%
<b>Cash Incentives Available to Restaurants Webinar</b>	12-Apr	43.80%	2.20%
<b>Small Business Customer Earth Day Promotion</b>	19-Apr	23.50%	3.10%
<b>Small Business Customer Earth Day Promotion</b>	29-Apr	35.70%	3.60%
<b>Energy Smart Delgado Community College Conference</b>	5-May	37.70%	2.80%
<b>Summer Bonus Announcement to C&amp;I Customers</b>	6-May	21.60%	1.80%
<b>Summer Bonus Announcement to Facility Directors</b>	6-May	18.30%	3%
<b>Summer Bonus Announcement to Trade Allies</b>	6-May	35.80%	7.50%
<b>Energy Advisor Job Posting to Trade Allies</b>	24-May	42.70%	8.50%
<b>Program Overview to Hospitality Contacts</b>	7-Jun	16%	N/A
<b>Summer Bonus Incentives 2nd Eblast</b>	7-Jun	18.50%	1.30%
<b>Summer Bonus Incentives 2nd Eblast to Trade Allies</b>	7-Jun	34%	3.80%
<b>Summer Bonus Incentives 2nd Eblast to Higher Education</b>	7-Jun	23.60%	1.80%
<b>Summer Bonus Incentive 2nd Eblast to Facility Directors</b>	7-Jun	18.30%	1.80%
<b>Incentives for Small Businesses Webinar</b>	7-Jun	28.40%	0.70%
<b>Program Overview to Commercial Real Estate Segment</b>	14-Jun	17.60%	N/A
<b>Energy Advisor Introduction to Higher Ed Cohort</b>	14-Jun	7.70%	N/A



July 4 Google Nest Learning Sale	30-Jun	28.30%	1.50%
Trade Ally Small Business Bonus & New Refrigeration Measures	7-Jul	10.40%	0.30%
Benchmarking Intro to Commercial Real Estate Contacts	13-Jul	12.50%	N/A
Smart T-Stats and/EasyCool for Business	16-Jul	18.90%	0.50%
Q3 Higher Ed Cohort Meeting Announcement	27-Jul	19.60%	7.80%
Extended Summer Bonus Incentive to C&I Customers	28-Jul	24.50%	2.10%
Extended Summer Bonus Incentive to Facility Directors	28-Jul	18.50%	0.90%
Summer Bonus Incentive to Higher Ed Customers	28-Jul	19.60%	2%
Updated Summer Bonus Incentive to C&I Customers	30-Jul	23.20%	1.60%
Updated Summer Bonus Incentive to Facility Directors	30-Jul	19.50%	0.90%
Updated Summer Bonus Incentive to Higher Ed Customers	30-Jul	17.60%	N/A
Updated Summer Bonus Incentive to Trade Allies	30-Jul	37.60%	4.30%
Q3 Higher Ed Cohort Meeting Reminder	2-Aug	19.60%	3.90%
Update to Q3 Higher Ed Cohort Meeting Reminder	3-Aug	29.40%	11.80%
RCx Trade Ally Training Announcement	25-Aug	28.70%	2.50%
RCx Trade Ally Training Rescheduled	9-Sep	24.20%	1%
Hurricane Ida Recovery Fund Eblast to C&I Customers	20-Sep	24.60%	3.60%
Hurricane Ida Recovery Fund Eblast to Trade Allies	20-Sep	31.10%	7.10%
Hurricane Ida Recovery Fund Reminder Email to C&I Customers	29-Sep	22.40%	2.60%
Hurricane Ida Recovery Fund Reminder Email to Trade Allies	29-Sep	30.60%	3.60%
Q4 Higher Incentive Eblast to Customers V2	5-Oct	27.90%	2.20%
Q4 Higher Incentive Eblast to Trade Allies V2	5-Oct	38.10%	5.10%
Q4 Trade Ally Newsletter	6-Oct	18%	4.60%
Q4 TAAG Meeting Announcement	7-Oct	27.20%	6%
25% Higher Incentives V2	15-Nov	27.90%	0.80%
25% Higher Incentives to TA's V2	15-Nov	38.30%	2.10%
Q4 Higher Education Cohort Meeting Announcement	24-Nov	27%	13.50%
Cyber Monday LED Lighting Eblast	29-Nov	36%	6.20%
LED Lighting Sale Reminder	7-Dec	32.30%	4.40%
EasyCool for Business \$50 Incentives	20-Dec	33.30%	1.40%
2022 Step-Down Bonus Announcement	22-Dec	33.60%	1.40%
Step-Down Bonus Training for Trade Allies	22-Dec	46.20%	12%
Step-Down Bonus Training Reminder	28-Dec	36%	5.40%

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

Channel	Message	Date	Impressions	Clicks
Facebook	Free Small Business Kits	Jan 1 – Feb 28	7,142	N/A
Facebook	Small Business Online Store	Jan 1 – Feb 28	9,800	N/A
Facebook Newsfeed	Earth Day Thermostat Promotion	April 19-23	3,884	127
Facebook Carousel	Earth Day Thermostat Promotion	April 19-23	4,747	58
Facebook	Memorial Day Thermostat Promotion	May 25 - June 6	116,612	626
Facebook	Smart T-Stats and EasyCool for Business	July 26 - Aug 10 Aug 18 - Sep 30	66,475	480
Facebook	Hurricane Ida Recovery Fund	Sep 21 - Oct 4	114,417	914
Facebook	Google Nest	Sep 28 - Oct 4	75,081	750
Facebook	Energy Efficiency Day	Oct 6 - Oct 11	74,909	446
Facebook	25% Higher Incentives	Nov 22 - Dec 31	172,449	1062
Facebook	Smart Thermostat Holiday Promotion	Dec 2 - Dec 31	582,254	2,773
Google Search	Free Small Business Kits	Jan 1 – March 31	133,921	1,035
Google Search	Small Business Online Store	Jan 1 – March 31	43,177	747
Google Search	President’s Day Sale	Feb 15 - 17	15	7
Google Search	Earth Day Thermostat Promotion	April 19-23	3,921	29
Google Search	Earth Day Thermostat Promotion	April 19-23	10,169	92
Google Search	Small Business Kits	May 1 - May 24	40,900	310
Google Search	Small Business Online Store	May 1 - May 24	8,452	176
Google Search	Summer Bonus	May 17-July 31	16,347	1060
Google Search	Small Business Online Store	May 27 - June 21	6,181	178
Google Search	Small Business Kits	May 27 - June 21	44,505	301
Google Search	Small Business Online Store	June 23 - July 18	5,674	169
Google Search	Small Business Kits	June 23 - July 18	42,493	310
Google Search	Summer Bonus	June 23 - July 18	6,677	418
Google Search	Smart T-Stats and EasyCool for Business	July 26- Dec 17	408	N/A
Search Engine Marketing	SEM	Oct 20-Dec 31	49,950	2.133
Google Display	Energy Smart for Business	Feb 1 – March 31	N/A	29
Programmatic Display	Smart T-Stats and EasyCool for Business	July 26 - Sep 30	580,998	471
Programmatic Display	25% Higher Incentives	Oct 1 - Nov 30	346,987	350
Programmatic Display	Holiday Smart T-Stat	Nov 30-Dec 31	234,011	188
City Business Journal	Customer Incentives	March 1 – 31	N/A	27
City Business Journal	Energy Smart for Business	April 1-April 30	N/A	24
City Business Journal	Summer Bonus	May 14-June 17	N/A	55
City Business Journal E-Newsletter	Energy Efficiency for Commercial Real Estate	6-Sep	25,500	N/A
City Business Journal E-newsletter	25% Higher Incentives	8-Nov	25,500	N/A
Biz New Orleans	Summer Bonus	May 21 - June 21	56,438	14
Biz New Orleans	Earth Day Thermostat Promotion	April 19-23	3,884	127
Biz New Orleans	Smart T-Stats and EasyCool for Business	Aug 17-Sep 17	26,744	4

**Table 21.11: C&I Radio Advertising**

Station	Message	Flight Dates	Spots
WBOK 1230 AM	Hurricane Ida Recovery Fund	Sep 27-Oct 4	54
WBOK 1230 AM	25% Higher Incentives	Nov 29 - Dec 31	131
Tropical 105.7 FM	25% Higher Incentives	Nov 29 - Dec 31	316

**Table 21.12: C&I Print Advertising**

Channel	Message	Size	Date	Impressions
Bill Insert	Small Business Solutions		4-Mar	20,000
Bill Insert	EasyCool for Business/\$0 Smart Thermostats		16-Aug	20,000
Biz New Orleans	New Construction	Half Page	1-Mar	48,000
Biz New Orleans	Smart T-Stat/EasyCool for Business	Full Page	1-Aug	48,000
Biz New Orleans	Take Control of Your Utility Bill	Half Page	1-Sep	48,000
Biz New Orleans	25% Incentive Increase	Half Page	1-Nov	48,000
City Business Journal	New Construction	Full Page	26-Jul	15,000
City Business Journal	Take Control of Your Properties Utility Cost	Half Page	16-Aug	15,000
City Business Journal	Take Control of Your Properties Utility Cost	Full Page	4-Oct	15,000
GNO Inc. REGIONS	Take Control of Your Utility Bill	Full Page	30-Aug	7,000
GNO Inc. REGIONS	25% More Incentive Increase	Full Page	22-Nov	7,000
The Advocate	Take Control of Your Utility Bill	Front Page Strip	23-Aug	38,000
The Advocate	Take Control of Your Utility Bill	Front Page Strip	13-Sep	38,000
The Advocate	Take Control of Your Utility Bill	Front Page Strip	4-Oct	38,000
The Advocate	25% More Incentive Increase	Front Page Strip	1-Nov	38,000
The Advocate	25% More Incentive Increase	Front Page Strip	6-Dec	38,000

**Table 21.13: C&I Earned and PR**

Channel	Date	Content
LifeCity Newsletter	7-Jan	Small business online store
Biz New Orleans Newsletter	6-May	Business Solutions
Biz New Orleans Newsletter	10-Oct	McDonald's Customer Success Story
WDSU	15-Jun	Tips to save money, conserve energy
WBOK	15-Jun	Tips to save money, conserve energy
MSN	15-Jun	Tips to save money, conserve energy
KMEZ 102.9	15-Jun	Tips to save money, conserve energy Energy Smart webinar on small business offerings
StayLocal Newsletter	22-Jun	
StayLocal Newsletter	23-Sep	Hurricane Ida Recovery Fund
Urban League of Louisiana	8-Dec	Free LED Lights
Mayor's Office Press Release	28-Sep	Hurricane Ida Recovery Fund

**Outreach Events, Presentations and Tactics**

Small business outreach throughout PY11 continued to focus on in-person distribution of the Small Business Energy Efficiency Kits, cold calling small business customers and program presentations to community organizations. Kit distribution occurred throughout major commercial corridors throughout the territory. This tactic proved to be an excellent way to bring in energy savings, generate leads for deeper energy-savings projects and increase awareness of the other small business solutions available. The Energy Smart team distributed 845 kits, generating 844,303 kWh savings. Leads generated from this direct outreach were distributed to the Small Business Direct Install trade allies. The Energy Smart team held two webinars for small business owners that received free kits. The first was held April 27 for restaurant owners and managers to learn about energy efficiency projects and incentives available to them. The webinar included guest speakers from two small business customers that participated in the program. The second webinar held June 24, targeted retail and small office contacts/leads received from the small kit distribution. To reach the Hispanic small business community, the Energy Smart team tabled at the August 18 Hispanic Chamber of Commerce Business Expo as well as presented small business program offerings to Hispanic business owners at the August 10 El Centro meeting.

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 team of Energy Advisors targeted customers such as universities, K-12 schools, government facilities, large commercial properties, warehouses, hotels, healthcare and potential new trade allies. Energy Smart sent an eblast to C-level executives in large 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. Customer contacts for this list were pulled from the 2021 City Business Book of Lists.

**Table 21.14: Outreach Events & Presentations**

Date	Event
January - December 2021	Small Business Kit In-Person Distribution
8-Jan-21	Archdiocese of N. O.

<b>15-Jan-21</b>	7th Ward Neighborhood Association
<b>17-Jan-21</b>	NASA
<b>24-Jan-21</b>	Southern University of N O
<b>28-Jan-21</b>	Poydras Properties
<b>28-Jan-21</b>	Silocaf
<b>29-Jan-21</b>	LSU Health
<b>5-Mar-21</b>	LCMC
<b>12-Mar-21</b>	VA Hospital
<b>13-Mar-21</b>	TECHCharge Nola
<b>16-Mar-21</b>	VA
<b>16-Mar-21</b>	LSU Health
<b>16-Mar-21</b>	Harrah's
<b>17-Mar-21</b>	LCMC
<b>17-Mar-21</b>	NASA
<b>17-Mar-21</b>	Children's Hospital
<b>23-Mar-21</b>	Delgado electrician classes
<b>24-Mar-21</b>	Louisiana Public Charter School
<b>24-Mar-21</b>	NOMAR-CID
<b>25-Mar-21</b>	Loyola
<b>25-Mar-21</b>	Jones Lang LaSalle
<b>25-Mar-21</b>	Southern University
<b>25-Mar-21</b>	NASA
<b>25-Mar-21</b>	Poydras Properties
<b>25-Mar-21</b>	Hertz Group
<b>25-Mar-21</b>	Xavier
<b>30-Mar-21</b>	Sacred Heart
<b>1-Apr-21</b>	Harrah's Casino
<b>5-Apr-21</b>	Harrah's Casino
<b>8-Apr-21</b>	ENO CSM's
<b>14-Apr-21</b>	Ritz Carlton
<b>19-Apr-21</b>	Habana NOLA
<b>27-Apr-21</b>	Café Dauphine
<b>29-Apr-21</b>	Poke Loa
<b>4-May-21</b>	Felipe's
<b>19-May-22</b>	Louisiana Green Corps (Class)
<b>25-May-21</b>	Doerr Furniture
<b>23-Jun-21</b>	Westin Hotel
<b>24-Jun-21</b>	Legacy Services
<b>30-Jun-21</b>	WT Verges Construction
<b>30-Jun-21</b>	NOMAR Lunch and Learn
<b>10-Aug-21</b>	El Centro Live
<b>18-Aug-21</b>	Hispanic Business Conference & Trade Show
<b>23-Sep-21</b>	Link Restaurant Group
<b>4-Oct-21</b>	Tesla Service Center

### Program Presentations:

- Restaurant – 4
- Retail – 2
- Education – 10
- Hospital – 3
- Casino – 3
- Commercial Real Estate – 4
- Construction - 1
- Government – 5
- Large Industrial – 1
- Association – 9
- Hotel – 2
- Other - 2

### 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 also 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
<b>MARCH 30, 2021</b>	Webinar	Energy Smart PY11 Overview
<b>AUGUST 5, 2021</b>	Webinar	Energy Smart PY11 Review
<b>DECEMBER 14, 2021</b>	Webinar (Cancelled)	PY11 End of Year Review

### **Participating Institutions and Organizations:**

- Dillard University
- Louisiana State University Medical Center
- Louisiana State University Health Foundation
- Southern University at New Orleans (SUNO)
- Tulane University
- University of New Orleans (UNO)
- Xavier University
- New Orleans Baptist Theological Seminary (NOBTS)
- Archdiocese of New Orleans
- New Orleans Baptist Association
- NOLA Public Schools
- Collegiate Academics

### **Proposed Plans for PY12:**

Marketing plans in PY12 will focus on growing program awareness and driving program participation across small, large, new construction sectors and the trade ally network. The team will develop a series of integrated marketing campaigns incorporating email, social, radio, digital, search, print and earned media. A new creative platform will be developed in PY12 to incorporate elements of the new Energy brand. This new creative platform will apply to all paid, earned and owned media within the Energy Smart program. Email campaigns will be developed and deployed as a collection or series of emails to allow for more descriptive, yet digestible content. Increased use of data collected by the program will allow the team to streamline communications and tailor messaging to lead customers down the pipeline to conversion. The team will replace programmatic display in PY12 to test cutting-edge display technology with a new media partner that brings more digital expertise, capabilities, technology, testing and generous added value. Case study development will be a focus with the goal of developing two case studies per quarter, featuring a mix of small and large commercial projects. Following the success of the Limited-Time Offer (LTO) LED promotion in Q4 of PY11, the team will continue to implement LTO promotions to drive sales to the Small Business Online Store. A strategic approach to joining organizations and associations for partnerships will be based on but not limited to: membership profiles, sponsorship



opportunities, events, programming, publications and added value offers. The Energy Smart team will explore adding new cohorts to the program, such as K-12 cohort, Higher Ed Student EE and Sustainability Cohort and Large Energy User cohort.

**Customer Satisfaction**

Customer satisfaction is one of the highest priorities for the Energy Smart Program. Surveying was conducted by Entergy New Orleans’ Third-Party Evaluator. Results showed that an overall satisfaction rate of X on a 5-point scale, with 5 indicating very high satisfaction. Individual customer satisfaction metrics also exhibited high satisfaction among customers. While results showed high satisfaction with the program and process, the Energy Smart team continuously works to improve and enhance the customer experience.

Table 22.6: Commercial & Industrial Customer Satisfaction

QUESTION	Result
How satisfied or dissatisfied you are with the staff member who assisted you with your project?	4.9
How satisfied or dissatisfied you are with the facility assessment or other technical services received from the staff person?	5
How satisfied or dissatisfied you are with the amount of time it took to get the rebate or incentive after the completed application was submitted?	4.6
How satisfied or dissatisfied you are with the range of equipment that qualifies for the program?	4.7
How satisfied or dissatisfied you are with the steps you had to take to get through the program?	4.7
How satisfied or dissatisfied you are with the contractor or trade ally that provided the service?	4.8
How satisfied or dissatisfied you are with the energy efficiency improvement(s) you completed?	4.8
How satisfied or dissatisfied you are with the program overall?	4.9

**Proposed Plans**

In PY12, the team will work to increase customer satisfaction by simplifying the application process. The team will accomplish this in two ways. First by developing a fillable pdf of the online application for the customer to submit and secondly by having the customer submit a project quote or proposal and the Energy Advisors will complete the application calculator on behalf of the customer. The team will work with the third-party evaluator to introduce new measures, such as insulation or other measures suggested by customers. Additional staffing for the Energy Smart program will also added in PY12. New hires will provide direct install services to small commercial customers.

# 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

The Energy Smart team recruited new commercial and residential trade allies to the program through the following methods:

- Direct outreach to local contractors working in the energy efficiency industry who had not previously engaged with the program.
- Direct outreach to business owners to inquire about their existing electrical contractors in an effort to recruit them into the program.
- Promotion of webinars, networking events and educational building tours to local professional networks.
- Participation in the Urban League of Louisiana’s “Opportunities Outlook 2022” for DBE Contractors, supporting small and diverse contractors by focusing on new opportunities for strategic growth.
- Engagement with participating Energy Smart contractors that have not yet registered as trade allies.

Energy Smart sent quarterly newsletters to trade allies covering updates to the program, details about training and workforce development opportunities and recognition of trade allies throughout PY11.

Given that PY11 consisted of a number of significant obstacles including the ongoing pandemic and the disruption from Hurricane Ida, Energy Smart prioritized outreach to existing trade allies to assess how these disruptions were impacting their businesses. Through this outreach the program learned that product price increases on basic metals, lighting equipment, controls equipment and shipping were

occurring across the board. Product reliability also became a factor for trade allies, who had to search for different vendors for items that are a staple of their operations. Continual conversations with trade allies helped the program to accurately adjust its own forecast of kWh savings while also brainstorming ideas to help their customers, particularly in the wake of Hurricane Ida.

### Residential Trade Ally Network

In PY11, The program staff utilized quality reviews along with an average of points earned towards the savings contribution. The Energy Smart staff continues to seek feedback on metrics used in ranking the trade allies to increase transparency and trade ally involvement in the process.

The Trade Ally SharePoint site allows trade allies to view the status of their projects, access program documents, download marketing materials, enter project applications and payment information. The portal will also store training materials and centralize critical program announcements.

**Table 22.1: Residential Trade Ally Tiers**

TIER	# OF TRADE ALLIES
Gold	9
Silver	6
General	3
<b>TOTAL</b>	<b>12</b>

### Commercial & Industrial Trade Ally Network

In Q1 the Energy Smart team updated the Commercial & Industrial trade ally tiers based on trade ally participation in Program Year 10. The designations of Platinum, Gold, Silver or General correspond to the number of projects the trade ally submitted, and the amount of kWh achieved by those projects.

In Q2 the Energy Smart team enhanced the trade ally experience for the providers in the Small Business Direct Installer network by providing leads from customers that were generated through direct outreach to small commercial customers. This ensured that small businesses would receive attention both from program staff and trade allies regarding incentives.

In Q3 and Q4 team adopted a strategy of extending the onboarding time for new trade allies. This resulted in trade allies feeling more confident in their ability to submit projects and communicate with customers about the program, as well as reducing the time between registration to first project submission.

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

TIER	# OF TRADE ALLIES
Platinum	2
Gold	4
Silver	21
General	109

## **Trade Ally Advisory Group (TAAG)**

In PY11, the Energy Smart team continued to host Trade Ally Advisory Group (TAAG) meetings on a quarterly basis for both commercial and residential trade allies, shifting to an online format considering the COVID-19 pandemic. TAAG meetings are essential to strengthening the relationship between the program and its trade allies. In addition to learning the status of program goals, incentive funding and program updates, the meeting gave trade allies the opportunity to ask questions and provide insight about specific projects or provide suggestions for how to modify program processes. Trade allies from all states were able to tune in live to the discussions.

### **Residential Trade Ally Advisory Group**

The Residential Trade Ally Network kick off TAAG meeting was held in February, with subsequent TAAG meetings in May, August and October. The Energy Smart team communicated goals, budget and program updates to new members and continued to improve the residential trade ally experience by:

- Setting meetings with trade allies who were unable to attend meetings to ensure that all trade allies had the opportunity to current program modifications.
- Offering follow-up online trade ally surveys to gain insight from participating trade allies.
- Solicit feedback from trade allies for improving the program. This has proven to be a useful tactic to foster continuous improvement.

### **Commercial & Industrial Trade Ally Advisory Group**

Energy Smart hosted the Program Year 11 TAAG meetings in February, April, July and October. The team discussed the following topics:

- Introduction of a direct-deposit payment system.

- Summary of program outreach efforts to small and large commercial customers.
- Updated PY11 trade ally tier rankings.
- Review of program kWh goals, budget, incentive caps and values for prescriptive measures.
- The announcement of a Summer Bonus running from April 26 to August 31.
- The announcement of a lead distribution process for Small Business Direct Install service providers.
- The kickoff of the Delgado Community College Trade Ally Industry Team to provide consultation on preparing students to work in energy-efficiency fields.
- A discussion of emerging trends in green building and wellness by the Vice-Chair of the LA Chapter of the U.S. Green Building Chapter.
- The announcement of new prescriptive refrigeration measures.
- The announcement of a trade ally bonus in Q3 and Q4 of 25% of the prescriptive incentives.
- An introduction to the technical trainers from Harris Energy Solutions, along with promotion of three trainings Harris provided in PY11.
- An introduction to the Executive Director of the Association of Energy Engineers, in advance of the World Energy Conference which took place in October 2021 in New Orleans.
- An overview of the Hurricane Ida Recovery Fund.
- An explanation of the Trade Ally portal, which Energy Smart made available to trade allies with existing projects.
- A request for involvement with the Energy Efficiency Apprenticeship.

## Measuring the Network

### *Contractor Engagement*

Engagement is defined as contractors who have been approved by the program to be a registered trade ally. Contractors who register to be both a residential and commercial trade ally are counted in both totals.

**Table 22.3: Trade Ally Engagement**

CATEGORY	# OF COMPANIES
C&I Network	136
Residential Network	18
<b>TOTAL ENGAGEMENT</b>	<b>154</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	40
Residential Network	10
<b>TOTAL ENGAGEMENT</b>	<b>50</b>

# Training Program

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## Residential Highlights

In PY11, Energy Smart hired a Disadvantaged Business Enterprise to provide technical training for trade allies. In addition to basic staff-led training, the technical training consisted of a series of interactive webinars due to the ongoing COVID-19 pandemic as well as two in-person trainings. The goal of the trainings was to help trade allies improve their existing skillsets and energy efficiency knowledge resulting in larger savings goals, increased visibility of the program and increased customer satisfaction.

## Audiences Trained

In PY11, the Energy Smart team provided training to the following groups:

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

## Training Topics/Content Categories

- **General Awareness Training:** Topics included Energy Smart eligibility and participation guidelines.
- **Soft Skills Training:** Topics included sales training, marketing skills, customer service practices and program operations.
- **Technical Training:** Topics included the fundamentals of energy efficiency and technology that can enhance trade ally operations and the likelihood of allies to submit projects.



## **Residential Highlights**

On February 23, 2021 Energy Smart hosted a training entitled 'AC Tune-Ups Year-Round'. The training centered on technical tips to improve the efficiency of the system as well as how to report any hazards and filling out the rebate

On May 18, 2021 Energy Smart offered a training called 'Upselling Non-Program Services'. This training focused on how to expand business services by integrating upselling and cross-selling.

On October 14, 2021 Energy Smart hosted a training on tips for performance testing and establishing baseline controls. Trade allies learned about the home forensic analysis process and how to evaluate results. The training covered tools and equipment such as blower doors, duct blasters, manometers and infrared cameras.

On November 4, 2021 Energy Smart hosted a training on HVAC load calculations including Manual J, S and D from a building science perspective. This training explored the relationship between load calculations and how the thermal envelope and air leakage rates in a home affect sizing of HVAC systems.

## **Commercial & Industrial Highlights**

Energy Smart provided onboarding training to 38 new Commercial & Industrial trade allies in PY11. The onboarding of individual trade allies consisted of the following overview of the application process:

- Instructions on how to use the incentive application.
- An overview of the documents required for project submission, such as a utility bill and verification that the equipment meets industry specifications.
- A review of the custom and prescriptive measure incentive rates.
- Training on how to communicate effectively about all Energy Smart offerings, including offerings outside the scope of trade ally services.

In addition to the trade allies who registered in PY11, Energy Smart provided training to 45 other electrical contractors and encouraged them to register as trade allies. The recruitment of electrical contractors continues to be a central part of the program's strategy for expanding the Trade Ally Network.

In PY11 Energy Smart provided educational training for trade allies both via program staff and the new

technical training partner. On February 9, 2021 the Energy Smart team facilitated training on commercial lightbulb recycling which was available to both trade allies and customers. Representatives from a local recycling company as well as regulators from the LA 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, 2021 the Energy Smart engineering staff led a C&I training on compressed air systems. The training provided technical advice to trade allies supporting industrial customers through custom incentives. The engineering staff covered the following ways industrial customers could save energy:

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

On July 27, 2021 the new technical training partner provided the first of three technical trainings for PY11. In this training entitled 'Energy Efficiency in New Construction', the program covered the following topics:

- Prescriptive new construction incentives.
- Integrating high efficiency HVAC design into new construction.
- Custom/whole building incentives.
- Building envelope.
- Introduction to ComCheck software.
- Considerations such as where to locate doors and windows, as well as building orientation.
- Data collection from new construction drawings.
- Producing models via the software eQuest.

On October 19, 2021 the team provided two trainings, each to specific audiences within the Trade Ally Network. The topics of these trainings were 'Retro-commissioning' and 'Introduction to Energy Audits'. Retro-commissioning (RCx) service providers (RSPs) attended the first training, which covered the following topics:

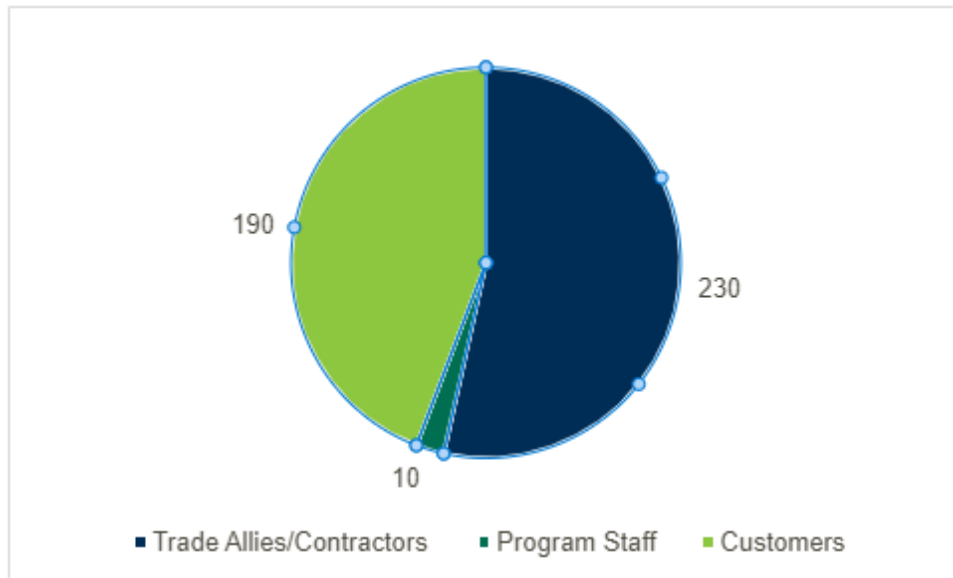
- Identifying current facility requirements in the RCx planning phase.
- Conducting initial site visits.

- Collecting equipment data and developing equipment inventory.
- Evaluating the existing building control system.
- Obtaining utility information to assess the baseline facility performance.
- Executing performance testing.
- Identifying retro-commissioning measures (RCMs) detailing recommendations for facility, operational, or maintenance improvements.
- Determining implementation strategies for recommendations.
- Developing and executing the measurement and verification plan.

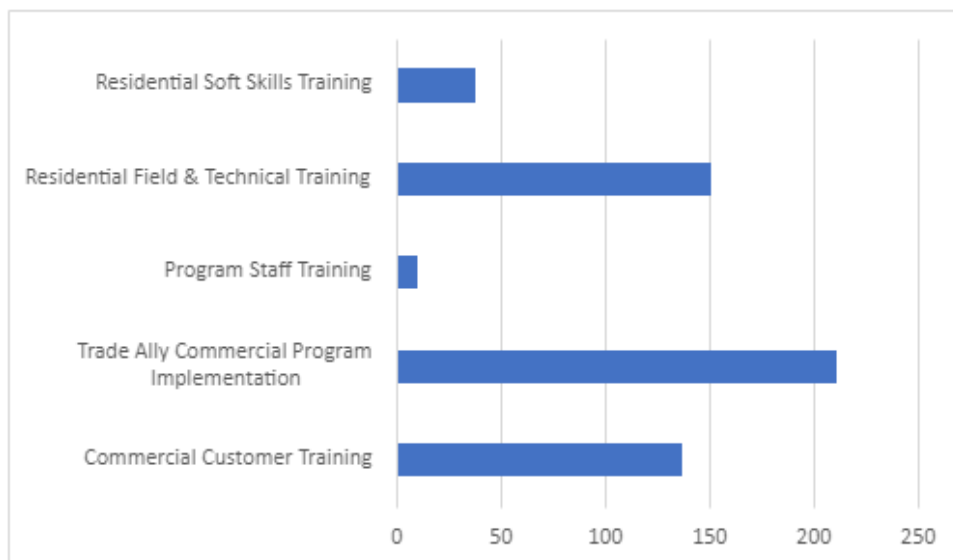
The third training was directed toward trade allies looking to expand their skillsets in communicating about energy savings to customers. In 'Introduction to Energy Audits', the team discussed engineering theories that drive energy efficiency recommendations. Topics included:

- Overviews of ASHRAE Level 1, 2 and 3 Energy Audits.
- Explanation and execution of utility bill analysis.
- Collecting field data for energy measure recommendations.
- Performing energy savings calculations.
- Understanding methodologies associated with:
  - Lighting and lighting controls.
  - Building controls upgrades.
  - Cooling systems upgrades.
  - Envelope improvements.
- Compiling an energy audit report.

**Pie Chart 24.1: Training Investment by Audience Type**



**Bar Graph 24.1: Training by Participation Type**



# Initiatives

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## Workforce Development

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

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.

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

- YouthForce Nola
- Delgado Community College
- Nunez Community College
- NOLAvate Black
- Vietnamese Initiatives in Economic Training
- YouthWorks in the City of New Orleans
- New Orleans Business Alliance
- Louisiana Green Corps

Energy Smart regularly seeks to innovate its approach to workforce development. Accordingly, in 2021 Energy Smart recruited three trainees to work full-time for two weeks as apprentices in energy efficiency and renewable energy. Energy Smart utilized its relationships with existing workforce agencies and schools to promote the opportunity to people with a diversity of backgrounds. One apprentice was a student with the Louisiana Green Corps, a nonprofit providing training in green infrastructure for people aged 18 and up who are not engaged in work or school. A second apprentice came via the Vietnamese

Initiatives in Economic Training (VIET). The third apprentice had worked part-time in residential energy efficiency and was looking to expand her skillset to apply for commercial positions. The apprentices attended the Association of Energy Engineers World Energy Conference, met with business owners who implemented energy-efficiency measures, shadowed electrical contractors, toured mechanical systems and put into action the instruction they received in energy efficiency sales/outreach. The apprenticeship culminated with the trainees creating a portfolio of what they learned throughout the two weeks, resulting in a finished product to show potential employers.

### **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 are supported by 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 two million dollars of non-incentive program funds on diverse suppliers during the program year.



# FINANCIAL PERFORMANCE





## Incentive Budget Highlights

Table 27.1

OFFERING	INCENTIVES	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions	\$364,303	\$1,086,355	34%
Large Commercial & Industrial Solutions	\$2,707,147	\$3,723,728	73%
Publicly Funded Institutions	\$339,483	\$415,212	82%
Commercial & Industrial Construction Solutions	\$0	\$292,527	-
EasyCool - Small Commercial & Industrial	\$4,140	\$15,280	27%
Home Performance with ENERGY STAR	\$573,983	\$1,222,049	47%
Retail Lighting & Appliances	\$1,346,043	\$1,128,595	119%
Multifamily Solutions	\$244,100	\$306,010	80%
Income-Qualified Weatherization	\$1,328,540	\$697,167	191%
A/C Solutions	\$215,852	\$439,100	49%
School Kits & Community Outreach	\$93,065	\$105,400	88%
Behavioral & Rewards	-	-	-
EasyCool - Direct Load Control	\$54,965	\$47,750	115%
EasyCool - Bring Your Own Thermostat	\$126,985	\$134,965	94%
<b>TOTAL</b>	<b>\$7,506,518</b>	<b>\$10,030,660</b>	<b>75%</b>

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

Table 25.2

ENERGY SMART EXPENSES/INVOICES						FUNDING SOURCES	Total Ending Balance	
Year	Month	Program Year 9	Program Year 10	Program Year 11	Program Year 12	Total		EECR
2020	December		\$ 729,841	\$ 9,950		\$ 739,791	\$ 1,421,024	\$ (729,692)
2021	January		\$ 2,149,540	\$ 622,185		\$ 2,771,725	\$ 1,606,650	\$ 435,383
2021	February	\$ (8,364)	\$ 107,855			\$ 99,491	\$ 1,487,205	\$ (952,331)
2021	March			\$ 891,152		\$ 891,152	\$ 1,580,120	\$ (1,641,300)
2021	April		\$ 561,183	\$ 886,829		\$ 1,448,012	\$ 1,361,185	\$ (1,554,472)
2021	May		\$ 88,640	\$ 870,789		\$ 959,429	\$ 1,515,385	\$ (2,110,429)
2021	June		\$ 56,915	\$ 997,210		\$ 1,054,125	\$ 1,785,305	\$ (2,841,608)
2021	July			\$ 507,291		\$ 507,291	\$ 1,927,943	\$ (4,262,260)
2021	August		\$ 15,496	\$ 1,524,794		\$ 1,540,290	\$ 2,007,523	\$ (4,729,493)
2021	September			\$ 1,095,309		\$ 1,095,309	\$ 1,723,663	\$ (5,357,847)
2021	October			\$ 1,252,002		\$ 1,252,002	\$ 1,650,500	\$ (5,756,346)
2021	November			\$ 501,536		\$ 501,536	\$ 1,503,356	\$ (6,758,166)
2021	December			\$ 3,791,478		\$ 3,791,478	\$ 1,406,260	\$ (4,372,949)
2022	January			\$ 751,172	\$ 304,262	\$ 1,055,435	\$ 1,608,154	\$ (4,925,668)
2022	February			\$ 619,315	\$ 458,560	\$ 1,077,875	\$ 1,587,348	\$ (5,435,141)
2022	March			\$ 107,209	\$ 1,567,619	\$ 1,674,828	\$ 1,541,703	\$ (5,302,017)
2022	April			\$ 852,071	\$ 786,649	\$ 1,638,720	\$ 1,420,329	\$ (5,083,625)
2022	May			\$ 9,283	\$ 163,514	\$ 172,797	\$ 1,608,370	\$ (6,519,198)

As of June 30, 2022, an additional \$602,521 in Program Year 11 expenses relating to EM&V and at-risk customer satisfaction metrics are expected to be received.

## Net Savings Summary

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

The Energy Smart program achieved 54,521,872 in Net kWh savings and 14,491 in Net kW savings. These values represent savings net-of-free-ridership.

The Energy Smart program achieved a Net-to-Gross Ratio (NTGR) of 84% in Net kWh savings relative to the verified gross kWh savings and a kW NTGR of 91%.

**Table 28.1**

Offering	Verified Gross kWh	Net kWh Savings	kWh NTGR	Verified Gross kW	Net kW Reductions	kW NTGR
Small Commercial & Industrial Solutions	1,886,054	1,555,227	82%	442.09	379.63	86%
Large Commercial & Industrial Solutions	28,625,263	25,408,556	89%	5,283.34	4,817.22	91%
Publicly Funded Institutions	4,012,002	3,291,763	82%	123.27	121.95	99%
Commercial & Industrial Construction Solutions	-	-	N/A	-	-	N/A
Large Commercial & Industrial Demand Response	4,029	4,029	N/A	446.84	446.84	N/A
EasyCool for Business	-	-	N/A	34.42	34.42	N/A
Home Performance with ENERGY STAR	4,224,567	3,136,976	74%	619.77	564.73	91%
Retail Lighting & Appliances	15,537,114	10,775,926	69%	2,293.12	1,569.25	68%
Multifamily Solutions	1,291,009	1,167,364	90%	354.10	320.59	91%
Income Qualified Weatherization A/C Solutions	3,052,682	3,052,682	100%	2,880.94	2,880.94	100%
Appliance Recycling & Replacement Pilot	975,031	876,553	90%	392.82	353.15	90%
School Kits & Community Outreach	67,284	38,406	57%	8.59	4.90	57%
Behavioral Rewards	811,149	637,991	79%	116.58	91.69	79%
EasyCool - Direct Load Control	4,576,399	4,576,399	100%	750.20	750.20	100%
EasyCool - Bring Your Own Thermostat	-	-	N/A	-	-	N/A
EasyCool - Direct Load Control	-	-	N/A	859.78	859.78	100%
EasyCool - Bring Your Own Thermostat	-	-	N/A	1,295.85	1,295.85	N/A
<b>Totals</b>	<b>65,062,584</b>	<b>54,521,872</b>	<b>84%</b>	<b>15,901.70</b>	<b>14,491.14</b>	<b>91%</b>

## Appendices

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**Appendix A: School Kits & Education Summary**

**Appendix B: Community Outreach Summary**

**Appendix C: Training & Education**

**Appendix D: Marketing Collateral & Assets**

**Appendix E: Photos**

## Appendix A: School Kits & Education Summary

SCHOOL NAME	DATE	KITS DISTRIBUTED
RENEW SCHAMBURG ELEMENTARY	2/11/2021	70
MCDONOGH #35 SENIOR HIGH SCHOOL	3/5/2021	301
THE NET-CENTRAL CITY	3/5/2021	20
FANNIE C. WILLIAMS CHARTER SCHOOL	3/9/2021	60
DWIGHT EISENHOWER ACADEMY FOR GLOBAL STUDIES	3/23/2021	225
LOUISIANA GIRL SCOUT TROOP 46051 AT LUSHER CHARTER	4/20/2021	23
ABUNDANCE OF DESIRE COMMUNITY CENTER	5/26/2021	50
ELECTRIC GIRLS SUMMER CAMP	5/26/2021	170
THE LIVING SCHOOL SUMMER SESSION	5/26/2021	55
BISHOP MCMANUS ACADEMY	7/26/2021	12
KIPP: MORIAL MIDDLE SCHOOL	7/29/2021	120
MORRIS JEFF COMMUNITY SCHOOL	7/29/2021	93
ST. JOAN OF ARC CATHOLIC SCHOOL	7/29/2021	27
ST. RITA SCHOOL	7/29/2021	22
LANDRY HIGH SCHOOL	8/13/2021	120
EINSTEIN MIDDLE CHARTER SCHOOL	8/17/2021	130
ELAN ACADEMY	8/17/2021	27
CARVER HIGH SCHOOL	8/19/2021	80
FREDERICK A DOUGLASS	8/19/2021	115
FANNIE C. WILLIAMS CHARTER SCHOOL	9/21/2021	60
MARTIN LUTHER KING HIGH SCHOOL	9/30/2021	60
ST MARY'S ACADEMY	9/30/2021	60
LYCEE FRANCAIS	9/30/2021	110
KIPP BELIEVE COLLEGE PREP	10/6/2021	91
ANDREW WILSON CHARTER SCHOOL	10/25/2021	80
INTERNATIONAL SCHOOL OF LOUISIANA	10/25/2021	114
LAKE FOREST CHARTER SCHOOL	10/28/2021	63
MILDRED OSBORNE CHARTER SCHOOL	10/28/2021	200
MORRIS JEFF COMMUNITY SCHOOL	10/28/2021	184
NEW HARMONY HIGH	10/28/2021	130
SUCCESS AT THURGOOD MARSHALL	10/28/2021	109
THE LIVING SCHOOL	10/28/2021	56
ARTHUR ASHE CHARTER SCHOOL	11/1/2021	100
ALICE HARTE CHARTER SCHOOL	11/3/2021	81
DWIGHT EISENHOWER ACADEMY FOR GLOBAL STUDIES	11/3/2021	60
PAUL HABANS CHARTER	11/8/2021	90
ST. AUGUSTINE HIGH SCHOOL	11/9/2021	132

## Appendix B: Community Outreach Summary

DATE	GROUP	PEOPLE AT EVENT
1/14/2020	CRNA Meeting (Carrollton Riverbend)	28
1/6/2021	Jane Place Renter's Rights	15
1/11/2021	MCNO Meeting (Mid City)	37
1/13/2021	LA Green Corps	16
1/14/2021	LA Green Corps	16
1/25/2021	Jane Place Renter's Rights	15
1/27/2021	Central Circle Presentation	17
2/3/2021	Jane Place Renter's Rights Assembly	12
2/8/2021	Mid city Neighborhood Association	35
2/9/2021	Faubourgh St. John Neighborhood	28
2/9/2021	Power Trip	8
2/18/2021	Jane Place Renter's Rights Assembly	14
2/20/2021	Councilmember Nguyen District E Coffee and Conversations	22
2/24/2021	Central Circle Meeting	16
3/4/2021	Energy Future - Energy and You	25
3/9/2021	Power Trip	6
3/10/2021	Jane Place Renter's Rights	19
3/10/2021	Jericho Road	23
3/15/2021	Fairgrounds Neighborhood Association	28
3/18/2021	Algiers Point Association	26
3/31/2021	Central Circle	18
4/7/2021	Jane Place Renter's Rights Assembly meetings	18
4/13/2021	East New Orleans Advisory Commission	58
4/13/2021	Energy And You	24
4/13/2021	Power Trip	6
4/14/2021	Latter and Blum	17
4/20/2021	Edgewood Park Neighborhood Assoc	18
4/20/2021	Entergy - Carrollton Neighborhood Leaders	58
4/21/2021	City Park Earth Day	50
4/28/2021	Central Circle	14
5/1/2021	Hardin Playground Community Resource Fair	300
5/5/2021	Jane Place Renter's Rights	18
5/11/2021	Power Trip	6
5/19/2021	LA Green Corps	4
5/19/2021	Lake Carmel Subdivision	19
5/20/2021	LA Green Corps	4
5/26/2021	Central Circle	12
6/3/2021	Small Commercial Canvassing	
6/7/2021	Small Commercial Canvassing	
6/8/2021	Power Trip	3
6/10/2021	Jane Place Renter's Rights meeting	22
6/15/2021	Lake Carmel Subdivision meeting (New Orleans East)	34

6/16/2021	Energy Future - Energy and You community meeting	27
6/22/2021	PRC - Cost Effective Energy Improvements	20
6/25/2021	Small Commercial Canvassing	
6/29/2021	Small Commercial Canvassing	
6/30/2021	Central Circle	15
6/30/2021	Small Commercial Canvassing	
7/13/2021	Hoffman Triangle Neighborhood Association	16
7/13/2021	New Orleans Chamber Virtual Luncheon	28
7/13/2021	Power Trip	5
7/28/2021	Irish Channel Neighborhood	28
7/29/2021	Jane Place Renter's Rights Assembly	15
8/3/2021	Entergy Care Center Appreciation Day	300
8/4/2021	Renter's Rights Assembly	22
8/10/2021	City of New Orleans Rental Assistance Event	400
8/10/2021	Power Trip	4
8/11/2021	City of New Orleans Rental Assistance Event	400
8/12/2021	City of New Orleans Rental Assistance Event	300
8/25/2021	Central Circle	14
8/25/2021	NOLA Ready Climate Series	45
8/26/2021	Renter's Rights Assembly	16
9/18/2021	City of NO Neighborhood Engagement	63
9/21/2021	Joe Brown Park	800
9/22/2021	Joe Brown Park	1000
9/23/2021	Joe Brown Park	800
9/23/2021	Material Institute commercial overview	3
9/24/2021	Joe Brown Park	800
9/29/2021	Central Circle	18
9/29/2021	Housing NOLA meeting	22
9/30/2021	Canvassing	
10/6/2021	Renter's Rights	16
10/12/2021	Power Trip	4
10/13/2021	Material Institute - workshop	8
10/13/2021	OC Haley Blvd. Merchant and Business Association	17
10/13/2021	People Program	14
10/16/2021	Community Clean up and resource Fair @ Conrad Playground	150
10/18/2021	Energy Apprenticeship	3
10/19/2021	Energy Apprenticeship	3
10/20/2021	AEE Conference	
10/20/2021	Energy Apprenticeship	3
10/21/2021	AEE Conference	
10/21/2021	Energy Apprenticeship	3
10/22/2021	AEE Conference	
10/22/2021	Energy Apprenticeship	3
10/25/2021	Energy Apprenticeship	3



10/26/2021	Energy Apprenticeship	3
10/27/2021	Energy Apprenticeship	3
10/28/2021	Energy Apprenticeship	3
10/29/2021	Energy Apprenticeship	3
10/31/2021	Ephesus SDA Community Distribution	100
11/3/2021	Entergy Customer Care Center	250
11/4/2021	Housing NOLA meeting	17
11/4/2021	Small Commercial Canvassing	
11/9/2021	Power Trip	6
11/10/2021	Irish Channel NA	24
11/16/2021	Entergy Customer Care Center	200
11/19/2021	Small Commercial Canvassing	
11/20/2021	Juvenile Justice Center Outreach	200
11/30/2021	canvassing	
12/1/2021	Entergy CCC Table (Eastbank)	250
12/3/2021	Canvassing	
12/13/2021	Canvassing	
12/14/2021	Canvassing	
12/14/2021	Power Trip	7
12/15/2021	Canvassing	
12/21/2021	Entergy CCC (W)	100
	Total	7,663

## Appendix C: Training and Education

DATE	TITLE	AUDIENCE	ATTENDEES	LENGTH	OBJECTIVE	DESCRIPTION
1/6/2021	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
1/11/2021	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
1/12/2021	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
1/13/2021	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
1/13/2021	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
1/20/2021	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
1/21/2021	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

1/22/2021	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
1/22/2021	Customer training -- Mark Goldstein, owner of strip mall on Read Blvd.	C&I Trade Allies/Contractors	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non- lighting incentives
1/25/2021	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
1/26/2021	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
1/28/2021	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
1/28/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics discussed: Door frame sealing opportunities
1/28/2021	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
1/29/2021	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

1/29/2021	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
1/29/2021	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
2/2/2021	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
2/2/2021	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
2/2/2021	Residential Field Training - Diversified Energy	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Topics discussed: How to do ACTU ENO in weather below 70 degrees Fahrenheit.
2/2/2021	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
2/2/2021	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
2/2/2021	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
2/3/2021	Residential Field Training - Magnetite Window Panels	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Topics: Duct Sealing and Best Practices

2/5/2021	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
2/5/2021	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
2/5/2021	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
2/5/2021	Residential Field Training - Public Construction Inc.	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Topics: Safety Issues Best Practices Air Sealing Best Practices
2/5/2021	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.
2/5/2021	Residential Field Training - Public Construction Inc.	Residential Field Training	3	15	A technical training with trade ally staff while performing services	Topic: PPE Requirements (mask over mouth and nose), gloves, etc.
2/5/2021	Residential Field Training - J&R AC & Heating	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Topic: Air sealing options in historic homes
2/5/2021	Residential Field Training - Big Star Conservation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics: Teaching Technician on Air Sealing cracks and gaps of panel walls
2/5/2021	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

2/5/2021	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
2/5/2021	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
2/8/2021	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
2/9/2021	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
2/9/2021	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
2/9/2021	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
2/11/2021	Residential Field Training - Big Star Conservation	Residential Field Training	2	60	A technical training with trade ally staff while performing services	Topics: Insulation best practices and marker placement
2/11/2021	Residential Field Training - Big Star Conservation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Topics: Air sealing best practices and material usage
2/12/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics discussed; Air Sealing Best Practices

2/15/2021	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
2/15/2021	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
2/17/2021	NASA Teams Meeting	Large Commercial Customers	8	60	Discussion of potential 2021 projects	Met with facility director to review 2021 projects and beyond
2/17/2021	Residential Field Training - H&E Comfort Services	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Topics: AC tune-up best practices explaining program details trade Ally communication requirements
2/17/2021	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
2/18/2021	Residential Field Training - Duct Pro	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Topics: Attic insulation best practices and material usage
2/18/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics: Air sealing best practices
2/18/2021	Residential Field Training - H&E Comfort Services	Residential Field Training	2	60	A technical training with trade ally staff while performing services	Topics: AC Tune-Up Best Practices Safety Issues Best Practices Explaining Program Details Trade Ally Communication Requirements
2/18/2021	Residential Field Training - Big Star Conservation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Topics: Blower door usage, including zeroing (with door on), 5 second, reference placement



2/18/2021	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
2/19/2021	Residential Field Training - Duct Pro	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: Duct Sealing Best Practices
2/19/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: AC Tune-Up Best Practices
2/20/2021	Residential Field Training - Diversified Energy	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Topic: Attic Insulation Best Practices
2/22/2021	Residential Field Training - Diversified Energy	Residential Field Training	3	15	A technical training with trade ally staff while performing services	Topic: Air Sealing Best Practices
2/22/2021	Residential Field Training - Big Star Conservation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Topics: Duct Sealing Best Practices Air Sealing Best Practices Other: documentation (5 sec in picture)
2/22/2021	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
2/23/2021	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.
2/23/2021	Customer -- NASA	Large Commercial Customers	7	60	Discussion of potential 2021 projects	Teams conference call with NASA stakeholders regarding PY11 potential projects
2/23/2021	NASA - Project Submittal Walkthrough	Large Commercial Customers	4	60	Discussion of potential 2021 projects	Walkthrough of potential projects
2/24/2021	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
2/24/2021	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>2/25/2021</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>3/1/2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: Duct Sealing Best Practices
<b>3/2/2021</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>3/3/2021</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>3/5/2021</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>3/6/2021</b>	Residential Field Training - Diversified Energy	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: Software Training
<b>3/8/2021</b>	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Topic: Air Sealing Best Practices
<b>3/8/2021</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>3/8/2021</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>3/8/2021</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

3/8/2021	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
3/8/2021	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
3/9/2021	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
3/11/2021	Residential Field Training - Diversified Energy	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: Duct Sealing Best Practices
3/11/2021	Residential Field Training - Fontenot Insulation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics: Attic Insulation Best Practices Safety Issues Best Practices
3/11/2021	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
3/12/2021	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
3/12/2021	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
3/12/2021	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

3/12/2021	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
3/12/2021	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
3/15/2021	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
3/15/2021	Residential Field Training - J&R AC & Heating	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topic: AC Tune-Up Best Practices
3/15/2021	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
3/15/2021	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
3/16/2021	Residential Field Training - J&R AC & Heating	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Topics: Duct Sealing Best Practices AC Tune-Up Best Practices Material Usage
3/18/2021	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

3/18/2021	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
3/19/2021	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
3/22/2021	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
3/25/2021	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
3/25/2021	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
3/26/2021	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
3/29/2021	Residential Field Training - J&R AC & Heating	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Topics: Duct Sealing Best Practices AC Tune-Up Best Practices Material Usage
3/30/2021	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

3/31/2021	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
3/31/2021	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
4/1/2021	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.
4/5/2021	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
4/5/2021	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.
4/5/2021	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
4/5/2021	Residential Field Training - Home Energy Savers	Residential Field Training	4	60	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Air Sealing Best Practices Submitting Rebate Forms
4/5/2021	Residential Field Training - Home Energy Savers	Residential Field Training	4	30	A technical training with trade ally staff while performing services	Duct Sealing Best Practices AC Tune- Up Best Practices Submitting Rebate Forms

4/6/2021	Residential Field Training - Diversified Energy	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Air Sealing Best Practices Attic Insulation Best Practices Safety Issues Best Practices
4/7/2021	Residential Field Training - Magnetite Window Panels	Residential Field Training	2	60	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Explaining Program Details Other: documentation/best practices.
4/7/2021	Jane Place Renters' Rights Assembly	Partner/Stakeholder	1	60	Energy efficiency empowerment regarding residential incentives	Programming open to the general public regarding the overview of the residential program, focusing on the online marketplace and Home Performance
4/12/2021	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
4/12/2021	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
4/13/2021	Residential Field Training - Free Lighting Corporation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Air Sealing Best Practices
4/13/2021	Residential Field Training - Magnetite Window Panels	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Air Sealing Best Practices
4/13/2021	Power Trip	Community Partner	6	15	Energy efficiency empowerment regarding residential incentives	Programming open to the general public regarding the overview of the residential program, focusing on the online marketplace and Home Performance
4/13/2021	East New Orleans Neighborhood Advisory Commission	Community Partner	58	15	Whole program overview so that New Orleans East customers are aware of the entire program	Programming open to the general public regarding the overview of the residential and commercial programs, focusing on the online marketplace and Home Performance

4/13/2021	Energy Future - Energy and You	Community Partner	1	60	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
4/14/2021	Customer training -- Jonathan Ferrara	Commercial Customer Training	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
4/14/2021	Trade Ally individual training -- NAC Smart Technologies	Trade Ally Training	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
4/14/2021	Ritz-Carlton Site Meeting	Commercial Customer Training	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.
4/14/2021	Latter and Blum	Community Outreach	1	60	Presentation to a monthly broker's meeting	Provided an overview of large commercial incentives such as prescriptive and custom incentives, as well as demand response.
4/14/2021	Residential Field Training - Fontenot Insulation	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Attic Insulation Best Practices
4/14/2021	Residential Field Training - J&R AC & Heating	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Air Sealing Best Practices
4/15/2021	Residential Field Training - Free Lighting Corporation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Air Sealing Best Practices
4/15/2021	Residential Field Training - J&R AC & Heating	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Air Sealing Best Practices
4/15/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Attic Insulation Best Practices
4/16/2021	Residential Field Training - Free Lighting Corporation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Air Sealing Best Practices
4/16/2021	Residential Field Training - Free Lighting Corporation	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Attic Insulation Best Practices



4/16/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Duct Sealing Best Practices
4/19/2021	Customer training -- Habana Nola	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
4/19/2021	Trade Ally Training -- OnPeak for Vinache Hotel	Trade Ally Training	1	45	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
4/20/2021	Edgewood Park Neighborhood Association	Residential Field Training	18	15	Residential incentive program overview	Online presentation regarding the entire program, with a focus on residential offerings
4/20/2021	Carrollton Neighborhood Leaders	Neighborhood Association	58	20	Residential incentive program overview	Online presentation regarding the entire program, with a focus on residential offerings
4/26/2021	Residential Field Training - Home Energy Savers	Residential Field Training	4	30	Residential incentive program overview	Online presentation regarding the entire program, with a focus on residential offerings
4/27/2021	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
4/27/2021	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
4/27/2021	Residential Field Training - Free Lighting Corporation	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Air Sealing Best Practices
4/27/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Air Sealing Best Practices
4/27/2021	Residential Field Training - Rebirth Energy Solution	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Safety Issues Best Practices

4/28/2021	Central Circle Meeting	Community Partner	14	15	Residential incentive program overview to an organization in Central City regarding resources in the neighborhood	Online presentation regarding the entire program, with a focus on residential offerings
4/28/2021	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 Material Usage Safety Issues Best Practices
4/29/2021	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
4/30/2021	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
4/30/2021	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
5/1/2021	Hardin Playground Community Resource Fair	Tabling Event	300	60	Tabling at a community event	Community outreach event explaining residential and commercial offerings
5/3/2021	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
5/4/2021	Customer training -- Pike from Felipe's	Customer Training	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
5/4/2021	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
5/5/2021	Jane Place Renter's Rights Assembly	Residential Training	1	60	Residential incentive program overview	Online presentation regarding the entire program, with a focus on residential offerings

5/5/2021	Residential Field Training - Duct Pro	Residential Field Training	1	60	A technical training with trade ally staff while performing services	AC Tune-Up Best Practices Safety Issues Best Practices Explaining Program Details Submitting Rebate Forms
5/6/2021	Residential Field Training - Duct Pro	Residential Field Training	1	30	A technical training with trade ally staff while performing services	AC Tune-Up Best Practices Explaining Program Details Trade Ally Communication Requirements
5/10/2021	Trade ally individual training -- Nola Engineering	Trade Ally Training	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
5/10/2021	Customer training -- City Park	Customer Training	1	30	Provide customer training pertaining to LED lighting	Discuss lighting incentives for athletic fields, as well as the Summer Bonus
5/11/2021	Compressed Air Training	Trade Ally Training	6	60	Provide technical training to existing trade allies working with industrial facilities	Staff provided training on correcting inefficiencies in compressed air systems at industrial facilities
5/11/2021	Power Trip	Residential Training	1	60	Residential incentive program overview	Online presentation regarding the entire program, with a focus on residential offerings
5/13/2021	Residential Field Training - Fontenot Insulation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Attic Insulation Best Practices
5/14/2021	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
5/18/2021	Residential Trade Ally Training - Upselling Non-Program Services	Residential Trade Allies	19	120	A formal technical training for trade ally staff	Topics discussed; Methods to present sales to the customer and multiple options for companies to consider in growing their businesses

5/19/2021	LA Green Corps Training	Workforce Partner	1	480	Energy efficiency education/instruction	Instruction on careers in energy efficiency, terminology in the field, energy auditing and an understanding of the Energy Smart program
5/19/2021	Lake Carmel Subdivision	Residential Training	1	60	Residential incentive program overview	Online presentation regarding the entire program, with a focus on residential offerings
5/20/2021	LA Green Corps Training	Workforce Partner	1	480	Energy efficiency education/instruction	Instruction on careers in energy efficiency, terminology in the field, energy auditing and an understanding of the Energy Smart program
5/20/2021	Potential trade ally -- Laponica	Trade Ally Training	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
5/20/2021	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.
5/21/2021	Potential trade ally -- All Temp Refrigeration	Trade Ally Training	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
5/24/2021	Trade Ally Training -- OnPeak for Vinache Hotel, part II	Trade Ally Training	1	60	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
5/25/2021	Customer training -- Doerr Furniture	Customer Training	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives

5/25/2021	Potential trade ally training -- Ice King	Trade Ally Training	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
5/25/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Safety Issues Best Practices
5/26/2021	Central Circle Meeting	Community Partner	1	60	Residential incentive program overview	Online presentation regarding the entire program, with a focus on residential offerings
5/26/2021	Potential Trade Ally training Elutions	Trade Ally Training	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
5/27/2021	Staff training: Convention Center Sustainability Tour	Staff Training	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
5/27/2021	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
6/1/2021	Residential Field Training - Duct Pro	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Trade Ally Communication Requirements
6/2/2021	Trade Ally Onboarding	Trade Ally Training	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
6/4/2021	Staff training: Jerry Lawson of Environmental Protection Agency	Staff Training	1	60	Staff received training on outreach strategies	Staff received outreach strategies from the Environmental Protection Agency
6/7/2021	Trade Ally Training: Syam Software	Trade Ally Training	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program

6/8/2021	Trade Ally Training: Synergy Building Solutions	Trade Ally Training	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
6/8/2021	Power Trip	Residential Overview	1	60	Residential incentive program overview	Online presentation regarding the entire program, with a focus on residential offerings
6/10/2021	Trade Ally Training: Call CMC	Trade Ally Training	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
6/10/2021	Jane Place Renter's Rights Assembly	Residential Overview	1	60	Residential incentive program overview	Online presentation regarding the entire program, with a focus on residential offerings
6/11/2021	Trade Ally Onboarding: Orange Energizing Solutions	Trade Ally Training	1	180	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
6/15/2021	Lake Carmel Subdivision	Neighborhood Association	34	20	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
6/16/2021	Energy Future - Energy and You	Community Partner	27	15	Community outreach program overview	Online presentation regarding the entire program
6/17/2021	Partner Training: Legacy Services	Partner Training	1	45	Program overview for program partner	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
6/17/2021	Customer Training: St. George's Episcopal Church	Customer Training	1	60	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
6/17/2021	Residential Field Training - Duct Pro	Residential Field Training	2	15	A technical training with trade ally staff while performing services	AC Tune-Up Best Practices

6/17/2021	Residential Field Training - Home Energy Savers	Residential Field Training	4	15	A technical training with trade ally staff while performing services	Duct Sealing Best Practices
6/17/2021	Residential Field Training - J&R AC & Heating	Residential Field Training	2	120	A technical training with trade ally staff while performing services	Best practices: duct sealing, air sealing, a/c tune-up, attic insulation, thermostat installation, material usage and safety
6/21/2021	Staff Training: Heat Pump Water Heaters	Staff Training	1	60	Staff technical training	Staff received training on Heat Pump Water Heaters
6/22/2021	Potential Trade Ally Training: MCA Engineering	Trade Ally Training	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
6/22/2021	Potential Trade Ally Training: ATI Anderson Technicians	Trade Ally Training	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
6/22/2021	Preservation Resource Center - Cost Effective Energy Improvements	Community Partner	20	20	Bridge the gap between energy efficiency upgrades and historic preservations	Overview of residential program and how historic quality of buildings can be maintained through energy efficiency
6/23/2021	Customer Training: Westin Hotel	Customer Training	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
6/24/2021	Customer Training: Legacy Professional Services	Customer Training	1	60	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
6/25/2021	Staff Training: Preparation for RCx Training	Staff Training	1	60	Staff technical training	Staff received training on how RCx education has been conducted for other program implementors
6/25/2021	Customer Training: Yarda Ramesh	Customer Training	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
6/28/2021	Residential Field Training - J&R AC & Heating	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Duct Sealing Best Practices AC Tune-Up Best Practices

6/29/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Attic Insulation Best Practices Trade Ally Communication Requirements
6/29/2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Attic Insulation Best Practices
6/30/2021	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
6/30/2021	Central Circle Meeting	Commercial Customer Training	1	60	Program overview for potential commercial customer	Reviewed large commercial incentives, both prescriptive and custom
7/1/2021	Customer Training: Josh Herlands	Commercial Customer Training	1	30	Program overview for potential commercial customer	Reviewed large commercial incentives, both prescriptive and custom
7/1/2021	Customer Training: Legacy Professional Services	Commercial Customer Training	1	45	Program overview for potential commercial customer	Reviewed large commercial incentives, both prescriptive and custom
JULY 6,2021	Trade Ally Training: D-Unit Enterprises	Trade Ally Training	1	60	Provide onboarding for a new trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
JULY 6,2021	Residential Field Training - Big Star Conservation	Residential Trade Allies	3	15	Provide program overview for an existing trade ally	Reviewed effective communication about the program
JULY 6,2021	Rise and Shine Electrical	Trade Ally Training	1	60	Provide onboarding for a new trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
JULY 7,2021	Customer Training: The People's Program	Commercial Customer Training	1	30	Program overview for potential commercial customer	Reviewed large commercial incentives, both prescriptive and custom
7/8/2021	Customer Training: Winston Manor	Commercial Customer Training	1	30	Program overview for potential commercial customer	Reviewed large commercial incentives, both prescriptive and custom



<b>JULY 13,2021</b>	Trade Ally Training: D-Unit Enterprises	Trade Ally Training	1	30	Trade Ally preparation for submitting projects	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>7/14/2021</b>	Residential Field Training - Louisiana Home Performance	Residential Trade Allies	1	15	Provide program overview for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>7/15/2021</b>	Residential Field Training - Louisiana Home Performance	Residential Trade Allies	2	30	A technical training with trade ally staff	Topics: Air Sealing Best Practices
<b>7/15/2021</b>	Commercial Customer Training: Thrive Nola	Commercial Customer Training	1	30	Program overview for potential commercial customer	Reviewed large commercial incentives, both prescriptive and custom
<b>7/15/2021</b>	Commercial Customer Training: Nolavore	Commercial Customer Training	1	30	Program overview for potential commercial customer	Reviewed large commercial incentives, both prescriptive and custom
<b>JULY 16,2021</b>	Trade Ally Training -- Gasket Guy	Trade Ally Training	1	60	Provide onboarding for a new trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
<b>JULY 19,2021</b>	Commercial Customer Training: NOBA Church	Commercial Customer Training	1	30	Program overview for potential commercial customer	Reviewed large commercial incentives, both prescriptive and custom
<b>7/21/2021</b>	Commercial Customer Training: Thrive Nola webinar	Commercial Customer Training	7	30	Program overview for potential commercial customer	Program overview with various church representatives and small business representatives of incentives available through the online store, HVAC and LED lighting upgrades.
<b>7/23/2021</b>	Residential Field Training - The Neck Step	Residential Trade Allies	2	15	A technical training with trade ally staff	Topics: Attic Insulation Best Practices

7/24/2021	Residential Field Training - The Neck Step	Residential Trade Allies	2	15	A technical training with trade ally staff	Topics: Attic Insulation Best Practices
7/26/2021	Customer Training: RickRack	Commercial Customer Training	1	30	Program overview with a small commercial customer	Focus on HVAC incentives, with particular focus on HVAC tune-up
7/26/2021	Trade Ally Training -- Bayou Home Performance	Trade Ally Training	1	60	Trade Ally preparation for submitting projects	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
7/27/2021	Trade Ally Training -- Harris Energy Solutions Instruction	Trade Ally Training	18	90	Webinar provide by Harris Energy Solutions	Advanced principles of energy efficiency in new construction such as building envelope, whole building performance and energy models.
7/28/2021	Trade Ally -- Gasket Guy and Orange Energizing Solutions	Trade Ally Training	2	45	Provide onboarding for a new trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
7/30/2021	Commercial Trade Ally Training: Gilda's Preschool	Commercial Customer Training	1	60	Program overview of commercial incentives	Program overview with a Preschool representative of incentives available through the online store, HVAC and LED lighting upgrades.
7/30/2021	Commercial Trade Ally Training: Christ Church	Commercial Customer Training	1	30	Program overview of commercial incentives	Program overview with a church representative of incentives available through the online store, HVAC and LED lighting upgrades.
7/30/2021	Trade Ally Training: Orange Energizing Solutions	Trade Ally Training	1	60	Provide onboarding for a new trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program

7/30/2021	Potential Trade Ally Training: Kana LED	Trade Ally Training	1	60	Provide onboarding for a new trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
8/4/2021	Trade Ally individual training: Bayou Home Performance	Trade Ally Training	2	90	Provide onboarding for a new trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
8/9/2021	Residential Field Training: Big Star Conservation	Residential Trade Allies	2	30	A technical training with trade ally staff	Topics: Air Sealing Best Practices
8/12/2021	Commercial Training: Firefighter's Pension Board	Commercial Customer Training	1	45	New Construction overview	Discussion about a new publicly-funded new construction opportunity
8/12/2021	Trade Ally Training -- MGT Films	Trade Ally Training	1	30	Provide onboarding for a new trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
8/23/2021	Potential Trade Ally Training -- Mathes Briere	Trade Ally Training	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
8/24/2021	Retail Employee Training -- Walmart Chef Menteur	Retail Employee Training	1	15	Outreach overview training with retail staff and customers	Overview of changes to pricing and product selection
8/26/2021	Trade Ally Training - Jonathan Coates	Trade Ally Training	1	30	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
8/30/2021	Retail Employee Training -- Home Depot 385	Retail Employee Training	1	15	Outreach overview training with retail staff and customers	Overview of changes to pricing and product selection

8/31/2021	Customer Training: Link Restaurant	Commercial Customer Training	1	60	Commercial program overview with a focus on lighting	Lighting opportunity including track lighting and troffers of fluorescent lighting
9/7/2021	Customer Training: OC Haley	Commercial Customer Training	1	30	Commerical program overview	Program overview of small business incentives with a focus on lighting and air conditioning
9/7/2021	Trade Ally Training - Pelican Electric part II	Trade Ally Training	1	30	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
9/16/2021	Trade Ally Training -- WKA Electric	Trade Ally Training	1	30	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
9/17/2021	Commercial Training: Mossy Motors	Commercial Customer Training	1	30	Program overview for a customer who has participated in the past	Program overview with a focus on HVAC tune-up, lighting controls and smart thermostats
9/20/2021	Commercial Training: Liquor Store Depot	Commercial Customer Training	1	30	Online Store participation	Review of the online store as well as incentives for replacing F96 T12 bulbs
9/22/2021	Customer Training: Rubenstein's	Commercial Customer Training	2	60	Program overview of lighting, new construction and the process for submitting applications	Main focus on the potential for new construction projects and the need to be included in design phase
9/23/2021	Customer Training: Link Restaurant	Commercial Customer Training	1	30	Program overview	Fill out a calculator to prep customer for application submission for a lighting project
9/28/2021	Customer Training: AltaMax Storage	Commercial Customer Training	1	30	Program overview for commercial incentives	Focus on Hurricane Ida Recovery Fund; reviewed available incentives and application requirements
9/28/2021	Trade Ally Training: Gasket Guy	Trade Ally Training	1	60	Overview of refrigeration incentives	Discussion of refrigeration incentives and the Small Business Direct Install program

9/28/2021	Trade Ally Training: Powers HVAC	Trade Ally Training	1	30	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
9/30/2021	Potential Trade Ally Training -- Burton	Trade Ally Training	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
10/1/2021	Customer Training: LH Hayward & Company	Commercial Customer Training	4	60	Program overview	Overview of commercial incentives, bonus, timeline of review and payment
10/1/2021	Trade Ally Training: Pelican Electric part II	Trade Ally Training	1	60	Lighting incentive overview	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
10/1/2021	Trade Ally Training: Ice King	Trade Ally Training	1	60	HVAC incentive overview	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
10/4/2021	Customer Training: Tesla Service Center	Commercial Customer Training	1	45	Program overview of commercial incentives	Review of prescriptive and custom incentives as well as the online store and application submission process
10/4/2021	Residential Field Training: Louisiana Home Performance	Residential Trade Allies	1	15	A technical training with trade ally staff	Topics: Air Sealing Best Practices
10/5/2021	Customer Training: Paul Piazza	Commercial Customer Training	1	45	Program overview of commercial incentives	Review of prescriptive and custom incentives as well as the online store and application submission process
10/5/2021	Customer Training: JM Smucker Company	Commercial Customer Training	2	60	Program overview of commercial incentives	Focus on Hurricane Ida Recovery Fund; reviewed available incentives and application requirements

10/6/2021	Customer Training: New Orleans Habitat for Humanity	Commercial Customer Training	3	60	Program overview of commercial incentives	Review of prescriptive and custom incentives as well as the online store and application submission process
10/6/2021	Customer Training: Red Rooster	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
10/8/2021	Trade Ally Training: Bayou Home Performance	Trade Ally Training	1	30	Review of end of the year bonus	Trade ally review of bonus structure on applicable incentives to contractor work in Q4
10/8/2021	Trade Ally Training: MGT Films	Trade Ally Training	1	30	Review of end of the year bonus	Trade ally review of bonus structure on applicable incentives to contractor work in Q4
10/12/2021	Customer Training: USDA-ARS	Commercial Customer Training	1	45	Program overview of commercial incentives	Review of prescriptive and custom incentives as well as the online store and application submission process
10/12/2021	Customer Training: Carol Condominiums	Commercial Customer Training	1	45	Program overview of commercial incentives	Review of prescriptive and custom incentives as well as the online store and application submission process
10/12/2021	Customer Training: Sacred Heart	Commercial Customer Training	3	45	Program overview of commercial incentives	Review of prescriptive and custom incentives as well as the online store and application submission process
10/12/2021	C&I Training: Q4 Trade Ally Advisory Group	Trade Ally Training	20	45	Trade Ally Quarterly meeting reviewing end of year bonus and program announcements	Ensure that trade allies are aware of all Q4 incentives/bonuses and provide an opportunity for feedback and discussion
10/14/2021	Customer Training : Soule Cafe	Commercial Customer Training	1	30	Program overview of commercial incentives	Review of prescriptive and custom incentives as well as the online store and application submission process

10/19/2021	C&I Technical Training via Harris Energy Solutions: Retro-commissioning	Trade Ally Training	15	120	Engineering theories and practical approaches to RCx	Generation of the Current Facility Requirement (CFR),detail condition assessment, system functional performance testing and identification of RCx measures
10/19/2021	C&I Technical Training via Harris Energy Solutions: Introduction to Energy Audits	Trade Ally Training	15	90	Demystify the auditing process and provide clarity in the engineering theories driving recommendations	Explanation and execution of utility bill analysis, effective collection of field data for engineering recommendations, performing energy savings calculations and compiling an energy audit report
10/21/2021	Customer Training: Hotel Monteleone	Commercial Customer Training	1	45	Program overview for potential commercial customer	Reviewed large business incentives such as prescriptive lighting and non-lighting incentives, as well as custom incentives
10/28/2021	Customer Training: Avenue Plaza Hotel	Commercial Customer Training	1	45	Program overview for potential commercial customer	Reviewed large business incentives such as prescriptive lighting and non-lighting incentives, as well as custom incentives
10/28/2021	Customer Training: New Orleans Lawn & Tennis Club	Commercial Customer Training	1	60	Program overview for potential commercial customer	Reviewed large business incentives such as prescriptive lighting and non-lighting incentives, as well as custom incentives
11/1/2021	Trade Ally Training: Concordia Architects	Trade Ally Training	1	45	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive, with a particular focus on new construction
11/8/2021	Potential Trade Ally Training: Dynamic Construction	Trade Ally Training	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

11/8/2021	Potential Trade Ally Training: GWJ Construction	Trade Ally Training	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
11/15/2021	Customer Training: Trident Inn & Suites	Customer Training	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
11/15/2021	Customer Training: Oceans Seafood	Customer Training	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
11/15/2021	Customer Training: Deanie's Seafood	Customer Training	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
11/16/2021	Customer Training: Royal Castle School	Customer Training	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
11/22/2021	Customer Training: Royal Castle School	Customer Training	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
11/23/2021	Trade Ally Training: Louisiana Statewide Air & Power	Trade Ally Training	1	45	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive, with a focus on small businesses
11/23/2021	Trade Ally Training: Eagle Eye Resources	Trade Ally Training	4	45	Program overview for a new trade ally	Provided an overview of new construction incentives and timeline for implementation
11/23/2021	Customer Training: Hotel Pelham	Customer Training	1	45	Program overview for potential commercial customer	Reviewed large business incentives such as prescriptive lighting and non-lighting incentives, as well as custom incentives



11/23/2021	Customer Training: True Love Missionary Baptist Church	Customer Training	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
11/30/2021	Customer Training: El Guapo Bitters	Customer Training	1	45	Program overview for potential commercial customer	Reviewed large business incentives such as prescriptive lighting and non-lighting incentives, as well as custom incentives
11/30/2021	Customer Training: Ricard's	Customer Training	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
11/30/2021	Customer Training: Ricard's	Customer Training	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
12/1/2021	Customer Training: Doerr Furniture	Customer Training	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
12/6/2021	Residential Field Training: 403 Pacific Ave	Residential Field Training	2	15	Review of Income Qualified Weatherization	Explaining program details and trade ally communication requirements
12/6/2021	Residential Field Training: 403 Pacific Ave	Residential Field Training	1	15	Review of Income Qualified Weatherization	Best practices in Income Qualified Weatherization
12/6/2021	Trade ally training: National LED	Trade Ally Training	1	30	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive, with a focus on small businesses
12/7/2021	Trade Ally Training: Southeast LED	Trade Ally Training	2	60	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive, with a focus on small businesses

12/8/2021	Trade Ally Training: Stouch Lighting	Trade Ally Training	1	30	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive, with a focus on small businesses
12/8/2021	Residential Field Training: 1922 Robert E Lee	Residential Field Training	1	15	Train Rebirth residential trade ally on best practices	Best practices: duct sealing, air sealing and attic insulation
12/8/2021	Residential Field training: 1626 Piety Street	Residential Field Training	2	15	Train Home Energy Savers on best practices	Best practices: Air Sealing
12/8/2021	Trade Ally Training: Ray mitchell, contractor	Trade Ally Training	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, with a focus on small businesses
12/9/2021	Customer Training: Nadeau Furniture	Customer Training	1	45	Program overview for potential commercial customer	Reviewed large business incentives such as prescriptive lighting and non-lighting incentives, as well as custom incentives
12/10/2021	Customer Training: ASHE New Construction	Customer Training	1	45	Program overview for potential commercial customer	Reviewed large business incentives such as prescriptive lighting and non-lighting incentives, as well as custom incentives
12/10/2021	Customer Training: Orleans Tower	Customer Training	1	45	Program overview for potential commercial customer	Reviewed large business incentives specific to window film
12/10/2021	Outlook Opportunities	Trade Ally Training	15	15	Program overview to a group of electrical contractors in Urban League network	Provided an overview of the advantages of being a trade ally and how the program benefits electrical contractors
12/15/2021	Customer Training: Hotel de la Monnaie	Customer Training	1	45	Program overview for potential commercial customer	Reviewed large business incentives such as prescriptive lighting and non-lighting incentives, as well as custom incentives

12/15/2021	Customer Training: Hank's Supermarket	Customer Training	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
12/15/2021	Trade Ally Training: SEMCO	Trade Ally Training	1	30	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive, with a focus on small businesses
12/16/2021	TA Training: Woodward Design + Build	Trade Ally Training	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, which a focus on new construction
12/17/2021	Trade Ally Training: OEO Solutions	Trade Ally Training	2	30	Program overview for a new trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive, with a focus on small businesses
12/21/2021	Retail Employee Training -- Lowe's 2470	Retail Employee Training	1	15	Outreach overview training with retail staff and customers	Overview of changes to pricing and product selection
12/28/2021	Potential Trade Ally: Temperature Pro (Troy)	Trade Ally Training	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
12/29/2021	Potential Trade Ally Training -- Calcote	Trade Ally Training	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

# Appendix D: Marketing Collateral & Assets

## Marketing Collateral

### General Energy Smart Overview Brochure

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



**Ready to get Energy Smart?**  
 Visit [energysmartnola.com](http://energysmartnola.com).  
 Call 504-229-6868.  
 Email [info@energysmartnola.com](mailto:info@energysmartnola.com).



007-0146-002

#### WHAT IS ENERGY SMART?

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

- Home energy assessments with direct install assessors (LEDs, faucet aerators, low flow shower heads, etc).
- A/C Tune Ups to improve the cooling output and efficiency of your air conditioning unit by up to 20 percent, plus get a \$50 instant rebate.
- Rebates to replace existing equipment with ENERGY STAR® qualified models.

Water A/C	Up to a \$200 rebate per system
All Source Heat Pump (no duct) (Direct Install)	Up to a \$150 rebate per system
Heat Pump	Up to a \$100 rebate per system
Window A/C	\$50 rebate
Boiler/boiler	\$50 rebate
Heat Pump Water Heater	\$400 rebate
Electric	
In-Ground Pool Pump	\$200 rebate
LED Light Bulbs	Up to \$60 per sq. ft.
Air filtration	Average \$200 per home for 250 CFM or less, other
LED Ceiling	Average \$200 per home for 250 CFM or less, other
Lighting Control	\$25 rebate
Smart Thermostat	Up to \$200 rebate
EV + PEVse	Average \$500 per home

#### WHY CHOOSE ENERGY SMART?

**Savings** - Earn valuable cash rebates for saving energy.

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

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

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

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

#### WHERE DO I START?

1. Call 504-229-6868 or visit [energysmartnola.com](http://energysmartnola.com) to review the offer and see what's right for you.
2. Contact Energy Smart to schedule a no-cost home energy assessment.
3. Implement energy efficiency improvements.
4. Receive Energy Smart rebates.
5. Start saving energy and money.




007-0146-002

### General Energy Smart Overview Brochure (Spanish)

Es hora de que su energía le ayude a ahorrar dinero.



**¿Listo para participar en el programa Energy Smart?**  
 Visite [energysmartnola.com](http://energysmartnola.com).  
 Teléfono: 504-229-6868.  
 Correo electrónico: [info@energysmartnola.com](mailto:info@energysmartnola.com).



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#### ¿QUÉ ES ENERGY SMART?

Energy Smart ayuda a disminuir sus facturas de servicios públicos de Energy New Orleans, al ofrecer un enfoque integral de mejoras que mejoran la eficiencia energética en su vivienda, apartamento o negocio.

- Las acciones sugeridas del hogar son: visor de flujo de agua, cabezales de ducha, aire acondicionado de alto eficiencia, etc.
- Puede participar en el programa para recibir la cantidad de incentivos que usted desee en su hogar, apartamento o negocio, con un máximo de \$500.
- Puede recibir una reembolso en algunos modelos de equipos con ENERGY STAR®.

Aire acondicionado central	Reembolso de hasta \$200 por sistema
Bomba de calor de bomba de calor	Reembolso de hasta \$150 por sistema
Bomba de calor por aire acondicionado	Reembolso de hasta \$100 por sistema
Aire acondicionado en ventanas	Reembolso de \$50
Boiler/gas	Reembolso de \$50
Cuando se reemplaza un boiler/gas	Reembolso de \$400
Bomba de calor al aire	Reembolso de \$100
Boomba de calor al aire del agua	Reembolso de \$400
Iluminación LED	Hasta \$60 por pie cuadrado
Filtros de aire	Proporciona \$200 por hogar por una instalación de 250 CFM
Señales de conductos	Proporciona \$200 por hogar por una instalación de 250 CFM
Control de iluminación	Reembolso de \$25
Termostato inteligente	Reembolso de hasta \$200
Termostato de ahorro de energía	Reembolso de \$200 por hogar

#### ¿POR QUÉ ELEGIR ENERGY SMART?

**Ahorros** - Obtenga valiosos reembolsos en efectivo por ahorrar energía.

**Opciones** - Hay incentivos disponibles para una amplia gama de mejoras de eficiencia energética en su hogar, apartamento o negocio.

**Facilidad** - Trabaje directamente con un contratista participante que garantiza la calidad de su trabajo y trabaja con nosotros para asegurar el mayor reembolso posible.

**Calidad** - Energy Smart aprueba a los contratistas y trabaja con ellos para asegurar el mayor reembolso posible.

Energy Smart reduce el costo inicial de mejorar su hogar. Dependiendo de los proyectos que elija, Energy Smart le puede ofrecer hasta \$5,000 para las mejoras de eficiencia energética, lo que podría ahorrarle el 20% o más en su factura anual de servicios públicos.

#### ¿POR DÓNDE EMPIEZO?

1. Llame al 504-229-6868 o visite [energysmartnola.com](http://energysmartnola.com) para revisar las ofertas y ver qué es lo más adecuado para usted.
2. Contacte con Energy Smart para programar una evaluación del consumo de energía en el hogar sin costo alguno.
3. Implemente mejoras de eficiencia energética.
4. Reciba reembolsos de Energy Smart.
5. Empiece a ahorrar dinero y energía.




007-0146-002



# General Energy Smart Handout

## Step-By-Step Guide During the Assessment

**Home Performance with ENERGY STAR®**

Through the Home Performance with ENERGY STAR offering, you'll receive a no-cost Home Energy Assessment with recommendations for ways to improve your home's energy efficiency. Rather than focusing on a single problem (like an old heater or cooling system), multifaceted insulation or leaky windows, the Home Performance with ENERGY STAR offering helps you improve your home's whole system. **Next** installation of energy-saving upgrades in your home may include:

- LED Light Bulbs\*\***
  - LEDs can only be used in recessed or plug-in light bulbs.
  - Lighting equipment to be replaced in recessed spaces is of an older style or shape.
  - Bulbs will not be replaced if the location that way is a safety hazard.
- Smart Thermostats**
  - Usually a 10-cents wireless thermostat is installed.
- Smart Power Strips**
- Low-Flow Showerheads**
  - Electric water heaters are not eligible.
  - Hot tub/dishwashers cannot be replaced.
- Hot Water Pipe Insulation**
  - Electric water heaters are not eligible.
  - Hot tub/dishwashers cannot be replaced.
- Low-Flow Bathroom Aerators**
  - Electric water heaters are not eligible.
  - Specialty faucet types cannot be replaced.
- Low-Flow Kitchen Aerators**
  - Electric water heaters are not eligible.
  - Specialty faucet types cannot be replaced.

**About the Assessment**

Energy Smart offers Home Energy Assessments and related services to help you save energy and money. Our assessment is a no-cost, one-hour service that includes a walk-through of your home to identify energy-saving opportunities. We'll provide you with a report of our findings and recommendations for ways to improve your energy efficiency. We'll also help you understand the benefits of energy-saving upgrades and how to get them installed. We'll provide you with a list of local contractors who can help you get the job done.

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

### Energy Smart Online Marketplace

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

### Service Rebates

20% back on eligible smart home products at participating retailers.

- In-Store Lighting Discounts**
  - Visit [energysmartnola.com](http://energysmartnola.com) for a list of participating retailers.
- Central A/C Replacement**
  - Must be 100% electric.
  - System must be at least one year old.
  - Installation must be completed within 90 days of the assessment.
  - Rebate will not cover additional equipment or installation required by local jurisdiction.
  - The new A/C system must be a variable speed only if the previous one was.
- Attic Insulation**
  - Must be at least R-38.
  - Rebate will not cover additional equipment or installation required by local jurisdiction.
  - The new A/C system must be a variable speed only if the previous one was.
- Central A/C Duct Sealing**
  - Must be 100% electric.
  - Must be completed within 90 days of the assessment.
- Home Air Sealing**
  - Must be 100% electric.
  - Must be completed within 90 days of the assessment.

### Purchase Rebates

- ENERGY STAR Window A/C Units**
  - 100% Mail-In Rebate.
- ENERGY STAR Refrigerators**
  - 100% Mail-In Rebate.
- ENERGY STAR Pool Pumps**
  - 100% Mail-In Rebate.
- ENERGY STAR Heat Pump Water Heaters**
  - 100% Mail-In Rebate.
- ENERGY STAR Dehumidifiers**
  - 100% Mail-In Rebate.
- ENERGY STAR Water Coolers**
  - 100% Mail-In Rebate.
- ENERGY STAR Smart Thermostats**
  - 100% Mail-In Rebate.

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**EnergySmart**  
A New Orleans Program

**Entergy**

## Residential Customer Authorization Form

### Energy Smart Customer Authorization Form

Please print clearly.

Customer Name: \_\_\_\_\_

Property Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Alternate Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

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

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

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

Combustion Test Carbon Monoxide Level: \_\_\_\_\_ **PASS**  **FAIL**

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

**Customer Consent**

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

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

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.

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### Energy Smart Customer Authorization Form

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

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

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

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.

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A New Orleans Program

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# Rebate Forms

## A/C Tune-Up Rebate Form

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

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

**Customer Name:** \_\_\_\_\_ Account Number: \_\_\_\_\_ Meter Number: \_\_\_\_\_  
**Customer Address:** \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
**Customer Email Address:** \_\_\_\_\_ **Customer Phone Number:** \_\_\_\_\_

**Type of Residence:**  Single Family  Multi-Family (5 or more units)  Other \_\_\_\_\_  
 Other:  Bank (PLEASE PRINT)  Government. It is necessary to have the owner of the property sign this form.

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

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Relationship to Account Holder:** \_\_\_\_\_  
 Please attach copies of dated invoices for the work including installation and materials costs.  
 The Energy Smart program provides rebates for residential customers to promote the maintenance tune-up of HVAC equipment. This survey is completed by a participating trade ally.

**Service Date:** \_\_\_\_\_

HVAC Tune-up Rebate			
Type of System	Cost / Rebate	System Performance	Refrigerant Charge Level
<b>Primary System</b>	<input type="checkbox"/> Air Conditioning <input type="checkbox"/> Heat Pump	Tune-up Cost: _____ Air Filter: _____ RPT/Re-Load: _____ RPT/Re-Load: _____ RPT/Re-Load: _____ Heating Efficiency (SEER/AFUE): _____	Minimize charge: _____ lbs. (4) Amount of charge (min/max): _____ lbs. (4)
<b>Secondary System</b>	<input type="checkbox"/> Air Conditioning <input type="checkbox"/> Heat Pump	Tune-up Cost: _____ Air Filter: _____ RPT/Re-Load: _____ RPT/Re-Load: _____ RPT/Re-Load: _____ Heating Efficiency (SEER/AFUE): _____	Minimize charge: _____ lbs. (4) Amount of charge (min/max): _____ lbs. (4)

**Rebate for Single Family:** \_\_\_\_\_ **Rebate for Multi-Family:** \_\_\_\_\_

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

**Trade Ally Name:** (Please Print) \_\_\_\_\_ **Service Date:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_  
**Trade Ally Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Primary Contact Person:** \_\_\_\_\_ **Contact Person Email:** \_\_\_\_\_ **Contact Person Phone:** \_\_\_\_\_

**Please send this application along with required documents to:** Call 504.229.4668 / Email: residentialapp@energysmart.com  
 Energy Smart, 524 DeWood Park Blvd, Suite 140, New Orleans, LA 70122

**For more information about this and other energy efficiency programs, visit energysmart.com or call 504.229.4668.**  
 Energy Smart is a registered energy efficiency program administered by Entergy New Orleans, LLC. Rebate amounts are subject to change without notice and are available while supplies last. Rebate is not available through Dec 31, 2022 or while funds last.

**Energy Smart** **Entergy**

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

Available for Entergy New Orleans Customers

**Checklist items marked as "NO" have been completed.**

**Thank you! This rebate has been processed. Air filter has been replaced.**  **Thermostat is operating properly.**   
**Condensate drain is flowing properly.**  **Coils are clean and free of debris.**   
**Condensate pan is free of debris.**  **Coils are clean and free of debris.**   
**Refrigerant coil has been inspected.**  **CO2 line of condenser coils is clean and free of debris.**   
**Refrigerant head valve has been inspected.**  **Refrigerant head valve is clean and free of debris.**   
**All electrical ground lines have been inspected.**  **Low voltage wires, inside, outside, control or motor wires, are properly grounded.**   
**Condenser coil has been inspected.**  **Condenser coil has been inspected and cleaned.**   
**Condensate pan has been inspected.**  **Condensate pan has been inspected and cleaned.**   
**Condensate drain has been inspected.**  **The condensate drain is clear and free of debris.**   
**Refrigerant head valve has been inspected.**  **Refrigerant head valve is clean and free of debris.**

Duct Efficiency Improvement Rebate					
Primary System	Secondary System	Cooling Capacity (Tons)	Test In (CFM)	Test Out (CFM)	Total Duct Leakage (CFM)
_____	_____	_____	_____	_____	_____

**HVAC System Characteristics:**  
 Approximate Age of the HVAC System: \_\_\_\_\_  
**Primary Heating System:** (Primary System) \_\_\_\_\_  
 Gas Furnace  Oil Furnace  Electric Furnace  Heat Pump  Gas Furnace  Oil Furnace  Electric Furnace  Heat Pump  
 Gas Furnace  Oil Furnace  Electric Furnace  Heat Pump  
 Gas Furnace  Oil Furnace  Electric Furnace  Heat Pump

**Service Date:** \_\_\_\_\_  
**Trade Ally Name:** (Please Print) \_\_\_\_\_  
**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_  
**Trade Ally Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Primary Contact Person:** \_\_\_\_\_ **Contact Person Email:** \_\_\_\_\_ **Contact Person Phone:** \_\_\_\_\_

**Please send this application along with required documents to:** Call 504.229.4668 / Email: residentialapp@energysmart.com  
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**Energy Smart** **Entergy**

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

Available for Entergy New Orleans Customers

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

**Terms and Conditions**  
**Rebate Offer:** Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2021 and December 31, 2021. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC, residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.  
**Participation Requirements:** Failure to provide any of the required information will prevent processing of your application. The dated invoice must match the date of service listed on the rebate program procedures, requirements and rebate levels are subject to change or cancellation without notice and are subject to available program funds. Misrepresentation of installation location or measure eligibility may result in forfeiture of the rebate. Please allow up to 4-6 weeks from the date all required information is received to process your rebate.  
**Inspection:** Program reserves the right to conduct pre-inspection or post-inspection of proposed and completed projects. This inspection will be scheduled with the applicant.  
**Liability:** Entergy New Orleans, LLC, or their parents, subsidiaries, employees, affiliates and agents assume no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.  
**Customer Satisfaction Survey:** Upon installation, you will be contacted by Energy Smart to complete a survey or questionnaire to provide feedback on your satisfaction with the program.  
 Send signed application and all required documents to:  
 Energy Smart  
 524 DeWood Park Blvd, Suite 140  
 New Orleans, LA 70122  
 Phone: 504.229.4668  
 Email: residentialapp@energysmart.com

**Please send this application along with required documents to:** Call 504.229.4668 / Email: residentialapp@energysmart.com  
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**Energy Smart** **Entergy**

# Central A/C Rebate Form

### A/C Solutions: HVAC System Replacement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

**Purchaser's Name:** \_\_\_\_\_ **Daytime phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Installation Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_  
**Purchaser's Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_  
 (Please use residential address)

**Type of Residence:**  Single Family  Multi-Family (5 or more units)  Other \_\_\_\_\_  
 Other:  Bill Insert  Door-to-Door Canvassing  Email  Event  Friends/Family  Mailer  Search Engine  Social Media  Calling Campaign  Utility Website  Other \_\_\_\_\_

**Equipment Information:**  
**New Purchased System Information:**  
**New System:**  Central Air Conditioner  Air Source Heat Pump  Mini-Split (Ductless) Heat Pump  
 New System Capacity (Tons): \_\_\_\_\_  
 Cooling Efficiency (SEER): \_\_\_\_\_  
 Heating Efficiency (HSPF) (Heat pumps): \_\_\_\_\_  
 Condenser Brand: \_\_\_\_\_  
 Compressor Model: \_\_\_\_\_  
 Coil Model: \_\_\_\_\_  
 Air Handler Model: \_\_\_\_\_

**Does the new system have a factory installed, electronically controlled motor?**  Yes  No

**Choose One:**  Replaced Failed Unit  Replaced Working but Inefficient Unit

**Replaced HVAC System Information:**  
**Approximate Age of Replaced System:** \_\_\_\_\_ **Replaced System Capacity (Tons):** \_\_\_\_\_ **Cooling Efficiency (SEER):** \_\_\_\_\_  
**Heating System Before the Replacement:**  Gas  Heat Pump  Gas  Electric Resistance  Other (Please Specify): \_\_\_\_\_

**Required Document Checklist:**  
 AHRI Certificate  Copy of Customer's Invoice  Signed and COMPLETED Energy Smart Rebate Form

**Installation Date:** \_\_\_\_\_ **HVAC Rebate Amount:** \_\_\_\_\_

**Customer Completion:** I acknowledge the above is true and correct. By signing below, I agree to allow Energy Smart to perform on-site verification of installed equipment. I also understand that failure to allow on-site verification will result in forfeiture of the rebate amount.  
**Customer Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please send this application along with required documents to:** Call 504.229.4668 / Email: residentialapp@energysmart.com  
 Energy Smart, 524 DeWood Park Blvd, Suite 140, New Orleans, LA 70122

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**Energy Smart** **Entergy**

### A/C Solutions: HVAC System Replacement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

**Qualified Equipment and Rebate Amounts**

Central Air Conditioner		
Efficiency Level	SEER-16 with ECM	SEER-17 with ECM
Rebate Amount	\$150 per System	\$200 per System

Air Source Heat Pump		
Efficiency Level	SEER-16 & HSPF-8.5	SEER-17 & HSPF-9.0
Rebate Amount	\$200 per System	\$250 per System

Mini-Split (Ductless) Heat Pump		
Efficiency Level	SEER-16 & HSPF-9.0 (Replaced Duct Heat Pump)	SEER-16 & HSPF-9.0 (Replaced Unit Electric Heat)
Rebate Amount	\$250 per System	\$500 per System

**Terms and Conditions**  
**Rebate Offer:** Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2021 and December 31, 2021. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC, residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.  
**Participation Requirements:** Failure to provide any of the required information will prevent processing of your application. The dated invoice must match the date of service listed on the rebate program procedures, requirements and rebate levels are subject to change or cancellation without notice and are subject to available program funds. Misrepresentation of installation location or measure eligibility may result in forfeiture of the rebate. Please allow up to 4-6 weeks from the date all required information is received to process your rebate.  
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**Liability:** Entergy New Orleans, LLC, or their parents, subsidiaries, employees, affiliates and agents assume no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.  
**Customer Satisfaction Survey:** Upon installation, you will be contacted by Energy Smart to complete a survey or questionnaire to provide feedback on your satisfaction with the program.  
 Send signed application and all required documents to:  
 Energy Smart  
 524 DeWood Park Blvd, Suite 140  
 New Orleans, LA 70122  
 Phone: 504.229.4668  
 Email: residentialapp@energysmart.com

**Please send this application along with required documents to:** Call 504.229.4668 / Email: residentialapp@energysmart.com  
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**Energy Smart** **Entergy**



# Duct Efficiency Improvement Rebate Form

## Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Choose one:  I participated in Home Performance with ENERGY STAR®.  
 I participated in Multi-Family Solutions.

Customer Name: (Account Holder or Record) \_\_\_\_\_ Account Number: \_\_\_\_\_ Meter Number: \_\_\_\_\_

Customer Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Customer Email Address: \_\_\_\_\_ Customer Phone Number: \_\_\_\_\_

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

Choose one:  Own  Rent (If RENT, it is necessary to have the name of the property agent (if any).)  
 Send rebate check to me  I authorize direct payment of the rebate in the amount of \$\_\_\_\_\_ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Relationship to Account Holder: \_\_\_\_\_

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

Duct Efficiency Improvement Rebate						
Primary System	Cooling Capacity (Tons)	Test-In (CFM45)	Test-Out (3% or less)	Test-Out (CFM45)	Reduction (CFM45)	Total Duct Sealing Cost
Secondary System						

Call Sealing Process Service, Entergy CH2M's subsidiary (800) 816 Furnace or Heat Pump's 800's Gas Heated/Others

Please send rebate checks to: 254 E. Westwood Park Blvd., Suite 140, New Orleans, LA 70122. All rebates must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2021 or while funds last.

**HVAC System Characteristics**

Approximate Age of the HVAC System: \_\_\_\_\_ (Primary System) \_\_\_\_\_ (Secondary System)

Primary Heating System?  Electric Furnace  Gas Furnace  Heat Pump  Other (Please specify) \_\_\_\_\_

Secondary Heating System?  Electric Furnace  Gas Furnace  Heat Pump  Other (Please specify) \_\_\_\_\_

Heating Efficiency (SEER): Heat pump's AFUE: \_\_\_\_\_ (Primary System) \_\_\_\_\_ (Secondary System)

Cooling Efficiency (SEER): \_\_\_\_\_ (Primary System) \_\_\_\_\_ (Secondary System)

\*For eligibility, hearings to existing characteristics must be included.

Service Date: \_\_\_\_\_

By signing below, I (the trade ally) confirm I have confirmed that a participating Energy Consultant has conducted a passing Combustion Safety Test according to 315, HERS or other nationally recognized standards where appropriate, before beginning any work and for any work was completed, I must include the results of the above tests with this rebate form for quality assurance purposes.

Trade Ally's Name: (Please print) \_\_\_\_\_

Hailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Trade Ally's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

Contact Person Email: \_\_\_\_\_

Contact Person Phone: \_\_\_\_\_

**Please send this application along with required documents to:** Energy Smart, 254 E. Westwood Park Blvd., Suite 140, New Orleans, LA 70122.

**Call 504-229-6568 / Email: residentialapps@energysmartnola.com**

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2021 or while funds last.

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 504-229-6568.

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## Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Choose one:  I participated in Home Performance with ENERGY STAR®.  
 I participated in Multi-Family Solutions.

Customer Name: (Account Holder or Record) \_\_\_\_\_ Account Number: \_\_\_\_\_ Meter Number: \_\_\_\_\_

Customer Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Customer Email Address: \_\_\_\_\_ Customer Phone Number: \_\_\_\_\_

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

Choose one:  Own  Rent (If RENT, it is necessary to have the name of the property agent (if any).)  
 Send rebate check to me  I authorize direct payment of the rebate in the amount of \$\_\_\_\_\_ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Relationship to Account Holder: \_\_\_\_\_

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

Duct Efficiency Improvement Rebate						
Primary System	Cooling Capacity (Tons)	Test-In (CFM45)	Test-Out (3% or less)	Test-Out (CFM45)	Reduction (CFM45)	Total Duct Sealing Cost
Secondary System						

Call Sealing Process Service, Entergy CH2M's subsidiary (800) 816 Furnace or Heat Pump's 800's Gas Heated/Others

Please send rebate checks to: 254 E. Westwood Park Blvd., Suite 140, New Orleans, LA 70122. All rebates must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2021 or while funds last.

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

**Terms and Conditions**

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

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

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

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

Send signed application and all required documents to: Energy Smart, 254 E. Westwood Park Blvd., Suite 140, New Orleans, LA 70122. Phone: 504-229-6568. Email: residentialapps@energysmartnola.com

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# HPwEs and MF Attic Insulation and Air Infiltration Reeducation Rebate Form

## Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Choose one:  I participated in Home Performance with ENERGY STAR®.  
 I participated in Multi-Family Solutions.

Customer Name: (Account Holder or Record) \_\_\_\_\_ Account Number: \_\_\_\_\_ Meter Number: \_\_\_\_\_

Customer Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Customer Email Address: \_\_\_\_\_ Customer Phone Number: \_\_\_\_\_

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

Choose one:  Own  Rent (If RENT, it is necessary to have the name of the property agent (if any).)  
 Send rebate check to me  I authorize direct payment of the rebate in the amount of \$\_\_\_\_\_ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Relationship to Account Holder: \_\_\_\_\_

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

Attic Insulation (See trade ally use only)			
Starting R-value	Insulation Type	Starting R-value	Final R-value
2.0 to 2.4	Cellulose	3.5 to 3.9	5.0 to 5.5
2.5 to 2.9	Cellulose	3.5 to 3.9	5.0 to 5.5
3.0 to 3.4	Cellulose	3.5 to 3.9	5.0 to 5.5
Total Rebate Amount: \$_____			

Air Infiltration and Reduction*			
Home Sealing (check one)	Normal	Wall	Exterior
Starting CFM50		Final Improved CFM50	CFM50 Reduction
*This rebate is for a maximum of \$1,000.			
Cellulose	Heat Pump	Electric Strip or Furnace	Electric Strip or Furnace (HWS)
1.0 to 1.9 CFM50	1.0 to 1.9 CFM50	1.0 to 1.9 CFM50	1.0 to 1.9 CFM50
Total Rebate Amount: \$_____			

Service Date: \_\_\_\_\_

**Please send this application along with required documents to:** Energy Smart, 254 E. Westwood Park Blvd., Suite 140, New Orleans, LA 70122.

**Call 504-229-6568 / Email: residentialapps@energysmartnola.com**

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## Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Choose one:  I participated in Home Performance with ENERGY STAR®.  
 I participated in Multi-Family Solutions.

Customer Name: (Account Holder or Record) \_\_\_\_\_ Account Number: \_\_\_\_\_ Meter Number: \_\_\_\_\_

Customer Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Customer Email Address: \_\_\_\_\_ Customer Phone Number: \_\_\_\_\_

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

Choose one:  Own  Rent (If RENT, it is necessary to have the name of the property agent (if any).)  
 Send rebate check to me  I authorize direct payment of the rebate in the amount of \$\_\_\_\_\_ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Relationship to Account Holder: \_\_\_\_\_

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

Attic Insulation (See trade ally use only)			
Starting R-value	Insulation Type	Starting R-value	Final R-value
2.0 to 2.4	Cellulose	3.5 to 3.9	5.0 to 5.5
2.5 to 2.9	Cellulose	3.5 to 3.9	5.0 to 5.5
3.0 to 3.4	Cellulose	3.5 to 3.9	5.0 to 5.5
Total Rebate Amount: \$_____			

Air Infiltration and Reduction*			
Home Sealing (check one)	Normal	Wall	Exterior
Starting CFM50		Final Improved CFM50	CFM50 Reduction
*This rebate is for a maximum of \$1,000.			
Cellulose	Heat Pump	Electric Strip or Furnace	Electric Strip or Furnace (HWS)
1.0 to 1.9 CFM50	1.0 to 1.9 CFM50	1.0 to 1.9 CFM50	1.0 to 1.9 CFM50
Total Rebate Amount: \$_____			

Service Date: \_\_\_\_\_

**Please send this application along with required documents to:** Energy Smart, 254 E. Westwood Park Blvd., Suite 140, New Orleans, LA 70122.

**Call 504-229-6568 / Email: residentialapps@energysmartnola.com**

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# IQW Attic Insulation and Air Infiltration Reeducation Rebate Form

## Income Qualified Weatherization Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

**Customer Name:** \_\_\_\_\_ **Account Number:** \_\_\_\_\_ **Meter Number:** \_\_\_\_\_  
 (Account Holder on Record)  
**Customer Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_  
**Customer Email Address:** \_\_\_\_\_ **Customer Phone Number:** \_\_\_\_\_

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

**How is the residence primarily heated and cooled:**  
**Heating:**  Electric Resistance Heated (Furnace, Baseboard, etc.)  Heat Pump System (Air Source, Mini-Split, etc.)  Gas Heated  
**Cooling:**  Air Conditioned (Central or Duct A/C)  No Air Conditioning. **Approximate Age of the HVAC System:** \_\_\_\_\_

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

**Customer Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Attic Insulation (For trade ally use only)**  
 Total Insulation Cost: \_\_\_\_\_ Total Rebate Amount: \_\_\_\_\_  
 Starting R-value: \_\_\_\_\_ Final R-value: \_\_\_\_\_  
 Rebate per Sq. Ft. (over existing R-value)  
 Gas Heated: \$0.06 per Sq. Ft. Heat Pump: \$0.08 per Sq. Ft. Electric Strip or Furnace: \$0.08 per Sq. Ft.  
 Total Rebate Amount: \_\_\_\_\_

**Air Infiltration and Reduction\***  
 Total Air Sealing Cost: \_\_\_\_\_ Number of Stories:  1  2  
 Increase in Sealing (check one):  Normal  Wall  Duplex  
 Starting CFM50: \_\_\_\_\_ Final Improved CFM50: \_\_\_\_\_ CFM50 Reduction: \_\_\_\_\_  
 Rebate per CFM50 Reduction (per existing level): \_\_\_\_\_  
 Gas Heated: \$0.20 per CFM50 Heat Pump: \$0.20 per CFM50 Electric Strip or Furnace (W/A/C): \$0.20 per CFM50 No/Digit: \_\_\_\_\_  
 Total Rebate Amount: \_\_\_\_\_

**Please send this application along with required documents to:** Entergy Smart, 524 Elmwood Park Blvd, Suite 100, New Orleans, LA 70122-2208. Call: 504-229-6868 / Email: residentialapps@energysmarttools.com

**For more information about this and other energy efficiency programs, visit:** [energysmarttools.com](http://energysmarttools.com), email: [info@energysmarttools.com](mailto:info@energysmarttools.com) or call 504-229-6868.

**Entergy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC and Energy Services, LLC 411 Poydras Street, New Orleans, LA 70112.**

## Income Qualified Weatherization Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

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

**Trade Ally's Company Name (please print):** \_\_\_\_\_  
**Trade Ally's Mailing Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_  
**Trade Ally's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Primary Contact:** \_\_\_\_\_  
**Contact Person Email:** \_\_\_\_\_ **Contact Person Phone:** \_\_\_\_\_

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

**Terms and Conditions**

**Rebate Offer:** Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2021 and December 31, 2021. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

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

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

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

**Customer Satisfaction Survey:** I understand that I may be contacted by an Entergy Smart survey or questionnaire to provide feedback on my satisfaction with the program. Send signed application and all required documents to: Entergy Smart, 524 Elmwood Park Blvd, Suite 100, New Orleans, LA 70122-2208. Phone: 504-229-6868. Email: residentialapps@energysmarttools.com

**Please send this application along with required documents to:** Entergy Smart, 524 Elmwood Park Blvd, Suite 100, New Orleans, LA 70122-2208. Call: 504-229-6868 / Email: residentialapps@energysmarttools.com

**For more information about this and other energy efficiency programs, visit:** [energysmarttools.com](http://energysmarttools.com), email: [info@energysmarttools.com](mailto:info@energysmarttools.com) or call 504-229-6868.

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# IQW Duct Efficiency Improvement Rebate Form

## Income Qualified Weatherization Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

**Customer Name:** \_\_\_\_\_ **Account Number:** \_\_\_\_\_ **Meter Number:** \_\_\_\_\_  
 (Account Holder on Record)  
**Customer Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_  
**Customer Email Address:** \_\_\_\_\_ **Customer Phone Number:** \_\_\_\_\_

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

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

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Relationship to Account Holder:** \_\_\_\_\_  
 Please attach copies of dated invoices for the work including installation and materials costs.

**Duct Efficiency Improvement Rebate**  

Cooling Capacity (Tons)	Task In (CFM50)	Task In (5% or less)	Task-Out (CFM50)	Reduction (CFM50)	Total Duct Sealing Cost	Duct Sealing Rebate
Primary System						
Secondary System						

\*Duct Sealing Rebate Amount - Production GHG is Rate Below  
 (0.10 Duct Furnace or Heat Pump or Gas Heated/Other)  
 One-time installed leakage to outside testing (24) per procedure above. Check in field for leakage (check pre- and post-work only). \*Required for task rating. Rebate is a function of A) 20% reduction in task in (CFM50) or B) 50% task in reduction with no task in loss. Rebate is based on a 25% CFM50 improvement from before task in to after task in. Rebate is based on a 50% improvement from before task in to after task in.

**HVAC System Characteristics**  
**Approximate Age of the HVAC System:** \_\_\_\_\_ (Primary System) \_\_\_\_\_ (Secondary System)  
**Primary Heating System\***  Electric Resistance  Heat Pump  Gas Furnace  Other (Please Specify): \_\_\_\_\_  
**Secondary Heating System\***  Electric Resistance  Heat Pump  Gas Furnace  Other (Please Specify): \_\_\_\_\_  
**Heating Efficiency (SEER if heat pump) / AFUE if furnace:** \_\_\_\_\_ (Primary System) \_\_\_\_\_ (Secondary System)  
**Cooling Efficiency (EER if air conditioner) / SEER if heat pump:** \_\_\_\_\_ (Primary System) \_\_\_\_\_ (Secondary System)  
 \*If eligibility heating or cooling capacity is not indicated.

**Please send this application along with required documents to:** Entergy Smart, 524 Elmwood Park Blvd, Suite 100, New Orleans, LA 70122-2208. Call: 504-229-6868 / Email: residentialapps@energysmarttools.com

**For more information about this and other energy efficiency programs, visit:** [energysmarttools.com](http://energysmarttools.com), email: [info@energysmarttools.com](mailto:info@energysmarttools.com) or call 504-229-6868.

**Entergy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC and Energy Services, LLC 411 Poydras Street, New Orleans, LA 70112.**

## Income Qualified Weatherization Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

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

**Trade Ally's Company Name (please print):** \_\_\_\_\_  
**Trade Ally's Mailing Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_  
**Trade Ally's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**Primary Contact:** \_\_\_\_\_  
**Contact Person Email:** \_\_\_\_\_ **Contact Person Phone:** \_\_\_\_\_

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

**Terms and Conditions**

**Rebate Offer:** Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2021 and December 31, 2021. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

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

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

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

**Customer Satisfaction Survey:** I understand that I may be contacted by an Entergy Smart survey or questionnaire to provide feedback on my satisfaction with the program. Send signed application and all required documents to: Entergy Smart, 524 Elmwood Park Blvd, Suite 100, New Orleans, LA 70122-2208. Phone: 504-229-6868. Email: residentialapps@energysmarttools.com

**Please send this application along with required documents to:** Entergy Smart, 524 Elmwood Park Blvd, Suite 100, New Orleans, LA 70122-2208. Call: 504-229-6868 / Email: residentialapps@energysmarttools.com

**For more information about this and other energy efficiency programs, visit:** [energysmarttools.com](http://energysmarttools.com), email: [info@energysmarttools.com](mailto:info@energysmarttools.com) or call 504-229-6868.

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## Dehumidifier Rebate Form

# Get a \$25 Rebate

### Energy Smart Dehumidifier Rebate

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

\$25 Rebate on ENERGY STAR  
Qualified Dehumidifier

To search for qualified products and verify eligibility, go to: [energystar.gov/product/index/product/qualified-dehumidifiers](http://energystar.gov/product/index/product/qualified-dehumidifiers).

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6868.

Available for Entergy New Orleans Customers

### Entergy New Orleans Residential Electric Customer Information

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

Purchase's Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Entergy Customer's Name: \_\_\_\_\_ Entergy Customer's Email: \_\_\_\_\_  
 Installation Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Purchase's Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Daytime phone: \_\_\_\_\_

**Type of Residence:**    Single Family (Detached)    Single Family (Attached)    Multifamily (3 or more units)    Other \_\_\_\_\_  
     Own    Rent

**Dehumidifier Information:**   Make: \_\_\_\_\_   Model#: \_\_\_\_\_   Capacity (pints): \_\_\_\_\_

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

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

Purchaser's Signature: \_\_\_\_\_   Date: \_\_\_\_\_

**Please send this application along with a copy of your dated sales receipt to:**   Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Energy Smart**   All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.  
 1222 Emerald Trail Blvd., Suite 140   New Orleans, LA 70123-2208   This offer is available through Dec. 31, 2022 or while funds last.

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## Heat Pump Water Heater Rebate Form

# Get a \$400 Rebate

### Energy Smart Heat Pump Water Heater Rebate

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

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

To search for qualified products and to verify eligibility, go to: [energystar.gov/product/index/product/heat-pump-water-heaters](http://energystar.gov/product/index/product/heat-pump-water-heaters).

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6868.

Available for Entergy New Orleans Customers

### Entergy New Orleans Residential Electric Customer Information

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

Purchase's Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Entergy Customer's Name: \_\_\_\_\_ Entergy Customer's Email: \_\_\_\_\_  
 Installation Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Purchase's Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Daytime phone: \_\_\_\_\_

**Type of Residence:**    Single Family (Detached)    Single Family (Attached)    Multifamily (3 or more units)    Other \_\_\_\_\_  
     Own    Rent

**Heat Pump Water Heater Information:**   Make: \_\_\_\_\_   Model#: \_\_\_\_\_

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

**Existing water heater type and age:**    Electric Water Heater    Gas Water Heater    Heat Pump Water Heater   Approx. Age: \_\_\_\_\_

**Installation location:**    Inside Conditioned Space    Unconditioned Garage    Unconditioned Basement    Others (Specify) \_\_\_\_\_

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

Purchaser's Signature: \_\_\_\_\_   Date: \_\_\_\_\_

**Please send this application along with a copy of your dated sales receipt to:**   Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Energy Smart**   All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.  
 1222 Emerald Trail Blvd., Suite 140   New Orleans, LA 70123-2208   This offer is available through Dec. 31, 2022 or while funds last.

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## Pool Pump Rebate Form

# Get a \$300 Rebate

### Energy Smart In-ground Pool Pump Rebate

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

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

To search for qualified products and to verify eligibility go to [energystar.gov/products/independent/qualified-in-ground-pools](http://energystar.gov/products/independent/qualified-in-ground-pool-pumps).

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6868.

Available for Entergy New Orleans Customers

### Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required.

Purchaser's Name: \_\_\_\_\_ Email: \_\_\_\_\_

Entergy Customer's Name: \_\_\_\_\_ Entergy Customer's Email: \_\_\_\_\_

Installation Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Purchaser's Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Daytime phone: \_\_\_\_\_

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

Own  Rent

**Pool Pump Information:** Make: \_\_\_\_\_ Model #: \_\_\_\_\_

Pool Pump Horsepower: \_\_\_\_\_ Type of Pump:  Two Speed  Variable Speed      Approx. hours of operating per day in **filtering** mode: \_\_\_\_\_

Age of replaced pump: \_\_\_\_\_ Estimate of pool square footage: \_\_\_\_\_      Approx. hours of operating per day in **cleaning** mode: \_\_\_\_\_

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

Purchaser's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please send this application along with a copy of your dated sales receipt to:** Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

**Entergy Smart**  
324 Elmwood Park Blvd., Suite 140  
New Orleans, LA 70125-2308

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

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## Refrigerator Rebate Form

# Get a \$50 Rebate

### Energy Smart Refrigerator Rebate

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

\$50 Rebate on ENERGY STAR  
Qualified Refrigerators

To search for qualified products and to verify eligibility go to [energystar.gov/products/independent/qualified-residential-refrigerators](http://energystar.gov/products/independent/qualified-residential-refrigerators). Compact refrigerators and freezers less than 275 cubic feet do not qualify.

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6868.

Available for Entergy New Orleans Customers

### Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required.

Purchaser's Name: \_\_\_\_\_ Email: \_\_\_\_\_

Entergy Customer's Name: \_\_\_\_\_ Entergy Customer's Email: \_\_\_\_\_

Installation Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Purchaser's Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Daytime phone: \_\_\_\_\_

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

Own  Rent

**Refrigerator Information:** Make: \_\_\_\_\_ Model #: \_\_\_\_\_      Ice Maker:  Yes  No

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

**Product type:**  Top Freezer  Side Freezer  Bottom Freezer  Single Door  Other (Specify) \_\_\_\_\_

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

Purchaser's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please send this application along with a copy of your dated sales receipt to:** Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

**Entergy Smart**  
324 Elmwood Park Blvd., Suite 140  
New Orleans, LA 70125-2308

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

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# Smart Thermostat Rebate Form

## Get a \$100 Rebate

### Energy Smart - Smart Thermostat Rebate

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

Receive up to a \$100 rebate on the purchase of an ENERGY STAR qualified smart thermostat.

To search for qualified products and to verify eligibility go to: [save.energysmartnola.com/qualifying-smart-thermostats](http://save.energysmartnola.com/qualifying-smart-thermostats)



Please send this application along with required documents to:

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

Call: 504-229-6868 / Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2021 or while funds last.

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 504-229-6868.

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC d/b/a Entergy Services, LLC. All rights reserved.



## Entergy New Orleans Residential Electric Customer Information

Purchaser's Name: \_\_\_\_\_ Purchaser's Email: \_\_\_\_\_

Entergy Customer's Name: \_\_\_\_\_ Entergy Customer's Email: \_\_\_\_\_

Installation Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Purchaser's Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

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

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

Smart Thermostat Replacement: Make \_\_\_\_\_ Model \_\_\_\_\_ Serial Number \_\_\_\_\_

Total Square Footage Served by Installed Thermostat: Square Footage: \_\_\_\_\_

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

Purchaser's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

ENR-APP-10-2020

# Trade Ally Smart Thermostat Rebate Form

## Energy Smart Trade Ally A/C Solutions Smart Thermostat Rebate Form

Please fill out completely. All information is required. To search for qualified products and to verify eligibility go to: <https://www.energysmartnola.com/products/heating-cooling/smart-thermostats>.

Customer Name: \_\_\_\_\_ Account Number: \_\_\_\_\_ Meter Number: \_\_\_\_\_  
(Account Holder on Record)

Customer Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Customer Email Address: \_\_\_\_\_ Customer Phone Number: \_\_\_\_\_

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

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

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

\$100 Smart Thermostat Rebate	
Show is the residence currently heated and cooled (check all that apply):	
Heat <input type="checkbox"/> Gas Heated <input type="checkbox"/> Electrically Heated <input type="checkbox"/> Heat Pump System	
Cool <input type="checkbox"/> Air Conditioned (Central or Room A/C) <input type="checkbox"/> No Air Conditioning	
Type <input type="checkbox"/> Manual <input type="checkbox"/> Programmable <input type="checkbox"/> Unknown	
Smart Thermostat Replacement: Make _____ Model _____ Serial Number _____	
Total Square Footage Served by Installed Thermostat: _____	
Show is the residence currently heated and cooled (check all that apply):	
Heat <input type="checkbox"/> Gas Heated <input type="checkbox"/> Electrically Heated <input type="checkbox"/> Heat Pump System	
Cool <input type="checkbox"/> Air Conditioned (Central or Room A/C) <input type="checkbox"/> No Air Conditioning	
Type <input type="checkbox"/> Manual <input type="checkbox"/> Programmable <input type="checkbox"/> Unknown	
Smart Thermostat Replacement: Make _____ Model _____ Serial Number _____	
Total Square Footage Served by Installed Thermostat: _____	

I certify that a smart thermostat installation has been completed, including all of the applicable actions indicated in the checklist above.

Trade Ally's Name: (please print) \_\_\_\_\_ Service Date: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Trade Ally's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_ Contact Person Email: \_\_\_\_\_ Contact Person Phone: \_\_\_\_\_

Thermostat has been checked for proper operation:  Yes  No

Customer has been trained on proper use of the smart thermostat:  Yes  No

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

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 504-229-6868.

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC d/b/a Entergy Services, LLC. All rights reserved.



## Energy Smart Trade Ally A/C Solutions Smart Thermostat Rebate Form

### Terms and Conditions

**Rebate Offer:**  
Rebate application must be submitted within 45 days of service. Most smart thermostat applications (Entergy will determine) will be installed between January 1, 2021 and December 31, 2021. Rebate will be completed by a participating electric utility in the Entergy New Orleans, LLC service area. Rebate is the responsibility of the customer to verify utility requirements for the rebate offer.

**Participation Requirements:**  
To take advantage of this program, the service will be provided as part of your application. The rebate amount is \$100. Rebate of service listed on the rebate application must be completed within 45 days of the purchase date. Rebate will be completed by a participating electric utility in the Entergy New Orleans, LLC service area. Rebate is the responsibility of the customer to verify utility requirements for the rebate offer.

**Inspection:**  
Entergy reserves the right to conduct an inspection of the installation of the product and/or completed projects. This inspection will be scheduled with the applicant.

**Liability:**  
Entergy New Orleans, LLC and its parents, subsidiaries, employees, affiliates and agents are not responsible for the cost or consequences of any application or work unless the quality of the work, labor and/or materials installed under the above conditions of the participating utility.

**Customer Satisfaction Survey:**  
Entergy New Orleans, LLC will provide an Energy Smart survey or questionnaire to provide feedback on your satisfaction with the program.

Send signed application and all required documents to:  
Energy Smart Residential Electric Program  
524 Elmwood Park Blvd, Suite 140  
New Orleans, LA 70123

Phone: 504-229-6868  
Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

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

Call: 504-229-6868 / Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2021 or while funds last.

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 504-229-6868.

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## Water Cooler Rebate Form

# Get up to \$50 Rebate

## Energy Smart Water Cooler Rebate

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



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

To search for qualified products and verify eligibility, go to [www.energystar.gov/productfinder/product/certified-water-coolers](http://www.energystar.gov/productfinder/product/certified-water-coolers).

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6868.



**Available for Entergy New Orleans Customers**

## Entergy New Orleans Residential Electric Customer Information

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

Purchaser's Name \_\_\_\_\_ Email \_\_\_\_\_  
 Entergy Customer's Name \_\_\_\_\_ Entergy Customer's Email \_\_\_\_\_  
 Installation Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Purchaser's Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Daytime phone: \_\_\_\_\_  
**Type of Residence:**  Single Family (Detached)  Single Family (Attached)  Multifamily (5 or more units)  Other \_\_\_\_\_  
 Own  Rent  
**Water Cooler Information:** Brand \_\_\_\_\_ Make \_\_\_\_\_ Model# \_\_\_\_\_  
**Product type:** Hot & Cold  \$50 Rebate Cook & Cold  \$25 Rebate Cold Only  \$25 Rebate  
 By signing below purchaser authorizes Energy Smart to perform on-site inspections as needed to confirm installation. A separate rebate must be filled out for each water cooler purchased. A rebate check will be mailed to purchaser listed on this form. Email address will only be used to notify you of your rebate status.  
 Purchaser's Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please send this application along with a copy of your dated sales receipt to:** Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Entergy Smart**  
 124 Elmwood Park Blvd., Suite 120  
 New Orleans, LA 70119-0208  
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2021 or while funds last.  
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## Window A/C Rebate Form

# Get a \$50 Rebate

## Energy Smart Window Air Conditioner Rebate

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



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

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

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6868.



**Available for Entergy New Orleans Customers**

## Entergy New Orleans Residential Electric Customer Information

*Please fill out completely. All information is required.*

Purchaser's Name \_\_\_\_\_ Email \_\_\_\_\_  
 Entergy Customer's Name \_\_\_\_\_ Entergy Customer's Email \_\_\_\_\_  
 Installation Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Purchaser's Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Daytime phone: \_\_\_\_\_  
**Type of Residence:**  Single Family (Detached)  Single Family (Attached)  Multifamily (5 or more units)  Other \_\_\_\_\_  Own  Rent  
 Size of area to be cooled \_\_\_\_\_ sq. ft.  
**Air Conditioner Information:** Make \_\_\_\_\_ Model# \_\_\_\_\_  
 Cooling Capacity (Btu/h) \_\_\_\_\_ Is system reverse cycle:  Yes  No CEEI: \_\_\_\_\_ Window or wall installation: \_\_\_\_\_  
 Louvered Sides:  Yes  No  
 By signing below purchaser authorizes Energy Smart to perform on-site inspections as needed to confirm installation. A separate rebate must be filled out for each window air conditioner unit purchased. A rebate check will be mailed to purchaser listed on this form. Email address will only be used to notify you of your rebate status.  
 Purchaser's Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please send this application along with a copy of your dated sales receipt to:** Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Entergy Smart**  
 124 Elmwood Park Blvd., Suite 120  
 New Orleans, LA 70119-0208  
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2021 or while funds last.  
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## Customer Satisfaction Surveys

### Home Performance with ENERGY STAR Satisfaction Survey



Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,  
Nate Wolf  
Program Manager

### Income-Qualified Weatherization Satisfaction Survey



Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,  
Nate Wolf  
Program Manager

## A/C Tune-Up Satisfaction Survey



Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,  
Nate Wolf  
Program Manager

## Energy Smart Online Marketplace Satisfaction Survey



Hi Energy Smart Customer,

Thank you for your purchase on the Energy Smart Online Marketplace. Energy Smart would like your feedback regarding your installation and customer service experience. Simply [click here](#) or on the button below to complete a brief survey.

[Complete the survey](#)

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

Sincerely,  
Nate Wolf  
Program Manager

## Energy Efficiency Kit Satisfaction Survey



## Multifamily Satisfaction Survey

**Thank you for participating in the Multifamily Solutions offering.**

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit [www.energysmartnola.info/multifamily-survey](http://www.energysmartnola.info/multifamily-survey). Please call 504-229-6868 or email [info@energysmartnola.com](mailto:info@energysmartnola.com) if you have any questions. Be sure to tell your friends and family about participating in Energy Smart.

**Please rate the questions below on a scale of 1 to 10.**

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

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

What motivated you to participate in the offering?

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

Name of your energy advisor: \_\_\_\_\_

Additional feedback: \_\_\_\_\_

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NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**



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

POSTAGE WILL BE PAID BY ADDRESSEE

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



# Sensi Smart Thermostat Leave Behind

For Energy Smart information, call 504-229-6668 or email [info@energysmartnola.com](mailto:info@energysmartnola.com).

Ready. Set. Start Saving.

### Emerson Sensi™ Smart Thermostat.


Programming a consistent and efficient heating and cooling schedule is key to maximizing your energy savings.

For optimal winter savings, set your thermostat when you are away and at night to a minimum of five degrees lower than your average daily temperature.



For optimal summer savings, set your thermostat when you are away and at night to a minimum of five degrees higher than your average daily temperature.

You can also use the table below to easily find the recommended temperature setting based on your preferences. Following these tips will help you save energy and money.

WINTER DEGREES		SUMMER DEGREES	
HOME	NIGHT/AWAY	HOME	NIGHT/AWAY
68	65	78	85
70	65	76	81
72	67	74	79
74	69	72	77



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For Energy Smart information, call 504-229-6668 or email [info@energysmartnola.com](mailto:info@energysmartnola.com).

Troubleshooting

### Emerson Sensi™ Smart Thermostat.

- Within the Sensi app, select the "Heat" or "Cool" mode.
- Adjust the temperature as preferred. The thermostat temperature will remain at your selected set point until the next scheduled set point change. The thermostat will then return to the pre-set schedule.



#### No Heat.

- Confirm the thermostat mode is set to "Heat."
- Raise the set point above room temperature. Within five seconds, the thermostat should make a soft click sound, and "Heating" should display on the screen. The sound indicates that the thermostat is operating properly.
- If the thermostat does not click, try resetting the "Heat" schedule.

#### No Cool.

- Confirm the thermostat mode is set to "Cool."
- Lower the set point below room temperature. Within five seconds, the thermostat should make a soft click sound, and "Cooling" should display on the screen. The sound indicates that the thermostat is operating properly.
- If the thermostat does not click, try resetting the "Cool" schedule.

#### Restart the Thermostat.

- Locate the up and down directions arrow buttons on the front of the thermostat.
- Locate the fan button on the front of the thermostat.
- Hold down all three buttons at the same time. Within five seconds, the thermostat will restart.

#### "Call for Service" Appears on the Screen.

- This message will display if the heating or cooling system is not able to heat or cool the space to within five degrees of the set point within two hours.

If additional assistance is needed, email [support@sensicomfort.com](mailto:support@sensicomfort.com) or call 888-605-7131.

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# HPwES Contractor Agreement

## Energy Smart Home Performance with ENERGY STAR® Offering

### Participating Trade Ally Agreement

**Overview**

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. The Energy Smart Home Performance with ENERGY STAR (HPwES) offering is designed to promote energy efficiency by providing home energy walk-through assessments, direct installation of energy efficient measures, and deeper energy efficiency retrofits delivered through a participating trade ally. Local trade allies must meet program and HPwES national standards for training, certifications (IBI or HERS Rater), licensure, insurance and BBB ratings. Local trade allies must sign and adhere to this program Participation Agreement and agree to abide by the requirements outlined in the Trade Ally Operations Manual in order to accept projects through the program and receive incentives. HPwES will offer three levels of participation. All levels of participation require and start with a Franklin Energy technician delivered audit. Trade Allies who bring customers or projects to the program must have a Franklin Energy audit delivered to receive incentives for deeper retrofit projects.

**Participant Information**

Trade Ally Business Name:		Website:		Full Employees:	
Email:	Phone:	Year since Expiration Date:		Tax ID #:	
Liability Insurance Link:		Business License #:			
Address:		Address:			
City:	State:	City:	State:	ZIP:	
Contact Name:		Contact Name:			
Title:		Title:			
Direct Number:		Direct Number:			
Email:		Email:			

Is your business classified as one of the following? If so, check which:  Women-owned  Minority-owned  Veteran-owned

Main Business type (Please select the most applicable):  Contractor  Distributor  Consultant  Other

The primary products and services your business offers (Please select all that apply):

<input type="checkbox"/> A/C Installations	<input type="checkbox"/> attic Insulation	<input type="checkbox"/> Energy Management	<input type="checkbox"/> Duct Pump Installation
<input type="checkbox"/> A/C Service and Maintenance	<input type="checkbox"/> Duct Sealing	<input type="checkbox"/> Engineering	<input type="checkbox"/> Service and Maintenance
<input type="checkbox"/> Air Sealing/Insulation	<input type="checkbox"/> Energy Audit	<input type="checkbox"/> New Construction	<input type="checkbox"/> Other

How many projects has your company completed with utility energy efficiency programs in the past?

0 Projects  1 Project  2-5 Projects  6-10 Projects  11-25 Projects  26-50 Projects  More than 50 Projects

Please list any relevant licenses, professional certifications and memberships:

## Energy Smart Home Performance with ENERGY STAR® Offering

### Participating Trade Ally Agreement

HPwES will offer three levels of participation. All levels of participation require and start with a Franklin Energy technician delivered audit. Trade Allies who bring customers or projects to the program must have a Franklin Energy audit delivered to receive incentives for deeper retrofit projects.

**Level I Assessment**

The Level I assessment includes a walk-through inspection and direct installation of lowest measures such as LEDs and fused venturis implemented by Franklin Energy staff. An assessment report including referrals for air infiltration and insulation measures, possible installation of smart thermostats, and recommendations for other programs will be provided to the customer. Level I assessment will refer customer to Level II, Level III, and additional portfolio program offerings. The Level I assessment includes a visual inspection of the living spaces, attic, crawl space/basement, and exterior of the home, as well as mechanical and building envelope systems and discussion of flexible and customer behaviors that impact energy use.

**Level II Assessment**

Level II assessment includes Level I Franklin Energy delivered assessment and direct installation. Additionally, the Level II assessment involves a comprehensive diagnostic testing of the mechanical and HVAC systems via duct blasting (not in-duct or in-duct or A/C tune-up via identified leak and leak out depending on meter test result). The discount to the customer is received at point of sale via a rebate from the trade ally to the customer. The trade ally will then apply for the rebate from the Program Implementer, Franklin Energy.

**Level III Assessment**

The Level III assessment involves a comprehensive home inspection (Level I), may include mechanical and HVAC diagnostic testing (Level II), and blower door test in and out (Level III). The test in and out blower door will be performed by an enrolled HPwES trade ally targeted to achieve deeper savings within the home's building envelope and insulation.

**Terms & Conditions**

These Terms & Conditions ("Participation Agreement") are entered into between \_\_\_\_\_ ("Participating Trade Ally") and Franklin Energy ("Program Implementer"), representing the program.

Performing the following measures (please indicate):

A/C Tune-up  
 A/C Sealing/Insulation  
 Attic Insulation  
 Air Infiltration

Through this Participation Agreement, Program Implementer and Participating Trade Ally agree as follows:

**Paying Trade Ally Incentives:**

The Program Implementer reserves the right to deny incentive payments and withhold incentives for program and performance as noted in the Participation Requirements of this Participation Agreement. The Program Implementer reserves the right to adjust incentive budgets and incentive levels based upon market conditions, evaluation results, and program implementation experience. Once program funding is exhausted in a given program year, no further incentives will be made for any work performed in that program year. The Program Implementer is responsible for providing information regarding available incentive funding, trends to Participating Trade Ally, to incentive providing incentives to Participating Trade Ally as set forth above, the Program Implementer will provide marketing support for Participating Trade Ally.

**Verification of Work:**

Participating Trade Ally agrees to allow random field inspections during project installation. This is to verify that the Participating Trade Ally complies with all safety, recycling, customer service, and other program requirements set forth in this Participation Agreement. If an inspection determines that project work is not executed in a satisfactory manner as outlined in this Participation Agreement, or by the customer's standards, the Program Implementer shall request that all deficiencies be corrected within ten (10) business days. Failure to comply with all safety measures in the Participating Trade Ally's immediate rejection of incentives from the project. Multiple instances of a Participating Trade Ally's failure to meet minimum program standards and correct deficiencies may lead to the Participating Trade Ally being removed from the program and rendering the Participating Trade Ally ineligible to receive any future incentives under the program.

## Energy Smart Home Performance with ENERGY STAR® Offering

### Participating Trade Ally Agreement

**Terms & Conditions (cont.)**

Participating Trade Ally agrees to allow random field inspections of work performed under this Participation Agreement, including performance testing, in order to maintain the quality standards sought by the program. The Program Implementer will inspect the first five (5) jobs completed by the Participating Trade Ally. All remaining jobs will be inspected at a rate of 10% or greater. Any project with an incentive greater than \$10,000 must be pre-inspected and pre-approved.

**Participation Requirements:**

Participating Trade Ally acknowledges and agrees that it participates in the HPwES program at the sole discretion of the Program Implementer and is subject to removal from the program and discontinuation of eligibility to receive incentives if it fails to comply with the terms and spirit of this Participation Agreement. In the event Participating Trade Ally is removed from the program, it shall immediately cease promoting its participation in HPwES and shall remove any marketing material promoted by the program. A removed Participating Trade Ally shall not be eligible for consideration to be reinstated for six calendar months from the date of notification of removal. A removed Participating Trade Ally shall have a one-time option to appeal the removal decision in writing to the Program Implementer. All decisions of the Program Implementer shall be final.

**Participating Trade Ally Shall:**

- Refrain from business practices including:
  - Trading program clients early and delivering promised services in a timely and responsible manner.
  - Demonstrate the capability to conduct business successfully by providing ONE of the following:
    - Specific evidence of business capacity including:
      - A minimum of three (3) satisfactory professional/trade references such as suppliers of materials, tools, and credit.

If a Participating Trade Ally is unable to meet these requirements, they may submit, in writing, a request for waiver ("Waiver for Waiver") to the Program Implementer. The Waiver for Waiver must provide a detailed, reasonable, and credible explanation of the reasons why the Participating Trade Ally is unable to comply with the terms of the requirement. Program Implementer reserves the right to reject any and all Request for Waivers.

**Program Guidelines:**

Participating Trade Ally shall maintain any and all relevant licenses as required by federal, state, county, or municipal government for work in the trades that it undertakes through this program.

Participating Trade Ally shall provide and maintain, at its sole cost and expense, and shall require each subcontractor (regardless of tier), to provide and maintain, at no cost to Program Implementer, in effect during the performance of any work under this Participation Agreement, minimum insurance coverage as follows: (A) workers' compensation insurance with statutory limits of liability; (B) employee liability insurance with limits of not less than \$100,000 per occurrence; (C) Commercial General Liability insurance, providing bodily injury and property damage coverage, including premises liability, products/completed operations liability, and liability contracted liability with limits of not less than \$100,000 per occurrence and annual aggregate; and (D) automobile liability (covering owned and non-owned vehicles) coverage with limits of not less than \$100,000 per accident.

Any Participating Trade Ally found to be engaged in any fraudulent activity or misrepresentation of any kind (including, but not limited to, dates, addresses, operating dates, meter numbers or Entergy New Orleans, LLC account numbers) shall be removed from the program per the procedure outlined in the Participation Requirements section above and shall be removed from the program for any funds distributed for work that is determined by the Program Implementer to be fraudulent or misrepresented.

Participating Trade Ally shall maintain effective procedures for quality control, resolution of customer complaints or disputes, and response to customer emergencies. The Participating Trade Ally agrees to make these procedures available to the Program Implementer for review and improvement upon request.

Marketing materials that use the program or HPwES logo or name should be sent to the Program Manager for compliance review. Program Managers require a minimum of five (5) business days to review materials. Any materials created by Participating Trade Ally using program or HPwES logo or referencing program or HPwES by name must receive written approval from program prior to use.

Participating Trade Ally will be cognizant of proper materials disposal and have a standard operating procedure for recycling materials. The program requires the Participating Trade Ally to provide accepts and other documentation verifying adherence to proper procedures.

Participating Trade Ally shall provide and adhere to its own safety policies while traveling to and performing project installations. Failure to comply with its safety policy will result in immediate removal from the program. Program Implementer must be notified within four (4) hours of the occurrence below:

- OSHA recordable injury (regardless of injury or fault).
- Electrical outage / interruption on an electrical or natural gas service caused by Participating Trade Ally or related to program work.
- Environmental spill or release.
- OSHA citation (verbal or written) related to program work.
- Electrical fire or contact or gas leak.

## Energy Smart Home Performance with ENERGY STAR® Offering

### Participating Trade Ally Agreement

**Terms & Conditions (cont.)**

- Vehicle accident while performing project work (regardless of party at fault).
- Condition that poses negative media attention.

Failure to notify Program Implementer of occurrence of these incidents may result in suspension from the program per the Participation Requirements section.

**Program Incentives:**

The Program Implementer will pay Participating Trade Ally within forty-five (45) days of submission of complete application materials. The Participating Trade Ally will be eligible for monetary incentive.

**Program Deferrals:**

In no event shall Entergy New Orleans, LLC or the Program Implementer identify customers that have qualifying central Level II and Level III upgrade opportunities. The Program Implementer will provide the customer with a list of Participating Trade Ally contact information. The Participating Trade Ally will respond to customer referred by other programs and provide services in accordance with the requirements of this Participation Agreement. Participating Trade Ally recognizes that the customer referred from the program constitute a benefit and the Participating Trade Ally agrees to respond to these customers in a timely manner.

**Program Warranty:**

The Participating Trade Ally must provide the customer with a written warranty on labor and materials for a minimum of one (1) year from the date the work is substantially complete and accepted by the customer. All installed equipment shall carry manufacturer's warranty.

**Independent Trade Ally Status:**

The Participating Trade Ally is an independent contractor under this HPwES Program and has the sole right and obligation to supervise, manage, contract, direct, procure, perform or cause to be performed, all work to be provided to customers in connection with the program. All personnel who perform any portion of the work for the Participating Trade Ally (or its subcontractors) shall be, and remain, employees of the Participating Trade Ally (or its subcontractors). Neither Entergy New Orleans, LLC nor the Program Implementer, or their respective affiliates, subsidiaries, and successors are, or shall be construed to be, an employer (contractor or other) of any subcontractor or joint employer of any Participating Trade Ally personnel. Neither Entergy New Orleans, LLC nor the Program Implementer are, or shall be construed to be, an employer (contractor or other) of any subcontractor or joint employer of any Participating Trade Ally personnel. Neither Entergy New Orleans, LLC nor the Program Implementer, or their respective affiliates, subsidiaries, and successors are, or shall be construed to be, an employer (contractor or other) of any subcontractor or joint employer of any Participating Trade Ally personnel. Neither Entergy New Orleans, LLC nor the Program Implementer, or their respective affiliates, subsidiaries, and successors are, or shall be construed to be, an employer (contractor or other) of any subcontractor or joint employer of any Participating Trade Ally personnel. Neither Entergy New Orleans, LLC nor the Program Implementer, or their respective affiliates, subsidiaries, and successors are, or shall be construed to be, an employer (contractor or other) of any subcontractor or joint employer of any Participating Trade Ally personnel. Neither Entergy New Orleans, LLC nor the Program Implementer, or their respective affiliates, subsidiaries, and successors are, or shall be construed to be, an employer (contractor or other) of any subcontractor or joint employer of any Participating Trade Ally personnel.

**Limitation of Liability:**

In no event shall Entergy New Orleans, LLC or the Program Implementer or their respective affiliates, officers, directors, agents, employees, and representatives have any liability for claims of any kind, whether based on contract, tort (including negligence and strict liability), or otherwise, for any loss or damage sustained or incurred by any third party relating to this Participation Agreement, including the performance of services or participation by the Participating Trade Ally in the HPwES Program.

The Participating Trade Ally hereby releases and discharges Entergy New Orleans, LLC and the Program Implementer from all liability for such claims. The Participating Trade Ally shall, indemnify, defend, and hold harmless Entergy New Orleans, LLC and Program Implementer and their respective affiliates, officers, directors, agents, employees, and representatives from and against losses, claims, damages, expenses (including reasonable attorney's fees and actual costs), and liabilities for property damage or bodily injury to any person, resulting from the performance of the services or participation by the Participating Trade Ally in the HPwES Program.

**Term of this Participation Agreement:**

Regardless of the date the agreement executes this Participation Agreement, no Participating Trade Ally shall be eligible for an incentive for any work performed prior to April 1, 2021. Program class of the execution date of this Participation Agreement will expire on December 31, 2021, unless otherwise extended in writing by the parties or Participating Trade Ally is terminated as provided herein.

**Tax Liability:**

Incentives may be taxable as gross income. Neither Entergy New Orleans, LLC nor Program Implementer are responsible for any taxes that may be imposed on Participating Trade Ally because as a result of participating in this program.

**Trademarks and Other Intellectual Property:**

Except as expressly provided in this Participation Agreement, Entergy New Orleans, LLC and Program Implementer do not own, create, or license any trademark or other intellectual property right to Participating Trade Ally. The Participating Trade Ally shall not register, use, or claim any rights to any trademark that contains Entergy New Orleans, LLC or Program Implementer's trademarks. All uses by the Participating Trade Ally of Entergy New Orleans, LLC and the program, its work by Participating Trade Ally of Entergy New Orleans, LLC trademarks shall be solely to the benefit of Entergy New Orleans, LLC and the program. Any work by Participating Trade Ally of Entergy New Orleans, LLC trademarks is subject to the prior written consent of the Program.

## Energy Smart Home Performance with ENERGY STAR® Offering

### Terms & Conditions (cont.)

Upon expiration or termination of this Participation Agreement, Participating Trade Ally agrees to immediately cease the use of and shall not thereafter use Energy New Orleans, LLC's trademarks.

For purposes of this Participation Agreement, "the trademarks" shall include any trademarks, service marks, names, logos, and design of Energy New Orleans, LLC (including the HPwES program marketing materials) that are now or hereafter owned, claimed, adopted, acquired, or used by Energy New Orleans and Aligns, the Energy Smart Programs, and affiliated or related companies.

**Confidentiality**  
For purposes of this Participation Agreement, the term "Confidential Information" is defined to mean any Energy New Orleans, LLC customer information, knowledge, data, statistics, business plans, records, trade secrets, business secrets, operational methods, customer lists, concepts, ideas, policies, any social security numbers, and/or other personal identifiable information or data disclosed by Program Implementer and/or its officers, employees, agents, consultants, or representatives to Participating Trade Ally or its employees (collectively "Trade Ally Employees"), which is not otherwise available to the public including both the existence and contents of this Participation Agreement. The term "Confidential Information" does not include information which (i) is or becomes generally available to the public other than as a result of disclosure by Trade Ally Employees, (ii) was within Participating Trade Ally's lawful possession on a non-confidential basis prior to being furnished by Program Implementer, (iii) becomes available to Participating Trade Ally on a non-confidential basis from a source that is under no obligation to Energy New Orleans, LLC or Program Implementer to keep such information confidential, (iv) is disclosed by or for Participating Trade Ally without any use of or reliance upon Confidential Information, (v) is approved for release by written authorization by the owner of the information.

Participating Trade Ally shall retain any Confidential Information in strictest confidence and shall not use, exploit, or disclose or permit the use, exploitation, or disclosure of any Confidential Information obtained from Program Implementer except to persons or entities directly involved in the HPwES program and then only to the extent necessary in connection with the HPwES program, or as otherwise required by law. Participating Trade Ally shall inform Trade Ally Employees to whom Confidential Information is disclosed that the Confidential Information has been shared with Participating Trade Ally in strict confidence.

Participating Trade Ally shall take all measures to ensure that Trade Ally Employees keep any Confidential Information strictly confidential and not use or exploit any of the Confidential Information in any manner.

Participating Trade Ally will be responsible for any breach or anticipated breach of this Participation Agreement by any Trade Ally Employee or third party to which it discloses Confidential Information.

Participating Trade Ally acknowledges that a breach of the terms, covenants or conditions contained in this Confidentiality subsection may cause irreparable damage to Program Implementer and to Energy New Orleans, LLC for which a remedy at law would not be adequate. In the event of such breach or threatened breach, Program Implementer and Energy New Orleans, LLC shall be entitled to seek appropriate injunctive relief in any court of competent jurisdiction, restraining Participating Trade Ally and Trade Ally Employees from any such threatened or actual violation of the provisions of this Participation Agreement. This provision does not limit Program Implementer's or Energy New Orleans, LLC's rights to seek monetary damages in addition to injunctive relief.

In the event that Participating Trade Ally or Trade Ally's Employees are requested or required to disclose any Confidential Information subject to this Participation Agreement in a legal or regulatory proceeding, Participating Trade Ally shall provide Program Implementer and Energy New Orleans, LLC with prompt written notice of any such request or requirements in order to provide them an opportunity to seek a protective order or other appropriate remedy. Participating Trade Ally shall cooperate with Program Implementer and Energy New Orleans, LLC and their counsel in Program Implementer's and Energy New Orleans, LLC's efforts to prevent or limit such disclosure of Confidential Information.



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

## Energy Smart Home Performance with ENERGY STAR® Offering

### Signatures

By signing below, the Participating Trade Ally accepts this Participation Agreement with Program Implementer. The signature for the Participation Agreement represents that he/she is authorized to commit the Participating Trade Ally to the terms outlined in this Participation Agreement.

#### Trade Ally

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### Program Implementer

Company Name: Franklin Energy  
Address: 554 Elmwood Park Blvd, Suite 140  
City: New Orleans State: LA ZIP: 70133  
Phone: 504-229-6868 Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_



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

## Energy Smart Home Performance with ENERGY STAR® Offering

### Signatures (cont.)

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### Bank References

Bank Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### Trade References

**1** Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**2** Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_



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

## Energy Smart Home Performance with ENERGY STAR® Offering

### Trade References (cont.)

**3** Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

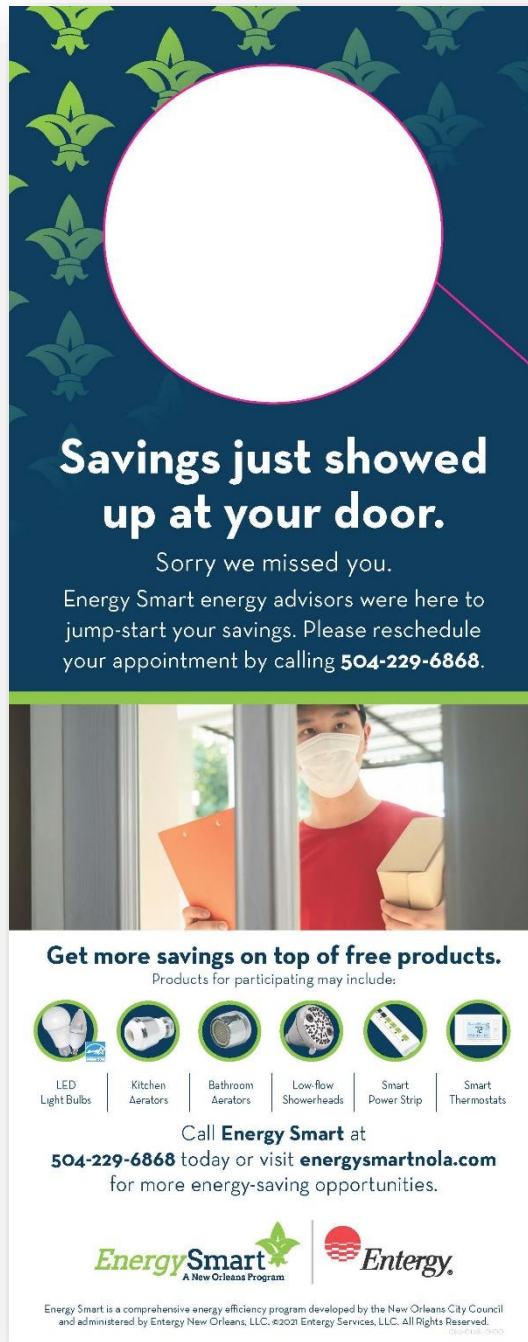
#### Please sign and return this document to:

Franklin Energy  
554 Elmwood Park Blvd, Suite 140  
New Orleans, LA 70133  
Phone: 504-229-6868  
Email: residentialapps@energysmartnola.com




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

## HPwES and IQW Sorry We Missed You Door Hanger









**Savings just showed up at your door.**



Sorry we missed you.  
Energy Smart energy advisors were here to jump-start your savings. Please reschedule your appointment by calling **504-229-6868**.



**Get more savings on top of free products.**  
Products for participating may include:

					
LED Light Bulbs	Kitchen Aerators	Bathroom Aerators	Low-flow Showerheads	Smart Power Strip	Smart Thermostats

Call **Energy Smart** at **504-229-6868** today or visit **energysmartnola.com** for more energy-saving opportunities.

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## Multifamily Sorry We Missed You Door Hanger



**Savings just showed up at your door**

Sorry we missed you. Energy Smart energy advisors will be installing energy-saving products for a limited time. To receive these products contact us today.

**Get savings on top of free products.**  
Products for participating may include:

LED Light Bulbs	Kitchen Aerators	Bathroom Aerators	Low-flow Showerheads	Smart Thermostat
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Call **Multifamily Solutions** at **504-229-6868** today.  
Visit [energysmartnola.com](http://energysmartnola.com) for more energy-saving tips.

Energy advisor name: \_\_\_\_\_ Phone: \_\_\_\_\_ Date: \_\_\_\_\_

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

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049-0725-021-00

## Multifamily Broken Item Leave Behind

Multifamily Solutions



# Please be careful as you enter.



Multifamily Solutions



Dear Resident of Unit \_\_\_\_\_:

Today, we installed energy-saving products in your home on behalf of the Multifamily Solutions offering.



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

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

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

Sincerely,

Energy Smart Program Team

Energy Advisor Name: \_\_\_\_\_  
(please print)

Witness Name: \_\_\_\_\_  
(please print)

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

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# Multifamily Landlord Permission Form

## Landlord Permission Form

Your residential rental building(s) or unit(s) is (are) under consideration to receive weatherization related services in connection with Energy Smart weatherization program being implemented by Franklin Energy Services, LLC "Franklin Energy" on behalf of Entergy "Entergy New Orleans, LLC". At the bottom of this page is a section entitled "PERMISSION TO ENTER PREMISES". By providing all of the information requested in the section and submitting a copy of it to Franklin Energy, you hereby give Entergy and Franklin Energy, as well as their employees and contractors, permission to enter your residential rental building(s)/unit(s) (including both the inside and outside of such) in order to perform energy audits, collect eligibility documentation from your tenants, complete the necessary applications, and if the application is approved, to perform or provide weatherization-related services and follow-up inspection(s).

Before any such work begins on your building(s) or unit(s), you will be required to sign this Landlord Permission Form. Please be aware that only residential units may be weatherized. Meeting rooms, game rooms, laundry rooms, maintenance rooms, daycare centers, office areas or commercial business areas, and non-residential facilities are not eligible for weatherization services. The estimated value for the weatherization-related services for each affected building will be based on an energy audit that is performed on each individual unit within such building.

After weatherization-related services have been provided, Entergy or its implementer, Franklin Energy, may conduct (or arrange for one of its designated contractors to conduct) a quality control inspection to ensure that all of the weatherization-related services approved by Entergy were completed in accordance with the standards set forth by it. It is your responsibility to assist Entergy, its employees and contractors in gaining entrance to, and having reasonable access in and around your property.

### PERMISSION TO ENTER PREMISES

I, \_\_\_\_\_ as landlord/authorized agent for building(s) located at \_\_\_\_\_ have read and understand the above, have reviewed the program information, and hereby grant permission for representatives of Entergy, including APTM and Franklin Energy, to enter these premises for the purposes of conducting energy audits and collecting eligibility documentation from the residents, including applications, and to perform the weatherization work. I am aware that program information exists at [energysmartnola.com](http://energysmartnola.com) and that I can call 504-229-6868 for additional information.

Landlord(s)/Agency Signature	Customer Signature
Title	Customer Name
Date	Date

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# Multifamily Direct Install Service Agreement

## Multifamily Solutions

### Direct Installation Service Agreement

**Property Information**

Property Owner: \_\_\_\_\_

Building Name: \_\_\_\_\_

Installation Address: \_\_\_\_\_ Property Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

**Agreement**

Property owner agrees to participate in Multifamily Solutions and understands that this program provides complimentary products and installation of programmable thermostats, LEDs, kitchen and bathroom savatras and low-flow showerheads where applicable. Property owner agrees to work with the Multifamily Solutions implementation contractor, Franklin Energy, LLC, to notify the residents of program participation through various means, including, but not limited to, notices, posters in common areas and letters distributed to each unit or residence. Property owner will support these efforts by either distributing the notices as instructed or by providing Franklin Energy, LLC with access to distribute in common areas and to each unit or residence at least 24 hours before the scheduled installation. Property owner agrees to provide personnel to escort the Franklin Energy, LLC technicians throughout the property and to provide access to all units or residences when the resident is not home or the residence is unoccupied. The program reserves the right to post-inspect a percent of installed units after installation to ensure compliance with program guidelines.

**PROPERTY OWNER ALSO AGREES THAT IN CONSIDERATION OF ITS PARTICIPATION IN THE PROGRAM AND RECEIPT OF FREE PRODUCTS, ENTERGY WILL NOT BE RESPONSIBLE IN CONTRACT, TORT OR OTHERWISE FOR ANY LOSSES OR DAMAGES OF ANY KIND INCURRED, ARISING OUT OF OR RELATED TO THIS PROGRAM. FRANKLIN ENERGY, LLC WILL BE RESPONSIBLE FOR ANY LOSS OR DAMAGE INCURRED TO THE EXTENT CAUSED BY FRANKLIN ENERGY, LLC GROSS NEGLIGENCE OR WILLFUL MISCONDUCT. PROPERTY OWNER AGREES THAT UNDER NO CIRCUMSTANCES WILL ENTERGY OR FRANKLIN ENERGY, LLC BE RESPONSIBLE FOR ANY INDIRECT, CONSEQUENTIAL, INCIDENTAL OR SPECULATIVE DAMAGES. NO ACTION UNDER THIS AGREEMENT MAY BE COMMENCED MORE THAN 60 DAYS AFTER THE INCIDENT GIVING RISE TO SUCH CAUSE OF ACTION HAS OCCURRED. THE UNDERSIGNED HAS READ AND UNDERSTANDS THE ABOVE AND HAS AUTHORITY TO SIGN THIS AGREEMENT AS OR ON BEHALF OF THE OWNER OF THE ABOVE IDENTIFIED PROPERTY.**

Note: Entergy New Orleans, LLC does not guarantee that the energy efficiency products recommended or installed, or the services provided through this program, will result in energy or cost savings.

**Customer Signature**

Customer Signature: \_\_\_\_\_

Print Customer Name: \_\_\_\_\_ Date: \_\_\_\_\_

Property Owner or Authorized Manager's Signature: \_\_\_\_\_

Questions?  
 Email: [info@energysmartnola.com](mailto:info@energysmartnola.com)  
 Call: 504-229-6868

Energy Smart is a comprehensive energy efficiency program created by the New Orleans City Council and implemented by Entergy New Orleans, LLC and Franklin Energy Services, LLC. All rights reserved.




## Multifamily Program Sell Sheet

**Keep costs low and satisfaction high.**



What if you could enhance your property and save your tenants money - all without spending a cent? It's not too good to be true. It's **Multifamily Solutions**.


**What do you get for signing up?**  
Tenants will receive installation of energy-saving products\* in their unit. Upgrades may include:

  
**LED Light Bulbs**

  
**Kitchen Aerators**

  
**Bathroom Aerators**


  
**Low-Flow Showerheads**

  
**Smart Thermostat**

**Who can participate?**  
Qualifying multifamily properties must contain five or more units under one roof and must be an Entergy New Orleans customer.

**How do you sign up?**  
Call 504-229-6868 or email [info@energysmartnola.com](mailto:info@energysmartnola.com) if you're interested. We'd love to answer any questions you may have about the program, too. Visit [energysmartnola.com](http://energysmartnola.com) for more energy-saving tips and info.

\* Actual products installed may differ from the images shown. Measures are taken to reduce the environmental, economic and social impacts of the program. Products may not be installed in each unit depending on utility eligibility and existing conditions. Units will be installed on a first-come, first-served basis.

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## Multifamily Tenant Leave Behind

**Multifamily Solutions**

**Better Products. Brighter Community.**

Thank you for participating in the Multifamily Solutions offering. We hope you enjoy the **complimentary** energy-saving products you received.

**Here's what we may have installed today** and the typical benefits customers experience.



**LED Light Bulbs**  
(60W equivalent)  
Uses up to 75 percent less energy and provides longer product life than incandescent lighting.



**Kitchen Aerators**  
Reduce water usage by up to 20 percent.



**Bathroom Aerators**  
Reduce the flow of water to your faucet to an efficient 1.0 gallons per minute.



**Low-flow Showerheads**  
Use up to 40 percent less water than a standard-flow showerhead, without losing water pressure.



**Smart Thermostat**  
Customize your home's temperature settings to fit your schedule, even when you're away.

\* Energy-saving products installed are dependent upon property location type and size.

For questions about these upgrades or Multifamily Solutions, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.




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# Multifamily Tenant Notification Flyer

## Multifamily Solutions

### Save the Date to SAVE ENERGY

Technicians from the Multifamily Solutions offering will be in your building on \_\_\_\_\_.

#### Look Forward to Receiving Complimentary Products

You'll receive complimentary installation of energy-saving products, such as:

 <b>LED Light Bulbs</b> 1600W eq. (equivalent) (600W equivalent)	 <b>Kitchen Aerators</b> 15 gpm	 <b>Bathroom Aerators</b> 1.0 gpm	 <b>Low-flow Showerheads</b> 1.0 gpm	 <b>Smart Thermostats</b>
--	--	--	---	--

**Installation will only take a few minutes.**

After your appointment, you'll receive information about your new products, including projected savings. Contact your property manager if you have questions about this flyer.

Energy-saving products installed are dependent upon building access, fit and eligibility. Actual products installed may differ from the images shown. Measures are determined based on the environmental, overall efficiency and product availability. Restrictions may not be listed for each and depending on utility eligibility, and existing facilities. LALs will be installed only in fixtures containing incandescent or halogen lamps.

Thank you for participating. We look forward to helping you save energy and money.  
[energysmartnola.com](http://energysmartnola.com) | [info@energysmartnola.com](mailto:info@energysmartnola.com) | 504.229-6868

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# Multifamily Tenant Notification Flyer

**Multifamily Solutions**

## Save the Date to SAVE ENERGY

Technicians from the  
Multifamily Solutions offering  
will be in your building on \_\_\_\_\_.

**Look Forward to Receiving Complimentary Products**  
You'll receive complimentary installation of energy-saving products, such as:

  
**LED  
Light Bulbs**  
(60W equivalent)  
(75W equivalent)

  
**Kitchen  
Aerators**  
1.5 gpm

  
**Bathroom  
Aerators**  
1.0 gpm

  
**Low-flow  
Showerheads**  
1.5 gpm

  
**Smart  
Thermostats**

**Installation will only take a few minutes.**  
After your appointment, you'll receive information about your new products, including projected savings. Contact your property manager if you have questions about this flyer.

Energy-saving products installed are dependent upon Entergy account type and eligibility. Actual products installed may differ from the images shown. Measures are determined based on the environment, overall efficiency and product availability. Products may not be installed in each unit depending on utility eligibility and existing base lines. LEDs will be installed only in fixtures containing incandescent or halogen lamps.

Thank you for participating. We look forward to helping you save energy and money.  
[energysmartnola.com](http://energysmartnola.com) | [info@energysmartnola.com](mailto:info@energysmartnola.com) | 504-329-6565

  
Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC.  
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100-000000

# Retail Employee Education Flyer

## Give Expert Advice on ENERGY STAR®

Make energy savings and rebates count towards their purchase.

### WHY PROMOTE ENERGY STAR?

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

### HOW TO PROMOTE ENERGY STAR.

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



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

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

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



ENERGY STAR is a certification mark of a voluntary program developed by the Environmental Protection Agency and the U.S. Department of Energy. ©2007 United States Environmental Protection Agency.



## Selling Stats

### LIGHTING

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

### REFRIGERATOR

- ENERGY STAR refrigerators use half the energy of a 10-year-old refrigerator.
- On average, an upgrade saves up to \$50 each year.
- Customers can receive a \$50 rebate off qualifying refrigerators from Energy Smart.

### IN-GROUND POOL PUMP

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

### DEHUMIDIFIER

- ENERGY STAR dehumidifiers remove as much moisture as conventional units, but use nearly 15 percent less energy.
- Customers can receive a \$25 rebate off qualifying dehumidifiers from Energy Smart.

### HEAT PUMP WATER HEATER

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

### ROOM WINDOW AIR CONDITIONER

- ENERGY STAR room window air conditioners give customers more control over their comfort, in addition to energy savings.
- On average, an upgrade uses about 10 percent less energy.

### SMART THERMOSTATS

- ENERGY STAR certified smart thermostats adjust your home's temperature based on the activity in your home and are compatible with programs offered by Energy Smart for additional savings.
- Customers can receive up to a \$100 rebate off qualifying smart thermostats from Energy Smart.

Ask your manager which products qualify in your store.

For more info about the Energy Smart program, visit: [energysmartnola.info](http://energysmartnola.info)

For more info about ENERGY STAR products, visit: [energystar.gov/products/appliances](http://energystar.gov/products/appliances)



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Single LED Bulb Giveaway Label



Energy Smart  
**LED Light Bulb**

*EnergySmart*  |  *Entergy*  
A New Orleans Program

[energysmartnola.com](http://energysmartnola.com)  
504-229-6868

Four-Pack LED Bulb Giveaway Label





Energy Smart  
**LED Bulb Kit**  
Install today to start saving.

*EnergySmart*  |  *Entergy*  
A New Orleans Program

[energysmartnola.com](http://energysmartnola.com) • 504-229-6868



## Energy Efficiency Kit Label



# Energy Smart Energy Saver Kit

Install today to save today.




## Energy Efficiency Kit Insert

### Ready to get Energy Smart? Visit [energysmartnola.com](http://energysmartnola.com)

HERE ARE EIGHT MORE WAYS YOU CAN SAVE:

- Contact the Energy Smart Program at 504-239-6868 to see if you qualify for free installation of energy efficiency products and an on-site assessment of your home.
- Purchase additional LED lighting products, water-saving showerheads and faucet aerators from your local retailer.
- Adjust your thermostat to use less energy when you're not at home. We recommend 68 degrees in the winter while you're awake and setting it lower while you're asleep or away from home. In the summer, keep your house warmer than normal when you are asleep and set the thermostat to 80 degrees when you are at home and need cooling.
- Sign up for the Energy Smart EasyCool Program and earn \$40 after every summer season while helping to ensure a continual supply of energy for you and your neighbors.
- Choose ENERGY STAR® appliances, like a window A/C, refrigerator and heat pump water heater which have a mail-in rebate available through Energy Smart.
- Tune up your A/C system through the Energy Smart A/C Tune-up Program.
- Have duct sealing, weatherization and insulation work done by an Energy Smart participating trade ally.
- If you have a small or large business, take advantage of our incentives toward energy efficiency upgrades for businesses, too.

## Energy Smart Energy Saver Kit

### Product Guide

To start your journey towards energy efficiency at home, we're giving you the first steps in this Energy Smart Energy Saver kit including:

- 3 6-watt LED light bulbs
- 1 15-watt LED light bulb
- 1 water-saving bathroom aerator
- 1 water-saving showerhead
- 1 water-saving kitchen aerator




Energy Smart is a component of the energy efficiency program developed by the New Orleans City Council and administered by Entergy Energy, New Orleans, LLC, a wholly owned subsidiary of Entergy Services, LLC, a wholly owned subsidiary of Entergy.



### WHAT IS ENERGY SMART?

Energy Smart helps conserve the amount of energy (from electricity and water) we use at home and at businesses throughout our communities. The small amounts saved add up quickly, as well as help the environment. You can start saving immediately with these complimentary items in your Energy Smart Energy Saver Kit.

#### Congratulations

You took the first step on your energy efficiency journey with the Energy Smart Energy Saver Kit Program. You've cut down on your energy use and started lowering your energy costs. So why stop now? Call 504-239-6868 to schedule your assessment.

#### Questions?

For more information, visit [energysmartnola.com](http://energysmartnola.com), call 504-239-6868 or email [info@energysmartnola.com](mailto:info@energysmartnola.com). And make sure to tell your friends and family that one Energy New Orleans customer can help another Energy New Orleans customer about these energy saving options.



Light-emitting diodes, or LEDs, are another great energy saving light source. These bulbs can last for up to 25,000 hours, 15 times longer than incandescents. Standard incandescents use up to 80 percent more energy than energy-efficient LED light bulbs.



#### WATER-SAVING SHOWERHEAD

A water-saving showerhead can save energy by using up to 75 percent less water than most standard showerheads. It provides a powerful, flow rate regardless of water pressure and helps reduce water use in a big way.



#### WATER-SAVING AERATORS

These aerators can be installed on most kitchen and bedroom sink faucets in order to save water and energy. They produce powerful streams of water at a reduced flow rate, regardless of available water pressure. Plus, there's an additional bonus: less energy is required to heat hot water.




## Smart Thermostat Rebate Landing Page



### Submit Your Rebate Request

Complete the form below to request your rebate of up to \$100 on an ENERGY STAR® certified smart thermostat. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:



**Purchaser's Name\***



First Name Last Name

**Purchaser's Email\***

**Entergy Customer's Name\***



First Name Last Name

**Entergy Customer's Email\***

**Installation Address\***

Address Line 1

Address Line 2




City

State

ZIP Code

**Purchaser's Address\***

Address Line 1

Address Line 2




City

State

ZIP Code

**Daytime Phone\***

**Type of Residence\***

- Single Family (Detached)
  Single Family (Attached)
  Multifamily (Five or more units)
  Other:

**Do you own or rent your home?\***

- Own
  Rent



**How is the residence currently heated? (check all that apply)\***

- Gas Heated
  Electrically Heated
  Heat Pump System

**How is the residence currently cooled? (check all that apply)\***

- Air Conditioned (Central or Room A/C)
  No Air Conditioning

**How is the temperature in the residence currently controlled? (check all that apply)\***

- Type: Manual
  Type: Programmable
  Type: Unknown

**Make\***

**Model\***

**Serial Number:\***

**Square Footage:\***

Total square footage served by installed thermostat.

**Please attach a copy of your dated sales receipt.\***

CHOOSE FILE

REMOVE FILE

No File Chosen



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

**Signature\***

Use your mouse or finger to draw your signature above

[clear](#)

**Date\***




All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2022 or while funds last. Limit two rebates per customer per account lifetime. To search for qualified products and to verify eligibility, go to <https://www.energysmartnola.info/wp-content/uploads/2020/07/Energy-Smart-2020-Smart-Thermostat-Qualified-Products-List-7-2-20.pdf>

**SUBMIT FORM**



# Dehumidifier Rebate Landing Page



## Submit Your Rebate Request

Complete the form below to request your rebate of up to \$25 on an ENERGY STAR® certified dehumidifier. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:



Purchaser's Name\*

  
First Name  
Last Name

Purchaser's Email\*

Entergy Customer's Name\*

  
First Name  
Last Name

Entergy Customer's Email\*

Installation Address\*

  
Address Line 1  
Address Line 2  
City  
State  
ZIP Code

Purchaser's Address\*

  
Address Line 1  
Address Line 2  
City  
State  
ZIP Code

Daytime Phone\*

Type of Residence\*

- Single Family (Detached)  Single Family (Attached)  Multifamily (Five or more units)  
 Other:

Do you own or rent your home?\*

- Own  Rent



Make\*

Model #\*

Capacity (pints)\*

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

- Gas Heated  Electrically Heated  Heat Pump System  Air Conditioned (Central or Room A/C)  
 No Air Conditioning

Please attach a copy of your dated sales receipt.\*

No File Chosen



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



Signature\*

Date\*

Use your mouse or finger to draw your signature above

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2021, or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to the website: [energystar.gov/products/appliances/dehumidifiers](http://energystar.gov/products/appliances/dehumidifiers).

## Water Cooler Rebate Landing Page

### Submit Your Rebate Request

Complete the form below to request your rebate of up to \$50 on an ENERGY STAR® certified water cooler. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:

**Purchaser's Name \***

First Name

Last Name

**Purchaser's Email \***

**Entergy Customer's Name \***

First Name

Last Name

**Entergy Customer's Email \***

**Installation Address \***

  
Address Line 1
  
  
Address Line 2
  

City

State

ZIP Code

**Purchaser's Address \***

  
Address Line 1
  
  
Address Line 2
  

City

State

ZIP Code

**Daytime Phone \***

**Type of Residence \***

Single Family (Detached)  
  Single Family (Attached)  
  Multifamily (Five or more units)

Other:

**Do you own or rent your home? \***

Own  
  Rent

**Brand \***

**Make \***

**Model # \***

**Product Type**

Hot & Cold (\$50 Rebate)  
  Cook and Cold (\$25 Rebate)  
  Cold Only (\$25 Rebate)

**Please attach a copy of your dated sales receipt. \***

CHOOSE FILE

REMOVE FILE

No File Chosen

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

**Signature \***

Use your mouse or finger to draw your signature above [clear]

**Date \***

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2021 or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to [energystar.gov/productfinder/product/certified-water-coolers](https://energystar.gov/productfinder/product/certified-water-coolers).

SUBMIT FORM

## EasyCool “Switch Your Switch” Letter

   
502-229-6868  
energysmartnola.com  
info@energysmartnola.com

May 2021

<Addressee's Name >

<Street Mailing Address>

<City>, <State> <Postal Code>

Dear <Addressee's Name>,

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



- During this year's cycling season (June 1-September 30), we may call an "event," which means the switch to cycle your cooling system or your smart thermostat will be activated.
- Adjustment events will only affect the temperature by a few degrees, with minimal impact on comfort. You can easily opt out of an event at any time, for any reason. Your participation is voluntary.
- If an event is called and you have an EasyCool switch, your air conditioner compressor will operate at 50% of its normal run time, while allowing the fan to continue to run and circulate already-cooled air.
- If an event is called and you have an EasyCool-enabled smart thermostat, your smart thermostat set point will be adjusted by a few degrees.
- These events are limited to weekdays (no weekends or holidays) during times when electricity demand is at its highest – typically for two to four hours between noon and 8 p.m.
- Event notifications are posted on the Energy Smart EasyCool website.

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

Sincerely,  
Your Energy Smart EasyCool Team

063-0075-10-00

## EasyCool Switch Envelope

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

**Energy Smart EasyCool Offering.  
It's Easier Than Ever To Save.**  
See inside for participation details.



## CEP Widget



### ENERGY STAR® Appliances

Purchase a new ENERGY STAR appliance such as a refrigerator or water cooler and receive a \$50 rebate.



LEARN MORE



### Online Marketplace

Shop for energy-efficient products from the comfort of your home and receive instant discounts. Save big on smart thermostats, energy-efficient lighting and more.



LEARN MORE



### A/C Solutions

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



LEARN MORE



### Appliance Recycling

Get \$50 for your old fridge or freezer.



LEARN MORE



### Home Performance with ENERGY STAR®

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



LEARN MORE

## Vehicle Magnet



## Point of Purchase Signage






# Marketing Tactics

## Home Fitness Campaign Materials


### Email



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

Home energy fitness on any budget

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



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




[Learn More](#)

---

**Save Energy**

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

For more information about these and other Energy Smart offerings:

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



**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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### Google Search Ad

**No-Cost Energy-Saving Products | Get Your Home in Tip-Top Shape**  
**(Ad)** [www.energysmartnola.com](http://www.energysmartnola.com)  
Energy Smart offers a variety of ways to help you save energy. Learn about our no-cost whole-home assessments and affordable energy-saving upgrades.



## Streaming Radio



Streaming Radio Ad  
with music v2.mp3

## Radio Banner Ads

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

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

**EnergySmart**  
A New Orleans Program

**Entergy**

**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**

## Google Ads

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

**NO-COST ENERGY-EFFICIENT PRODUCTS**

**LEARN MORE ▶**

**EnergySmart**  
A New Orleans Program

**Entergy**

**NO-COST ENERGY-EFFICIENT PRODUCTS**

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

**LEARN MORE ▶**

**EnergySmart**  
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**Entergy**

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

**NO-COST ENERGY-EFFICIENT PRODUCTS**

**LEARN MORE ▶**

**EnergySmart**  
A New Orleans Program

**Entergy**

## Facebook Ad



The Facebook ad features a header with the Energy Smart New Orleans logo and a 'Like Page' button. The main text reads: 'Get your home in tip-top shape with Energy Smart. We offer a variety of ways to help you save energy, including no-cost energy-efficient products.' Below this is a large image of a house with a red door and green shutters, with the number '1003' above the door. To the right of the image, on a dark blue background, is the headline 'Get Your Home in Tip-Top Shape.' Below the image, the text says 'Start Your Energy Efficiency Journey' and 'Discovery energy-saving upgrades for your home.' A 'Learn More' button is positioned to the right of the text. At the bottom left of the ad area is the website 'ENERGYSMARTNOLA.COM'. The ad shows 20 likes, 562 comments, and 311 shares, with buttons for 'Like', 'Comment', and 'Share' at the very bottom.

Entergy New Orleans  
Sponsored

Like Page

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

1003

Get Your Home in Tip-Top Shape.

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

ENERGYSMARTNOLA.COM

Learn More

20 562 Comments 311 Shares

Like Comment Share

## Gambit Print Ad



The print ad features a large image of a house with a red door and green shutters, with the number '1001' above the door. To the right of the image, on a dark blue background, is the headline 'Get Your Home in Tip-Top Shape'. Below this, the text reads: 'A fit home is an energy-efficient one. Energy Smart offers no-cost whole-home energy assessments and rebates on energy-saving products.' At the bottom left, it says 'For more information, visit [energysmartnola.com/gambit](http://energysmartnola.com/gambit) or call 504-229-6868.' To the right of this text are the Energy Smart logo (with 'A New Orleans Program' underneath) and the Entergy logo. At the very bottom, in small text, it says: 'Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. © 2021 Entergy Services, LLC. All Rights Reserved.'

1001

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.

EnergySmart  
A New Orleans Program

Entergy

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## Bill Insert

### One Simple Step to Save Energy and Increase Your Home's Comfort



**Improve your home's energy efficiency and comfort.** With a Home Performance with ENERGY STAR® assessment, you can receive a personalized energy report, no-cost energy-saving products and rebates on qualifying energy efficiency upgrades.

**Start saving today by signing up for an assessment.** Schedule yours online at [energysmartnola.com/performance](http://energysmartnola.com/performance) or by calling **504-229-6868**.

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049-0334-00-00



### No-cost installation of energy-saving products\* in your home may include:

 <b>LED Light Bulbs</b>	 <b>Low-Flow Showerheads</b>	 <b>Low-Flow Bathroom Aerators</b>
 <b>Smart Thermostats</b>	 <b>Hot Water Pipe Insulation</b>	 <b>Low-Flow Kitchen Aerators</b>
 <b>Smart Power Strips</b>		

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

Schedule an assessment online at [energysmartnola.com/performance](http://energysmartnola.com/performance) 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







# Trade Ally Emails

## Q1 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 >](#)

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#### Order Your 2021 Badges

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

[Read more >](#)

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

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

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

[Join Meeting >](#)

---



#### Q1 Virtual Trade Ally Advisory Group Meeting


Thursday, Feb. 26  
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)  
+1 469-278-8551  
Phone Conference ID: 778 173 9214

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#### New Rebate Forms

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






For more information about this and other energy efficiency offerings, visit [energysmarttexas.com](http://energysmarttexas.com), email [info@energysmarttexas.com](mailto:info@energysmarttexas.com) or call 681-229-0886.

Energy Smart is a comprehensive energy efficiency program developed by the Texas Clean Energy Council and administered by Energy Smart Texas, LLC. ©2021 Energy Smart, LLC. All rights reserved.



## Badge Reminder



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Dear Trade Ally,

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



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

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

[Submit your company and team information](#)

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

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For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-226-6868.

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# A/C Tune-Up Customer Reach Back Campaign Materials

## Postcard

**Tune up and cool off.**  
Get ready for warmer temperatures with instant rebates on air conditioning unit tune-ups.

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06/2019 02 00

**EnergySmart**  
A New Orleans Program

**Entergy**

**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).

**EnergySmart** **Entergy**  
524 Elmwood Park Blvd, #140  
New Orleans, LA 70123

## Email





# Tune up and cool off.

### 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 Materials

## Email

**EnergySmart**  
A New Orleans Program

**Entergy**

**Spring into Energy Savings.**

**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**.

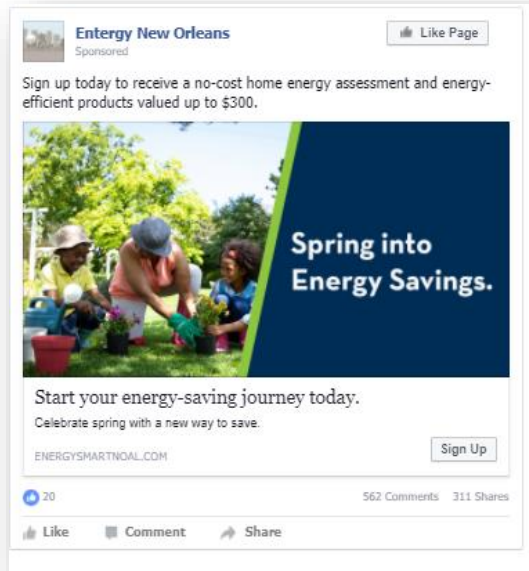
[Click here to schedule your assessment.](#)

For more information about these and other Energy Smart offerings:

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

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## Social Media



## Google Display Ads



## Google Search Ads

### Spring into Energy Savings | Improve Your Home Comfort

[\[Ad\] 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

[\[Ad\] 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.

# Trade Ally Emails

## Q2 Newsletter



### Energy Smart Trade Ally Newsletter

July 2021

#### Program Updates

##### Updated Rebates and Incentive Rates


The 2021 Rebate forms for all programs have been uploaded to your Trade Ally Sharepoint folder. Please ensure that all services performed have been updated in the NGAGE rebate submission platform to reflect these new rates.

##### Your 2021 Badges are on Their Way

If you submitted your information for the 2021 badges, they will be delivered soon.

If you missed the deadline for the badge order, please complete this [submission form](#) as soon as possible to ensure it will be included in the next order. Email [adavis@frankinenergy.com](mailto:adavis@frankinenergy.com) to notify him it has been submitted.

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#### We Want to Hear From You

We value your feedback as it helps us identify how we can evolve our program to better serve you. Please complete our brief survey by July 31, 2021. The survey should take approximately 10 minutes to complete.

[Take Our Survey >](#)

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#### Q3 Virtual Trade Ally Advisory Group Meeting


August 26  
9-11 a.m.  
Location: Webinar

At this quarterly meeting, Entergy 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)  
+1 469-270-0551  
Phone Conference ID: 770 040 816#

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For more information about this and other energy efficiency offerings, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-8888.

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# Keep Your Cool Campaign

## Email




**Keep Your Cool with Energy Savings.**

**Beat the summer heat and increase your home's comfort.**

With summer temperatures heating up, ensuring your home is comfortable and efficient is now more important than ever. Energy Smart makes it easy with a trained team of Energy specialists to guide you through the best steps for your home with a **no-cost** whole-home energy assessment and air conditioner solutions.

---




**Sign up for Home Performance with ENERGY STAR®.**

This offering begins with a **no-cost** in-person home energy assessment and takes a whole-home approach to improve efficiency and comfort. You can also receive **no-cost** installation of several energy efficiency products, such as:

- Smart Thermostats.
- Light Bulbs.
- Smart Power Strips.
- Shower Heads.
- Faucet Aerators.

[Schedule your appointment.](#)

---




**Tune up and cool off.**

Don't forget about air conditioner maintenance this summer. Contact a trusted trade ally for an Energy Smart A/C Tune-Up. Improve your air conditioning system's cooling output and efficiency by up to 30 percent, plus receive an **instant rebate of up to \$150.**

[Find a trade ally.](#)

---






**Time for a new air conditioner unit?**

Has your air conditioner unit seen better days? Perhaps it is time to replace it with a more energy-efficient one. Not to worry, Energy Smart is here to help you keep your cool with **Central Air Conditioner Rebates of up to \$500.**

[Find a trade ally.](#)

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For more information about these and other Energy Smart offerings:

		
Visit <a href="http://energysmarttools.com">energysmarttools.com</a>	Call 504.229.6868	Email <a href="mailto:info@energysmarttools.com">info@energysmarttools.com</a>



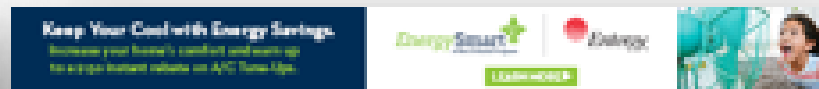
## Google Search Ads

### Beat the Summer Heat with Energy Savings | Make Your Home More Comfortable

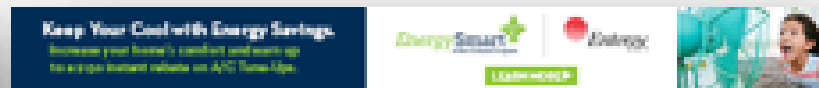
[www.energysmartnola.com](http://www.energysmartnola.com)

Receive no-cost energy efficiency products by scheduling a Home Performance with ENERGY STAR® assessment today. Plus, earn up to a \$150 instant rebate on a/c tune-ups.

## Google Display



## NOLA.com Ads



## Email 2



### Beat the summer heat and increase your home's comfort.

With summer temperatures heating up, ensuring your home is comfortable and efficient is now more important than ever. Energy Smart makes it easy with a trained team of Energy specialists to guide you through the best steps for your home with a **no-cost** whole-home energy assessment and air conditioner solutions.



#### Sign up for Home Performance with ENERGY STAR®.

This offering begins with a **no-cost** in-person home energy assessment and takes a whole-home approach to improve efficiency and comfort. You can also receive **no-cost** installation of several energy efficiency products, such as:

- Smart Thermostats.
- Light Bulbs.
- Smart Power Strips.
- Shower Heads.
- Faucet Aerators.

[Schedule your appointment.](#)



#### Tune up and cool off.

Don't forget about air conditioner maintenance this summer. Contact a trusted trade ally for an Energy Smart A/C Tune-Up. Improve your air conditioning system's cooling output and efficiency by up to 30 percent, plus receive an **instant rebate of up to \$150**.

[Find a trade ally](#)



#### Time for a new air conditioner unit?

Has your air conditioner unit seen better days? Perhaps it is time to replace it with a more energy-efficient one. Not to worry, Energy Smart is here to help you keep your cool with **Central Air Conditioner Rebates of up to \$800**.

[Find a trade ally](#)

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).

## My Rewards Emails


### Personalized and Rewarding Energy Savings.

It can be difficult to know where to start when you want to save energy and improve your home's comfort. With a Home Performance with ENERGY STAR® assessment, you can skip the guesswork and start saving energy and earning *My Rewards* points.


Schedule your appointment today, and one of our Energy Advisors will evaluate your home's energy efficiency and install no-cost energy efficiency products, such as LED light bulbs, smart power strips and more. Plus, you can earn up to 500 *My Rewards* points by checking off completed actions on the [My Entergy portal](#). These are points that can be redeemed toward gift cards from some of the top retailers and restaurants, such as Amazon and Starbucks.

[Schedule Now](#)


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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### Check Energy Efficiency Off Your List.

Energy efficiency upgrades, like attic insulation, home air sealing and duct sealing, can help you save energy while also improving the comfort of your home.

Energy Smart makes it easier than ever to make upgrades to your home with our cash rebates.


Energy Efficiency Upgrade	Rebate
Home Air Sealing	Up to \$0.30 per CFM50 reduction
Attic Insulation	Up to \$0.60 per square foot
Central Air Conditioning Duct Sealing	Up to \$1.50 per CFM50 reduction
Central Air Conditioning Tune-up	Up to \$150

As an extra bonus, earn up to 200 *My Rewards* points on the [My Entergy portal](#) by completing these upgrades.


To get started on your energy-saving home projects, find a qualified trade ally on our [website](#) or call 504-229-6868.

[Find a trade ally](#)


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)



**Save Water.  
Save Energy.  
Save \$\$\$.**

It's never been easier—or more affordable—to save energy in your home. Shop the [Energy Smart Online Marketplace](#) for significant discounts on energy-efficient and water-saving products like the ones below. *Bonus: You can receive 100 My Rewards points on the [My Entergy portal](#) just for shopping—redeemable toward gift cards from top retailers and restaurants, such as Walmart and Applebee's.*

**Smart Thermostats  
(up to \$100 instant rebate)**

Heating and cooling costs can account for 55% of annual energy usage in the average American home.\* A smart thermostat can help you save energy and control the temperature settings in your home. Check out our selection of smart thermostats to stay comfortable all year long while saving on energy.



[Shop Now](#)



**LED Light Bulbs  
(up to \$3 instant rebate per bulb)**

Making the switch to LEDs can help you use up to 80% less energy than traditional incandescent bulbs. Plus, LED bulbs last much longer than incandescent ones, which means you spend less time replacing them, while saving energy.\*\*

[Shop Now](#)

**Advanced Power Strips  
(\$20 instant rebate on select models)**

Switching to a smart, advanced power strip allows you to protect anything plugged into them in the case of a power surge. The added benefit—they also reduce wasted standby power from those plugged-in items.



[Shop Now](#)



**High Efficiency Showerheads  
(\$10 instant rebate)**

Reducing the amount of energy it takes to heat your water means energy savings. A low-flow showerhead is up to 40% more energy-efficient than the standard 2.5 GPM showerhead—without sacrificing enjoyable water pressure.\*\*\*

[Shop Now](#)

Get energy-saving products shipped directly to your home for safe, convenient energy savings. Shop now at [shop.energysmartnola.com](#) or call 504-229-6868.

For more information about these and other Energy Smart offerings:

Visit  
[energysmartnola.com](#)

Call  
504-229-6868

Email  
[info@energysmartnola.com](#)



**Hassle-Free  
Energy Efficiency  
for Your Home.**

When you're ready to start saving energy in your home, make Energy Smart the first stop on your journey. With personalized home energy assessments, energy efficiency products for purchase on the [Energy Smart Online Marketplace](#), rebates on ENERGY STAR® appliances and more, we have solutions that are just right for you.

[Visit the Energy Smart website.](#)

Start your energy efficiency journey today at [energysmartnola.com/residents](#) or call 504-229-6868.

For more information about these and other Energy Smart offerings:

Visit  
[energysmartnola.com](#)

Call  
504-229-6868

Email  
[info@energysmartnola.com](#)



**You earned it.  
Claim your gift  
card today.**

Make the most of your energy-saving efforts this holiday season. Redeem your My Rewards points for gift cards for your holiday shopping. Gift cards are available for your favorite retailers and restaurants, such as Amazon, Target, Starbucks and more. Simply log in to your [My Entergy portal](#) to redeem your My Rewards points today.



[Redeem Points Now](#)

For questions or more information about Energy Smart offerings:

Visit  
[energysmartnola.com](#)

Call  
504-229-6868

Email  
[info@energysmartnola.com](#)



# Hurricane Ida Recovery Emails

## Email 1





# Restore. Recover. Rebuild.

As part of our commitment to our customers and program participants, the Energy Smart program is here to help you rebuild and restore your home following Hurricane Ida. [Energy Smart](#) has a wide range of offerings to help you save energy, ensuring that you rebuild greener and more resiliently.

### No-Cost Whole-Home Assessment

Identify weatherization issues, lower utility costs and make your home more comfortable with our no-cost Home Performance with ENERGY STAR® assessment. Income-qualified customers can also receive energy-efficiency upgrades at no cost. Schedule your complimentary assessment [online](#) or by calling 504-229-6868.

### ENERGY STAR® Certified Refrigerators

Need to replace your refrigerator? You can receive a \$50 rebate when you purchase a new ENERGY STAR certified refrigerator. In addition to saving with your rebate, these models are designed to help you start saving energy and money as soon as you plug them in.

### Central Air Conditioning Replacements, Tune-Ups and Duct Sealing

Energy Smart can help you keep your home cool, comfortable and energy efficient. Whether you'd like to optimize your system with a tune-up, seal your ductwork or replace your equipment with a more efficient model, Energy Smart can help make it more affordable with A/C Solutions rebates.

### ENERGY STAR Certified Window A/C Units

Upgrading to an ENERGY STAR certified window air conditioning (A/C) unit will not only help you stay cool and comfortable, but it can also help lower your energy use. These models are more efficient thanks to their improved insulation and sealing, and with Energy Smart, you can receive a \$50 rebate.

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### Appliance Recycling Offering

Appliance recycling is available for customers with a working, secondary refrigerator or freezer. Removing an extra fridge or freezer can save customers up to \$180 a year. Energy Smart will pick up the appliance for free and give customers \$50. Go green and get green. To schedule your free pickup, call 877-743-3128 or click [here](#).

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For questions or more information about Energy Smart offerings:



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






Call  
504-229-6868



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

## Email 2



### Energy-Efficient Restoration

As part of our commitment to our customers and program participants, Energy Smart wants to help New Orleanians restore and rebuild following Hurricane Ida. Take advantage of our no-cost offerings including Energy Efficiency Kits and Home Performance with ENERGY STAR® assessments to get started.

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#### Energy Efficiency Kits

Energy Smart offers no-cost [Energy Efficiency Kits](#) to help conserve the amount of energy from electricity and water used at homes and throughout our communities. The small amounts saved add up quickly and help the environment.

You can start saving immediately with the products in your Energy Efficiency Kit. These products include:

- Three 9-watt LED light bulbs
- One 15-watt LED light bulb
- One water-saving showerhead
- One water-saving kitchen-faucet aerator
- One water-saving bathroom-faucet aerator

[Request Kit](#)

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#### Home Performance with ENERGY STAR®




Upgrade your home comfort and lower your utility bills with Energy Smart's no-cost [Home Performance with ENERGY STAR](#). This offering includes a no-cost virtual or in-person home energy assessment and takes a whole-home approach to improve efficiency and comfort.

The assessment reduces the up-front cost of installing energy-efficiency upgrades in your home. Depending on the improvements you choose, you could save at least 20 percent on your annual utility bill.

[Schedule Appointment](#)

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For questions or more information about Energy Smart offerings:

 Visit <a href="http://energysmartnola.com">energysmartnola.com</a>	 Call 504-229-6868	 Email <a href="mailto:info@energysmartnola.com">info@energysmartnola.com</a>
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## Email 2 DNO



### Energy-Efficient Restoration

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- One water-saving bathroom faucet aerator

[Request Kit](#)

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The assessment reduces the up-front cost of installing energy-efficiency upgrades in your home. Depending on the improvements you choose, you could save at least 20 percent on your annual utility bill.

[Schedule Appointment](#)

For questions or more information about Energy Smart offerings:



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



Call  
504-229-6868




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



## A/C Tune-Up Bill Insert

**Stay cool this summer with an instant rebate of \$150 on air conditioning unit tune-ups.**



**An A/C Tune-up can:**

- Improve air conditioner efficiency by up to 30%.
- Help your unit last longer.
- Lower your energy usage and deliver a cooler and less humid indoor environment.

**Get ready to enjoy a cooler, more efficient summer.**  
 Select a trusted trade ally partner to complete your tune-up.  
 Visit [energysmartnola.com/cooloff](http://energysmartnola.com/cooloff) or call **504-229-6868**.

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### What's included in an A/C Tune-up?

	Cleaning condenser coil.
	Measuring and adjusting refrigerant after performing improvements.
	Changing air filter (customer provides air filter).

	Cleaning evaporator coil.
	Measuring and adjusting air flow.
	Calculating system pre- and post-efficiency.

Select a trusted trade ally partner to complete your tune-up.  
 Visit [energysmartnola.com/cooloff](http://energysmartnola.com/cooloff) or call **504-229-6868**.

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## EasyCool Demand Load Control End of Season Letter



October 2021

Dear Valued Entergy New Orleans Customer,

Thank you for participating in the Entergy New Orleans **Energy Smart EasyCool offering**. Now in its sixth year, EasyCool makes an important contribution to reducing energy demand and benefiting the environment. Relieving pressure on the electrical system helps keep the power supply affordable and reliable for all customers. Your continued participation is making a difference.

Your electric bill is calculated, in part, from two basic components – the electrical requirements of each piece of equipment (watts) and the length of time you use the equipment (hours). During the summer, both components reach their highest demand, called peak demand. And since air conditioning and heating units typically are the biggest energy users, Entergy New Orleans offers EasyCool to ease those peak demand costs when temperatures are at their most extreme.

Entergy New Orleans works hard to provide you with safe, affordable and reliable service. To thank you for helping use energy wisely, we're enclosing this \$40 check for your participation in the 2021 cooling season.

Beginning in 2022, the EasyCool offering will operate with smart thermostats only. Demand load control devices, like the one connected to your air conditioner currently, will be scheduled for removal. We encourage you to continue your participation in EasyCool with a smart thermostat. Here are your options:

- If you already have a smart thermostat, you can enroll it at [energysmartnola.com/enroll](http://energysmartnola.com/enroll). Earn **\$25 for signing up** and continue to earn **\$40 each year** you participate.
- If you need to purchase a new smart thermostat, we have several options for you. To learn more about your options, visit [energysmartnola.com/smart](http://energysmartnola.com/smart), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868. Once installed, enroll your new smart thermostat in EasyCool at [energysmartnola.com/enroll](http://energysmartnola.com/enroll) and earn **\$25 for signing up** and **\$40 for each year** you participate.
  - Buy one from the Energy Smart Online Marketplace at [shop.energysmartnola.com](http://shop.energysmartnola.com).
  - Have one installed by a heating and cooling contractor. Visit [energysmartnola.com/trade-allies](http://energysmartnola.com/trade-allies) to find an approved Energy Smart trade ally.
  - Purchase a qualifying smart thermostat from any retailer and get a \$100 rebate. Visit [save.energysmartnola.com/smartrebate](http://save.energysmartnola.com/smartrebate) to submit your rebate application.

For questions about EasyCool or changes to the offering, please call us at 504-229-6868 or email [info@energysmartnola.com](mailto:info@energysmartnola.com). We also would appreciate it if you would scan the QR code or visit [energysmartnola.com/survey](http://energysmartnola.com/survey) to provide feedback that will help us improve our offerings and services.



Thanks again for participating in the Energy Smart EasyCool offering.

Sincerely,

The Energy Smart Program

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## Trade Ally Emails

### Q4 Trade Ally Advisory Group Meeting



# Mark Your Calendar



## Q4 Trade Ally Advisory Group Meeting

At this quarterly meeting, Entergy 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.

**Date:** Thursday, October 28

**Time:** 9-11 a.m.

[Join Meeting >](#)

**Or call in (audio only)**

**+1 469-270-0551**

**Phone Conference ID: 216 220 614#**

We hope you and your team can join us.



# Q4 Trade Ally Newsletter



## Energy Smart Trade Ally Newsletter

October 2021

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### Program Updates

#### Trade Ally Portal Coming Soon

The Trade Ally Portal will be live later in Q4. The portal will give you the ability to check on the status of active and completed projects. It will also provide announcements about upcoming training and important program reminders. Each trade ally will have an online account with login information and will receive an invitation if there are completed or pending 2021 projects. The link to the portal will be available on the trade ally webpage.

#### Hurricane Ida Update

Any work completed after Hurricane Ida must adhere to the Residential Trade Ally Manual's General Participation Requirements and Standards. If you have questions, please reach out to the CAIQC Team before proceeding with energy efficiency improvements.

#### Program Progress to Goal



Category	Current Progress	Goal
AEC Solutions	10,000	15,000
Home Performance with ENERGY STAR	15,000	20,000
Home Qualified Installation	20,000	25,000
Multiple Homes	10,000	15,000

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#### Introducing Your New Trade Ally Manager

We are excited to announce Wendy Becker as the new trade ally manager. Wendy has over 20 years of experience working with customers and trade allies on various multifamily, commercial and industrial programs. She has extensive customer service skills, CAIQC experience, outreach knowledge and general field operations management experience. Effective immediately, Wendy is your point of contact for any questions, comments or concerns regarding projects, payment status, scheduling, training, etc.

Email: [wendy.becker@energysmarttools.com](mailto:wendy.becker@energysmarttools.com)  
Phone: 202-999-2492

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#### Q4 Virtual Trade Ally Advisory Group Meeting

October 28  
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)  
+1 480-270-0591  
Phone Conference ID: 216 220 6148

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#### Residential Energy Efficiency: Exploring the Tools of the Trade

November 4  
9-11 a.m.  
Location: Webinar

Join us for the final Residential Training webinar of Program Year 11. Chris Flores of Eco-Synergy Advisors will review HVAC load calculations including Manual J, S, & D from a building science perspective. This training will explore the relationship between load calculations and how the thermal envelope and air leakage rates in a home affect sizing an HVAC system.

[Join Meeting >](#)

Or call in (audio only)  
+1 480-270-0591  
Phone Conference ID: 992 808 9368

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#### Did You Miss the Recent Training Session?

On Thursday, October 14, Energy Smart and Entergy Solutions welcomed Chris Flores, the managing director of Eco-Synergy Advisors, to lead a technical training on building science in residential energy efficiency. Topics included:

- Tips for performance testing and establishing baseline conditions.
- Home forensic analysis process.
- Results evaluation.
- Tools and equipment such as blower doors, duct leakers, manometers, infrared cameras and more.

Click below to view the recording.

[Watch Webinar >](#)

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For more information about this and other energy efficiency offerings, visit [energysmarttools.com](http://energysmarttools.com), email [info@energysmarttools.com](mailto:info@energysmarttools.com) or call 800-228-8118.

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ENERGY SMART ANNUAL REPORT – PROGRAM YEAR 11

APPENDIX D

## ‘Exploring the Tools of the Trade’ Training



# Mark Your Calendar

## Residential Energy Efficiency: Exploring the Tools of the Trade

Join us for the final Residential Training webinar of Program Year 11. Chris Flores of Eco-Synergy Advisors will review HVAC load calculations including Manual J, S & D from a building science perspective. This training will explore the relationship between load calculations and how the thermal envelope and air leakage rates in a home affect sizing an HVAC system.

**Date:** Thursday, November 4  
**Time:** 9-11 a.m.

[Join Meeting ►](#)

Or call in (audio only)  
+1 469-270-0551  
Phone Conference ID: 992 608 936#

We hope you and your team can join us.



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 504-229-6868.

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# LED Kit

## Label



## Insert

### Ready to get Energy Smart?

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

**HERE ARE SEVEN MORE WAYS YOU CAN SAVE:**

- Contact Energy Smart at 504-229-6868 to see if you qualify for a no-cost, insulation/energy efficiency audit and an assessment of your home.
- Install additional energy-saving LED light up products. You can also receive instant rebates on LED lighting products when you purchase from our participating retailers.
- Adjust your thermostat to match your schedule at home. In the winter, we recommend setting it to 68 degrees when you're home and awake, and lowering the temperature while you're away from home or asleep. In the summer, keep your home warmer than normal when you're awake and set the thermostat to 78 degrees when you're at home and not cooling.
- Choose ENERGY STAR® certified appliances, which ensure quality and energy savings. Some products, such as window A/C units, air conditioners and heat pump water heaters, also qualify for rebates through Energy Smart.
- Turn up your A/C system through the A/C Solutions offering. Not only will it improve the efficiency and performance of your A/C equipment, but you'll also receive an instant rebate.
- Steerlessly air-leaves by working with an Energy Smart participating trade ally to see your ductwork sealantize your home and install insulation. You may also qualify for Energy Smart rebates.
- Looking for more ways to manage energy costs? Visit [shop.energysmartnola.com](http://shop.energysmartnola.com) for energy efficiency products that can be delivered directly to your door.

## Energy Smart LED Efficiency Kit

### Product Guide

This kit contains products to start you on your journey to energy efficiency.

**5** 5-watt  
LED light bulbs

**2** 75-watt  
PAR38 LED light bulbs

**1** 15-watt  
LED light bulb

### READY TO GET ENERGY SMART?

amount of energy we use at home, the small amounts saved add up. You can start saving energy in your Energy Smart

energy efficiency journey by we cut down on your energy costs. So why stop you assess ment.

[energysmartnola.com](http://energysmartnola.com), or | 504-229-6868

and family who are entergy energy-saving options.

### LIGHT BULBS

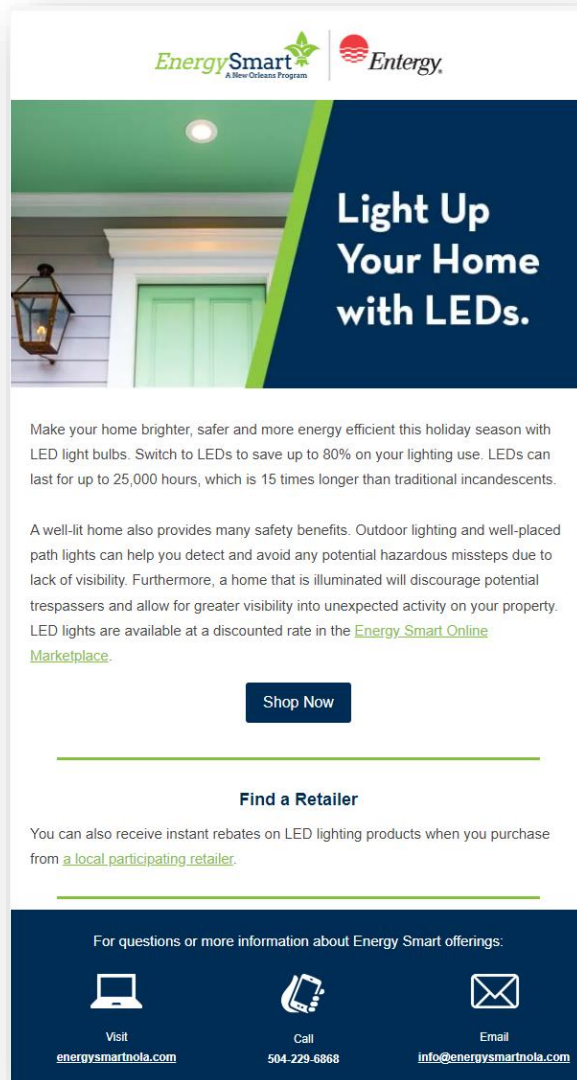
Light emitting diodes, or LEDs, are a great energy saving light source. These bulbs use up to 80% less energy and last up to 25 times longer than incandescents. That's up to 25,000 hours.

### LIGHTING SAFETY BENEFITS

Outdoor lighting on walkways or paths around your home can improve safety for you and your guests when coming and going. Well-lit areas help you to detect and avoid any potential hazardous mistakes due to lack of visibility.

As well lit, you also provide a sense of security. A home that is illuminated will be airtiest potential trespassers and allow for greater visibility into unexpected activity on your property.

## LED Email



The graphic features the EnergySmart logo (A New Orleans Program) and the Entergy logo at the top. Below the logos is a photograph of a green door with a lantern-style light fixture on the wall to the left and a recessed ceiling light above the door. A dark blue diagonal banner on the right side of the image contains the headline "Light Up Your Home with LEDs." in white text.

**EnergySmart**  
A New Orleans Program

**Entergy**

### Light Up Your Home with LEDs.

Make your home brighter, safer and more energy efficient this holiday season with LED light bulbs. Switch to LEDs to save up to 80% on your lighting use. LEDs can last for up to 25,000 hours, which is 15 times longer than traditional incandescents.




A well-lit home also provides many safety benefits. Outdoor lighting and well-placed path lights can help you detect and avoid any potential hazardous missteps due to lack of visibility. Furthermore, a home that is illuminated will discourage potential trespassers and allow for greater visibility into unexpected activity on your property. LED lights are available at a discounted rate in the [Energy Smart Online Marketplace](#).

[Shop Now](#)

#### Find a Retailer

You can also receive instant rebates on LED lighting products when you purchase from a [local participating retailer](#).

For questions or more information about Energy Smart offerings:

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



Circuit E-Newsletter



Circuit by Entergy  
August 2021



**Beat the Heat with an A/C Tune-Up**

This summer has been a scorcher, and temperatures are expected to keep heating up as we head into this month.

[READ MORE](#)



**Simple Steps to Saving Energy at Home**

Don't let high energy bills get you down. Start saving today with these simple tips.

[TAKE A LOOK](#)



**What Makes Smart Appliances So Smart?**

These slick new appliances can save energy and make your life easier, but how are they so smart?

[READ MORE](#)



**Room for Energy Savings: Laundry Room**

With these tricks, you can feel like a magician conjuring up energy savings in your laundry room.

[WATCH NOW](#)



**Fact or Fable? Humans Use Only 10% of Their Brain Power**

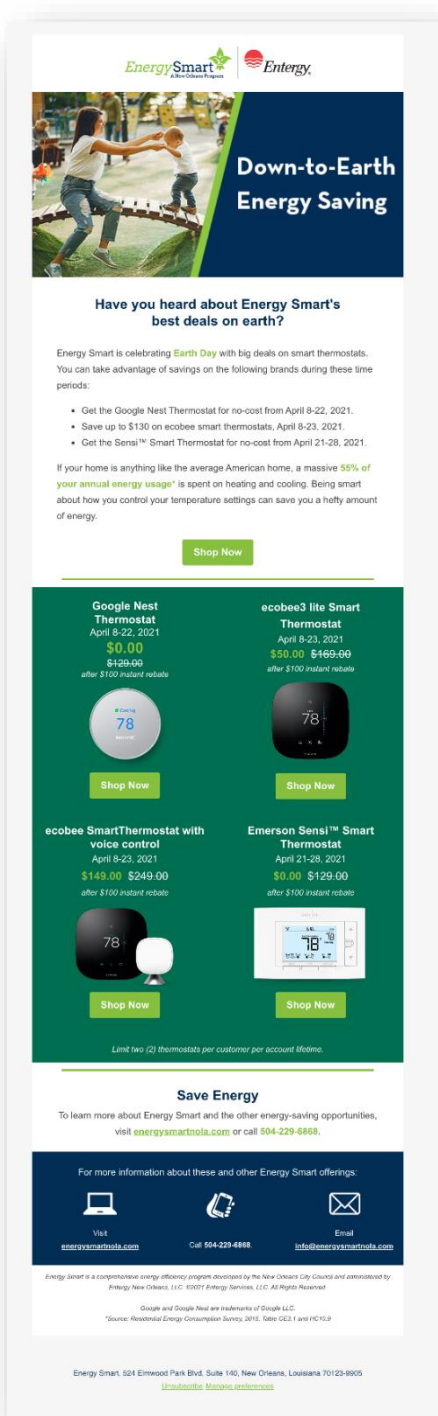
If you think about it, all that unused brain power seems like such a waste. But is it really true?

[TAKE A LOOK](#)

## Online Marketplace Promotions

### Earth Day Promotion Materials

#### Lead Generation Email



**EnergySmart** **Entergy**

### 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](#)


---

**Google Nest Thermostat**  
April 8-22, 2021  
**\$0.00**  
~~\$129.00~~  
after \$100 instant rebate



[Shop Now](#)


**ecobee3 lite Smart Thermostat**  
April 8-23, 2021  
**\$50.00** ~~\$169.00~~  
after \$100 instant rebate



[Shop Now](#)


---

**ecobee SmartThermostat with voice control**  
April 8-23, 2021  
**\$149.00** ~~\$249.00~~  
after \$100 instant rebate



[Shop Now](#)

**Emerson Sensi™ Smart Thermostat**  
April 21-28, 2021  
**\$0.00** ~~\$129.00~~  
after \$100 instant rebate




[Shop Now](#)


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


---

**Save Energy**

To learn more about Energy Smart and the other energy-saving opportunities, visit [energysmarttools.com](http://energysmarttools.com) or call 504-229-4868.

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

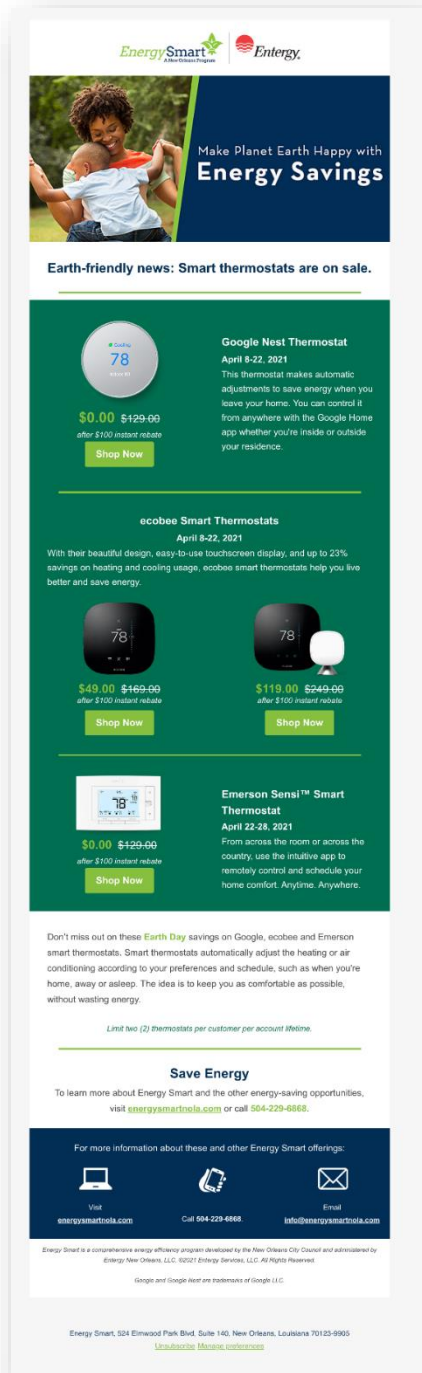
  
 Call 504-229-4868

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

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Google and Google Nest are trademarks of Google LLC.  
\*Source: Residential Energy Consumption Survey, 2010. See CEM3 and HCU3.P

Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70125-9905  
[www.energysmart.com](http://www.energysmart.com)

#### Remarketing Email




**EnergySmart** **Entergy**

### Make Planet Earth Happy with Energy Savings

**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 [energysmarttools.com](http://energysmarttools.com) or call 504-229-4868.

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 Call 504-229-4868

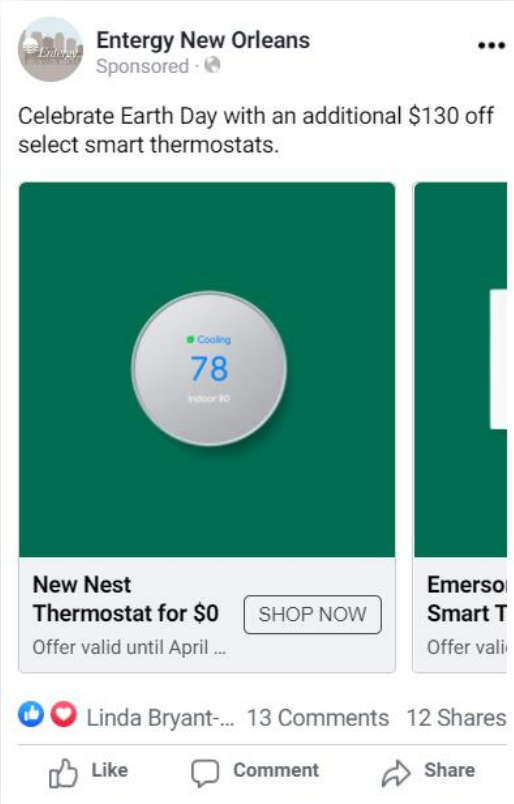
  
 Email  
[info@energysmarttools.com](mailto:info@energysmarttools.com)

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[www.energysmart.com](http://www.energysmart.com)


## Memorial Day Promotion Materials

### Facebook 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 vali

Linda Bryant... 13 Comments 12 Shares

Like Comment Share


## 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 \$0.60 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:



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



Call  
504-229-6868






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

\*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

**\$0.60 \$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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Google and Google Nest are trademarks of Google LLC.  
 \*Source: Residential Energy Consumption Survey, 2015. Table CE3.1 and HC10.9

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## Summer Promotion Materials

### Facebook Ad

**Entergy New Orleans**  
Sponsored · 🌐

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

**Nest Thermostat**  
is Now \$0  
Offer Valid Until July ...

SHOP NOW

**Nest Th**  
is Now \$  
Offer Vali

👍❤️😄 Amy Lorrai... 11 Comments 8 Shares

👍 Like    💬 Comment    ➦ Share

### Facebook Offer Ad

**Entergy New Orleans**  
Sponsored · 🌐

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

**Nest Learning Thermostat for...**  
Offer valid until May ...



SHOP NOW


**ecobee**  
**thermos**  
Offer vali

👍 Like    💬 Comment    ➦ Share



## Lead Generation Email







### 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.

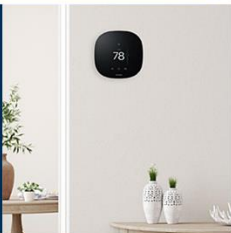
Shop Now


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)

## Remarketing Email







### Our Summer Savings Sale is Ending Soon.

#### 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  
~~\$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.


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Call  
504-229-6868




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

# Sensi Touch Launch Campaign Materials

## Lead Generation Email



### New Silver Emerson Sensi™ Touch Smart Thermostat.

**Summer is heating up, and so are our deals.**


It's here, the new Emerson Sensi™ Touch in silver. Plus, deep discounts on energy-efficient LED lighting to help you save energy and make your home more comfortable.


**\$100 off Emerson smart thermostats.**  
\$169 \$69 after instant rebate

You can find the Emerson Sensi™ Touch in a brand-new color: silver. Smart thermostats help you save energy without sacrificing your comfort.

Hurry, discount available while supplies last.

**Shop Now**







**Simply Conserve® LED Lighting**  
\$4-19 \$ .60 after promotion and instant rebate


Switch to energy-efficient LEDs to save up to 80% on your lighting use.  
Offer valid August 2-9, 2021.

**Shop Now**



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)

## Remarketing Email



### Save with Energy-Efficient Home Upgrades.


Don't miss out on these limited-time savings on Simply Conserve® LED lighting and Emerson smart thermostats.


These energy-efficient products can lower your home's energy use and help you keep your home more comfortable.

**Emerson Sensi™ Touch**  
\$169-\$69 after instant rebate

Hurry, discount available while supplies last.

**Shop Emerson**







**Dimmable LED**  
\$4-19-\$0.60 after instant rebate


Offer valid August 2-9, 2021.

**Shop LEDs**

For more information about these and other Energy Smart offerings:

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

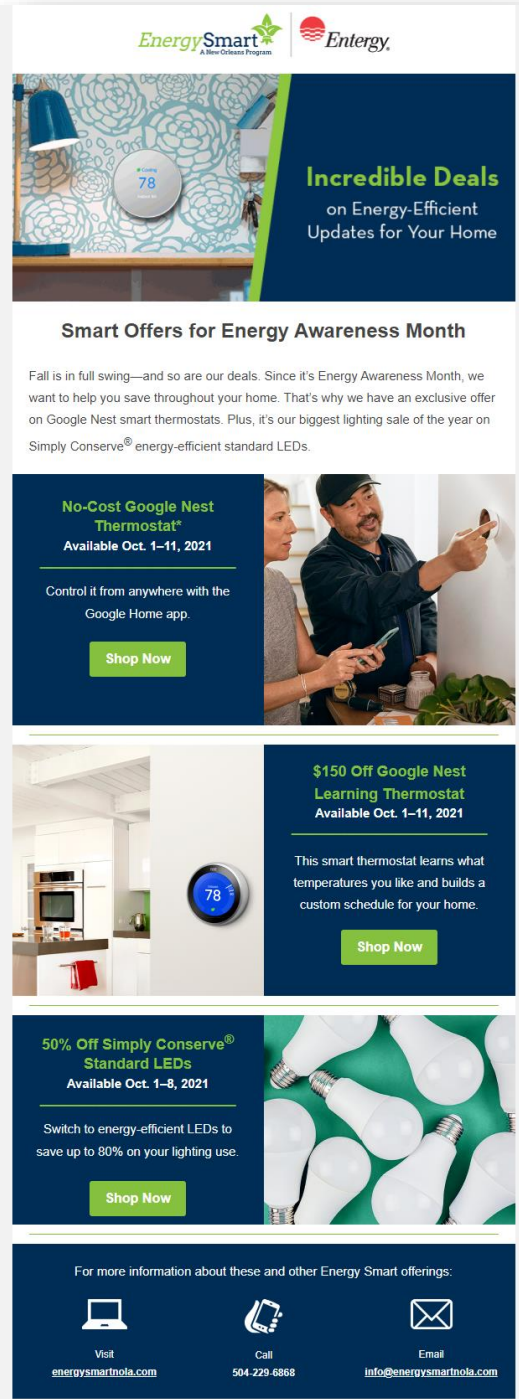
  
 Call  
 504-229-6868

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



# Energy Awareness Month Campaign Materials

## Lead Generation Email



**EnergySmart** A New Orleans Program **Entergy**

**Incredible Deals**  
on Energy-Efficient Updates for Your Home

**Smart Offers for Energy Awareness Month**

Fall is in full swing—and so are our deals. Since it's Energy Awareness Month, we want to help you save throughout your home. That's why we have an exclusive offer on Google Nest smart thermostats. Plus, it's our biggest lighting sale of the year on Simply Conserve® energy-efficient standard LEDs.

**No-Cost Google Nest Thermostat\***  
Available Oct. 1–11, 2021

Control it from anywhere with the Google Home app.

**Shop Now**

**\$150 Off Google Nest Learning Thermostat**  
Available Oct. 1–11, 2021

This smart thermostat learns what temperatures you like and builds a custom schedule for your home.

**Shop Now**

**50% Off Simply Conserve® Standard LEDs**  
Available Oct. 1–8, 2021

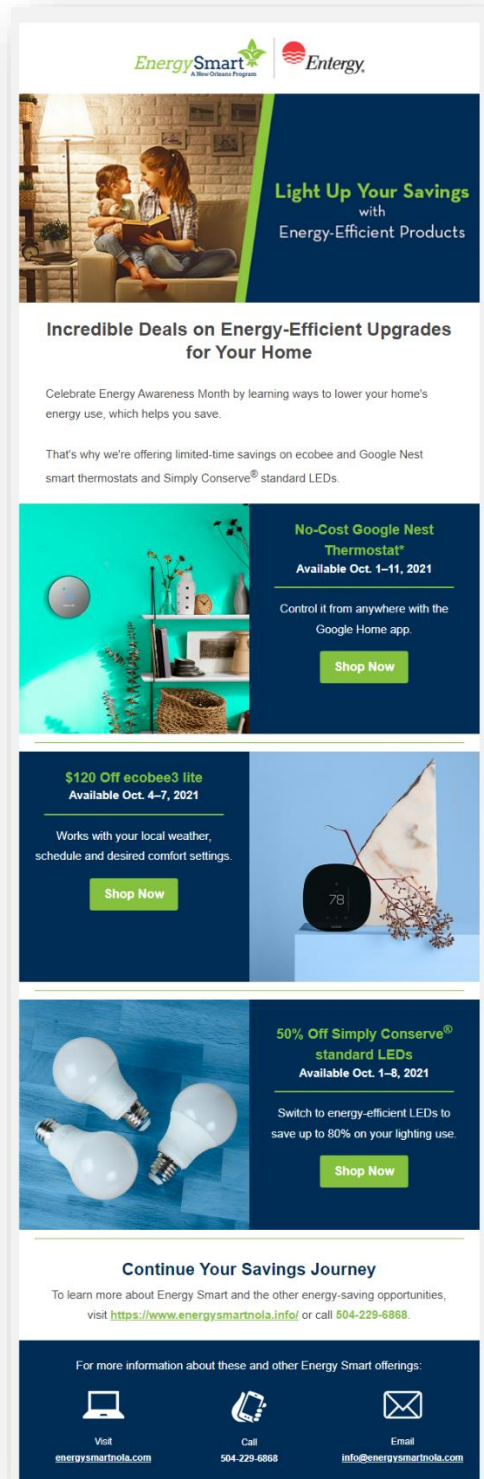
Switch to energy-efficient LEDs to save up to 80% on your lighting use.

**Shop Now**

For more information about these and other Energy Smart offerings:

Visit [energysmartnola.com](https://energysmartnola.com) | Call 504-229-6868 | Email [info@energysmartnola.com](mailto:info@energysmartnola.com)

## Remarketing Email



**EnergySmart** A New Orleans Program **Entergy**

**Light Up Your Savings**  
with Energy-Efficient Products

**Incredible Deals on Energy-Efficient Upgrades for Your Home**

Celebrate Energy Awareness Month by learning ways to lower your home's energy use, which helps you save.

That's why we're offering limited-time savings on ecobee and Google Nest smart thermostats and Simply Conserve® standard LEDs.

**No-Cost Google Nest Thermostat\***  
Available Oct. 1–11, 2021

Control it from anywhere with the Google Home app.

**Shop Now**

**\$120 Off ecobee3 lite**  
Available Oct. 4–7, 2021

Works with your local weather, schedule and desired comfort settings.

**Shop Now**

**50% Off Simply Conserve® standard LEDs**  
Available Oct. 1–8, 2021

Switch to energy-efficient LEDs to save up to 80% on your lighting use.

**Shop Now**


**Continue Your Savings Journey**

To learn more about Energy Smart and the other energy-saving opportunities, visit <https://www.energysmartnola.info> or call 504-229-6868.


For more information about these and other Energy Smart offerings:

Visit [energysmartnola.com](https://energysmartnola.com) | Call 504-229-6868 | Email [info@energysmartnola.com](mailto:info@energysmartnola.com)

Facebook Ad

 **Entergy New Orleans**  
Sponsored


Stock up on savings during Energy Awareness Month. Save up to \$150 on smart thermostats and take 75% off standard LEDs.



**\$120 Off ecobee3 lite**




Oct. 4-7, 2021




[Shop Now](#)



**75% Off Simply Conserve®**

Oct. 1-8, 2021

 20  562 Comments  311 Shares

 Like  Comment  Share

## Black Friday Cyber Monday Campaign Materials

### Lead Generation Email



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

Save with **Energy-Efficient Home Upgrades** for the Holidays

It's the holiday season, and we have what you need to get an early start on shopping with our "hot list" of deals available this Black Friday. Give the gift of energy efficiency with exclusive offers on smart thermostats and standard LEDs.

**Promotions end on Tuesday, Nov. 30, 2021, so don't miss out on this limited-time sale.**

**\$420 \$30\*** Google Nest Thermostat after \$100 instant rebate, discount applied at checkout

Control it from anywhere with the Google Home app.

**Shop Now**

**\$240 \$79\*** Google Nest Learning Thermostat after \$100 instant rebate, discount applied at checkout

Learns what temperature you like and builds a schedule around yours.

**Shop Now**

**\$420 \$49\*** ecobee3 lite after \$100 instant rebate, discount applied at checkout

Works with your local weather, schedule and desired comfort settings.

**Shop Now**

**\$420 \$0\*** Emerson Sensi™ smart thermostat after \$100 instant rebate, discount applied at checkout

Features a low profile sleek and minimalist design that looks great on your wall.

**Shop Now**

**\$460 \$49\*** Emerson Sensi™ Touch smart thermostat after \$100 instant rebate, discount applied at checkout

Remotely controls your home comfort from your smartphone or tablet.

**Shop Now**

**50% off Simply Consene® standard LEDs**

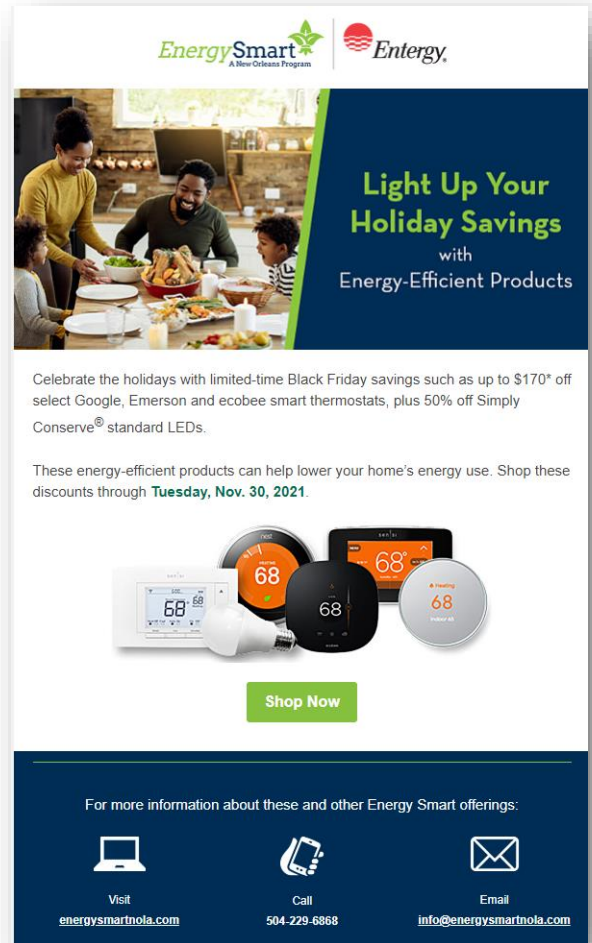
Switch to energy-efficient LEDs to save up to 80% on your lighting use.

**Shop Now**

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)

### Remarketing Email



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

Light Up Your **Holiday Savings** with Energy-Efficient Products

Celebrate the holidays with limited-time Black Friday savings such as up to \$170\* off select Google, Emerson and ecobee smart thermostats, plus 50% off Simply Consene® standard LEDs.


These energy-efficient products can help lower your home's energy use. Shop these discounts through **Tuesday, Nov. 30, 2021.**

**Shop Now**


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)

## Facebook Ad

**Entergy New Orleans**  
Sponsored · 🌐

Shop our Black Friday deals. Save up to \$170 on smart thermostats and 50% on standard LEDs after instant rebates.






**\$0 Google Nest Thermostat** [SHOP NOW](#) **\$79 Google Learning**

👍 Like    💬 Comment    ➦ Share

# December Holiday Campaign Materials

## Lead Generation Email



**Light up Your  
Holiday Savings**  
with  
Energy-Efficient Products


**Energy Smart is celebrating the holidays with smart thermostats for as low as \$0.\***

Receive discounts on Google and Emerson smart thermostats. Plus, 50% off standard LED light bulbs. Hurry, because like 2021, these deals are ending soon.

[Shop Now](#)


---

**Google Nest Thermostat**  
Dec. 15-27, 2021  
~~\$0 \$129~~  
*after \$100 instant rebate and holiday discount*




[Shop Now](#)

**Google Nest Learning Thermostat**  
Dec. 15-18, 2021  
~~\$79 \$249~~  
*after \$100 instant rebate and holiday discount*




[Shop Now](#)

**Emerson Sensi™ Touch Thermostat**  
Dec. 15-27, 2021  
~~\$49 \$169~~  
*after \$100 instant rebate and holiday discount*




[Shop Now](#)

**Emerson Sensi™ Smart Thermostat**  
Dec. 15-27, 2021  
~~\$0 \$129~~  
*after \$100 instant rebate and holiday discount*




[Shop Now](#)

**2-Pack Dimmable LEDs**  
Dec. 15-31, 2021  
~~\$3.41 \$6.82~~



[Shop Now](#)

**4-Pack Dimmable LEDs**  
Dec. 15-31, 2021  
~~\$3.94 \$7.88~~





[Shop Now](#)


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For more information about these and other Energy Smart offerings:

  
Visit  
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Call  
 504-229-6868

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



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\*Plus sales tax. Discount automatically applied at checkout. Limit two (2) thermostats per customer, per account lifetime. Limit twenty (20) light bulbs per customer, per account lifetime.

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[Unsubscribe](#) [Manage preferences](#)

## Remarketing Email




**Save with  
Energy-Efficient  
Home Upgrades**  
for the Holidays

**Holiday discounts end Dec. 27, 2021.**


---

**Google Nest Thermostat**  
Dec. 15-27, 2021  
~~\$0 \$129~~  
*after \$100 instant rebate and holiday discount*




[Shop Now](#)

**4-Pack Dimmable LEDs**  
Dec. 15-31, 2021  
~~\$3.94 \$7.88~~




[Shop Now](#)

**Emerson Sensi™ Touch Thermostat**  
Dec. 15-27, 2021  
~~\$49 \$169~~  
*after \$100 instant rebate and holiday discount*



[Shop Now](#)

**Emerson Sensi™ Smart Thermostat**  
Dec. 15-27, 2021  
~~\$0 \$129~~  
*after \$100 instant rebate and holiday discount*





[Shop Now](#)


**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.

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Call  
 504-229-6868

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

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2021 Entergy Services, LLC. All Rights Reserved.

Plus sales tax. Discount automatically applied at checkout. Limit two (2) thermostats per customer, per account lifetime. Limit twenty (20) light bulbs per customer, per account lifetime.

Google and Google Nest are trademarks of Google LLC.

Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70123-9905  
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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>1</sup></b>			
1-6W LED Screw-in replacing incandescent/CFL	ENERGY STAR certified.	\$3	per lamp
7-12W LED Screw-in replacing incandescent/CFL		\$5	per lamp
13-17W LED Screw-in replacing incandescent/CFL		\$7	per lamp
18-W LED Screw-in replacing incandescent/CFL		\$8	per lamp






## 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



Small Business March Bill Insert – Side 1



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

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



## Small Business March Bill Insert – Side 1

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



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



#### SMALL BUSINESS ENERGY EFFICIENCY KITS

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



#### ENERGY SMART STORE

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



#### SMART THERMOSTAT REBATES & EASY COOL

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

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

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



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## Small Business Online Store Homepage

FREE 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... \*\*\*\*\* \$9.99 **\$1.00**
- Niagara Low-Flo... \*\*\*\*\* \$9.50 **\$0.00**

**Office Kit**  
FREE \*\*\*\*\* \$76.99 **\$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 ▶](#)

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

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 ▶](#)

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

**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 – Feb. 15



Dear Energy Smart Partner,

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

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

Thank you,

The Energy Smart Program



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

## Facebook Ads for Free Energy Efficiency Kits



**Entergy New Orleans**  
Sponsored · 🌐

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

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

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

[GET OFFER](#)

## Facebook Ads for Small Business Online Store



**Entergy New Orleans**  
Sponsored · 🌐

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

**SMALL BUSINESS ONLINE STORE**

[ENERGYSMART.STORE](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 NOLA.gov website interface. At the top, the logo for 'nola.gov City of New Orleans Mayor LaToya Cantrell' is visible. A search bar is present with the text 'ENHANCED BY Google'. Below the header is a navigation menu with items: 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 banner with the text 'Economic Development'. On the left is a vertical sidebar menu with categories like 'Economic Development', 'Business Services', and 'Small Business Resources'. The central focus is a section titled 'OTHER BUSINESS RESOURCES' containing 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 of these tiles 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 two logos at the top: 'EnergySmart A New Orleans Program' and 'Entergy'. The article title is 'Energy Efficiency Products for Small Businesses Now Available Through Energy Smart's New Online Store'. The text describes how small business owners in Orleans Parish can purchase energy efficiency products online to reduce energy use and save money. It mentions the 'Energy Smart Small Business Online Store' and lists products like LED light bulbs, smart thermostats, and power strips. It also discusses 'several solutions' for managing energy usage, such as receiving a free energy efficiency kit with LED bulbs and faucet aerators, and cash incentives for equipment upgrades like lighting, chillers, HVAC, and retro-commissioning. The article concludes by stating that 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 – March 15




**Energy Smart**  
A New Orleans Program



**Entergy**

### Higher Education Cohort Webinar



Dear Higher Education Cohort Member,

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

Topics covered will include:

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

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

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

## Cash Incentives for Restaurants Email – April 12



### Cash Incentives Available for Restaurants



Energy Smart has cooked up some tasty financial incentives to help restaurants reduce electricity use and save money.

Join us for an overview of the incentives available to restaurants for LED lighting, HVAC, commercial kitchen equipment, smart thermostats and refrigeration. Hear testimonials from local restaurants that participated in the Energy Smart program.

#### Webinar Details

Tuesday, April 27

8:30-9:15 a.m.

[Click here to join the meeting](#)

or

Dial [469-270-0651](#)

Phone Conference ID: 169 058 267#

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

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

Thank you,  
The Energy Smart Program

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New Orleans, LA 70130

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Earth Day Email – April 19

Earth Day Social and Paid Search



**Save on your energy bills with a smart thermostat.**

In the spirit of Earth Day, smart thermostats are deeply rebated in the Energy Smart Small Business Store. Claim yours today for energy savings all year long.

Rebates run until 4/23 with some models being offered for as low as \$0. Installation is easy, fast & guaranteed with a smart thermostat.

**Shop Now at the Energy Smart Small Business Store**

**Claim Your Smart Thermostat**



**Energy Smart** **Entergy**

Small Business Rebates through 4/23/2022 per customer account.

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 122 St. Charles Park Blvd  
 New Orleans, LA 70112-4832

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Sponsored

Claim Your Smart Thermostat

**Claim Your Smart Thermostat**



**Earth Day Rebates Until 4/23** **SHOP NOW**

Like Comment Share

Ads

No Cost Smart Thermostats | \$0 Smart Thermostats | Instant Reb...


**Ad** [www.energysmart.store](http://www.energysmart.store)

Enjoy special rebates for small businesses in honor of Earth Day. Claim your no-cost smart thermostat and enjoy energy savings all year long. Hurry. Offer ends soon.

Entergy New Orleans  
Sponsored

Claim Your Smart Thermostat

**\$0 with instant rebates\***



**Google Nest for \$0** **SHOP NOW**

## 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

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## Summer Bonus Incentive Eblast – May 6



**LIMITED-TIME  
SUMMER BONUS  
INCENTIVE OFFER**

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

Participants can receive:

- 25% Non-Lighting Bonus
- 15% Lighting Bonus

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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1100 Poydras St., Suite 2060,  
New Orleans, LA 70163

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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 >](#)

**Energy Smart**  
A World Energy Group Company

**Entergy**



**15%-25% more in CASH incentives**

on new energy efficiency upgrades. Available through July 31, 2021, or while funds last.

[LEARN MORE >](#)

**Energy Smart**  
A World Energy Group Company

**Entergy**

## 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 Smart**  
A World Energy Group Company

**Entergy**



Energy Advisor Job Posting Eblast – May 24



Dear {IFNAME}\*,

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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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 SALE

Count down to  
**75**  
minutes

**\$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 ▶](#)

**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.

EnergySmart  A Sun-Green Energy  
Entergy  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.

EnergySmart  A Sun-Green Energy  
Entergy  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: 800-376-5874  
Email: [info@energysmartnola.com](mailto:info@energysmartnola.com)

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## Summer Bonus Incentive Reminder Eblast – June 7



**EnergySmart**  
A New Orleans Program

**Entergy**



**REMINDER**  
LIMITED-TIME  
**SUMMER BONUS**  
INCENTIVE OFFER

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.

Participants can receive:

- 25% Non-Lighting Bonus
- 15% Lighting Bonus

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 2080,  
New Orleans, LA 70163

Want to change how you receive these emails?



Eblast to Commercial Real Estate Contacts and Higher Ed Cohorts – 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: 504-593-9026  
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 4, 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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New Orleans, LA 70162

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## TA Small Business Bonus and Refrigeration Measures Email – July 7



### Program Enhancements



Dear Energy Smart Trade Allies,

The Energy Smart team has some exciting news regarding two new program enhancements.

First, is the launch of the Small Commercial Trade Ally Bonus. Trade allies who submit small commercial projects will receive a bonus based on 25% of the customer incentive, up to \$5,000 per project. Projects must be completed in 2021 and this offer is only available while funds are remaining.

Second is the addition of new refrigeration measures to the prescriptive incentive list.

- Door Gaskets for coolers
- Door Gaskets for freezers
- Auto Door Closers for coolers
- Auto Door Closers for freezers

For more information about the Small Commercial Trade Ally Bonus and the refrigeration measures please contact Kevin Fitzwilliam at [kevin.fitzwilliam@aptim.com](mailto:kevin.fitzwilliam@aptim.com) or by phone at 504-377-5905.

To submit new commercial projects use the new [combined calculator](#).

Thank You,



Energy Smart

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## Smart T-Stats and EasyCool for Business Email – July 16



### Unlock Summer Savings with a New Smart Thermostat and EasyCool for Business



Upgrade your business with a Google Nest, ecobee or Emerson smart thermostat.

Smart thermostats as low as **\$0**  
Limit two per customer account

FREE SHIPPING AVAILABLE

Enroll in EasyCool for Business, and we'll give you up to **\$65** within your first year of enrollment.

Summer is here, which means high temperatures outside and higher demand to keep our customers comfortable. As a business owner, you're **eligible to receive cash incentives** by opting to reduce energy consumption for short periods during high demand.

Take these three easy steps to receive cash back on products that make your business more energy efficient.

- 1 Purchase a smart thermostat.
- 2 Enroll in EasyCool for Business.
- 3 Earn cash incentives this summer.

**SHOP NOW**

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### Smart T-Stats and EasyCool Digital Display

EnergySmart  
A New Smart Program

Entergy

Unlock Summer Savings with a New Smart Thermostat and EasyCool for Business

Smart thermostats as low as \$0  
Free shipping available.

SHOP NOW

### Digital Display

EnergySmart  
A New Smart Program

Entergy

Unlock Summer Savings with a New Smart Thermostat and EasyCool for Business

Smart thermostats as low as \$0 | Free shipping available.

SHOP NOW



**Biz New Orleans Print Ad: August 1**



Unlock Summer Savings with a New Smart Thermostat and EasyCool for Business

Send in EasyCool for Business, and we'll give you up to \$100 when you first year of enrollment. Shop smart thermostats and control them by using [EnergySmart apps](#).

Smart thermostats as low as \$0

FREE SHIPPING AVAILABLE

## Smart Thermostats/EasyCool for Business Bill Insert: August 16

Unlock Summer Savings with a New Smart Thermostat and EasyCool for Business.



Enroll in EasyCool for Business, and we'll give you up to \$65 within your first year of enrollment.

Smart thermostats as low as \$0  
1 and free post-consumer discount.

FREE SHIPPING AVAILABLE.

Receive Cash Incentives to Reduce Energy Usage

As a business owner, you're eligible to receive cash incentives by opting to reduce electrical consumption during periods of high demand with EasyCool for Business.

Take these three easy steps to receive cash back for making your business more energy efficient.

- 1 Purchase a smart thermostat.
- 2 Enroll in EasyCool for Business.
- 3 Earn cash incentives this year.

Shop smart thermostats and enroll in EasyCool today by visiting [energysmart.com](http://energysmart.com).

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**Social: July 26-August 10 and August 18 – September 30**

**Entergy New Orleans**  
Sponsored · 🌐

As a business owner and Entergy customer, you're eligible to earn cash incentives by opting to reduce electrical consumption this summer. Shop products at [energysmart.store](https://energysmart.store) and start earning cashback today.

**Unlock Summer Savings with a New Smart Thermostat and EasyCool for Business**

Smart thermostats as low as **\$0**  
Free shipping available.

**SHOP NOW**



**ENERGYSMART.STORE**  
**Small Business Store**  
Earn cash incentives, reduce ener...

**SHOP NOW**


👍 1

👍 Like    💬 Comment    ➦ Share

## Q3 Higher Ed Cohort Meeting Email – July 27



### Higher Education Cohort Meeting



Dear Energy Smart Higher Education Cohort Members,

Please mark your calendar for Thursday, August 6 from 12 -1:30 p.m. for the Q3 Higher Ed Cohort meeting.

We're changing it up a bit by having a lunch meeting at our new office located in the Energy Centre at 1100 Poydras Street, Suite 2080. It will be nice to meet in person, eat lunch together and introduce you to our new Energy Smart team members, as well as share exciting program updates.

**Meeting Details**

Thursday, August 6  
12-1:30 p.m.  
Energy Centre  
1100 Poydras Street, Suite 2080

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

The Energy Smart team is looking forward to seeing everyone in person. Please share with other colleagues who may be interested in attending.

Thank you,

The Energy Smart Program

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Energy Smart  
1100 Poydras St., Suite 2080,  
New Orleans, LA 70183

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You can update your preferences or unsubscribe from this list.

## Extended Summer Bonus Incentive Email – July 28



Energy Smart is extending the Summer Bonus Incentive through September 30, 2021.

Due to the overwhelming success of driving energy efficiency projects, we were able to secure additional bonus funding, giving our customers additional time to take advantage of the increased incentives for lighting and non-lighting projects.



To qualify, project applications must be submitted by September 30, 2021, and be 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.

The Summer Bonus is available on a first-come, first-served basis or while funds last. For more details, click [here](#).

Thank you,




Energy Smart Program Team




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Our mailing address is:  
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1100 Poydras St., Suite 2080,  
New Orleans, LA 70163

## RCx Trade Ally Training Emails – August 25 and September 9

### Retro-commissioning Technical Training



Energy Smart and Entergy Solution welcome trade allies and select commercial and industrial customers to attend a retro-commissioning (RCx) training led by our training partner, Harris Energy Solutions. The training will cover the following engineering theories and practical approaches to RCx projects:

- Information to be collected during the kick-off meeting, initial equipment survey and building controls assessment.
- Generation of the Current Facility Requirement (CFR), detailed condition assessments, system functional performance testing and identification of retro-commissioning measures (RCMs).
- Technical challenges and lessons learned from over 600 RCM project implementations.
- Overview and application of the four IPMVP M&V options.

**Tuesday, September 14**  
9-11 a.m.




**The Laurenia at The Pythian Market**  
234 Loyola Ave.  
New Orleans, LA 70112

Continental breakfast will be provided.


Please enter The Pythian Market and take the elevator to the second floor.

Attendees will be required to wear masks and show proof of COVID-19 vaccination or a negative test from the past 72 hours. Social distancing will be maintained throughout the event.

RSVP

### Rescheduled Retro-commissioning Technical Training



**Due to Hurricane Ida, this training is rescheduled to Tuesday, October 16, 2021. If you registered for the September training, you will need to register again. The RSVP button below has been updated to the new event.**

Energy Smart and Entergy Solutions welcome trade allies and select commercial and industrial customers to attend a retro-commissioning (RCx) training led by our training partner, Harris Energy Solutions. The training will cover the following engineering theories and practical approaches to RCx projects:

- Information to be collected during the kick-off meeting, initial equipment survey and building controls assessment.
- Generation of the Current Facility Requirement (CFR), detailed condition assessments, system functional performance testing and identification of retro-commissioning measures (RCMs).
- Technical challenges and lessons learned from over 600 RCM project implementations.
- Overview and application of the four IPMVP M&V options.

**New Date**  
**Tuesday, October 16**

**Same Time of Day**  
**9-11:30 a.m.**

**Same Location**  
**The Laurenia at The Pythian Market**  
**234 Loyola Ave.**  
**New Orleans, LA 70112**

Continental breakfast will be provided.

Please enter The Pythian Market and take the elevator to the second floor.

Attendees will be required to wear masks and show proof of COVID-19 vaccination or a negative test from the past 72 hours. Social distancing will be maintained throughout the event.

RSVP



## Hurricane Ida Recovery Fund Email – September 20



### Hurricane Ida Recovery Fund Now Accepting Applications



### Energy Smart is accepting Hurricane Ida Recovery Fund Applications NOW through October 4, 2021.

In an effort to help Entergy New Orleans business customers recover greener and more resilient, Energy Smart is offering Hurricane Ida Recovery Funds to cover up to 100% of project costs for qualifying\* energy-saving projects. All commercial and industrial customers impacted by Hurricane Ida are encouraged to apply for this limited-time opportunity. To be considered, applications must be received by October 4, 2021. Time and funds are limited.

Submit your [application](#) today.

Full details can be found [here](#).

In addition to the availability of the Hurricane Ida Recovery Fund, the [Small Business Online Store](#) is currently offering a FREE Google Home Mini with the purchase of a qualifying smart thermostat. The [Energy Smart website](#) always has the most up-to-date information on program incentives and limited-time offers, so please visit regularly.

Thank you.

Energy Smart Program Team

\*Energy Smart Ida Recovery Funds are available for a limited time and while funds last. Applications will not be accepted after 11:59 p.m. on Monday, October 4, 2021. To receive funds, projects must be new and completed by December 31, 2021. Additional restrictions may apply. Energy Smart reserves the right to change or discontinue any program at any time without notice.

## Hurricane Ida Recover Fund Social: September 21 – October 4



## Biz New Orleans E-Newsletter: September 23



**BUSINESS SPOTLIGHT**



**ENERGY SMART**  
**HURRICANE IDA RECOVERY FUND**

**Entergy Launches Hurricane Ida Recovery Fund**

To help small business, commercial and industrial customers recover from Hurricane Ida, Entergy New Orleans' Energy Smart Program has launched the Hurricane Ida Recovery Fund.

Eligible customers may use the fund to cover up to 100% of the cost for new energy efficiency projects. Customers must require financial assistance, outside of assistance already requested or received, to complete an energy-saving project needed due to Hurricane Ida's impact. Projects can include but are not limited to, equipment upgrades or replacements, renovations, rebuilds and/or upgrades that lead to greater energy efficiency for a customer's building.

Hurricane Ida Recovery Fund Applications will be accepted through **Monday, October 4, 2021**. For complete details and to apply, visit [energysmartnola.com/fund](http://energysmartnola.com/fund).

**LEARN MORE OR APPLY**

**Hurricane Ida Recovery Radio: WBOK AM: September 27 – October 4**

Are you a New Orleans business owner impacted by Hurricane Ida? Energy Smart is helping Entergy New Orleans commercial customers rebuild and repair their businesses in a greener, more resilient way through its Hurricane Ida Recovery Fund. The Fund may cover up to 100% of the cost for a new energy efficiency project. Applications are open now through Monday, October 4. For more information, eligibility and how to apply, visit [energy-smart-nola.com/slash-fund](http://energy-smart-nola.com/slash-fund) or call 504-229-6868.

## Hurricane Ida Mayor's Office Press Release: September 28



**City of New Orleans**  
Mayor LaToya Cantrell

FOR IMMEDIATE RELEASE  
Sept. 28, 2021

For Media Inquiries Only  
communications@nola.gov  
(504) 658-4945

### **City of New Orleans and the Entergy Energy Smart Program Remind Residents of Hurricane Ida Recovery Resources**

NEW ORLEANS — Today, the City of New Orleans reminded residents and business owners of the availability of Entergy New Orleans' Energy Smart Program. Energy Smart is an energy efficiency program administered by Entergy New Orleans on behalf of the New Orleans City Council, that provides energy incentives and resources to residents in the aftermath of Hurricane Ida.

"We are committed to building back better after Hurricane Ida, as a city that is more affordable and sustainable for all," said Mayor LaToya Cantrell. "That is why it is more important than ever to leverage the Energy Smart resources that not only reduce costs for our residents and businesses, but also help us build a more sustainable future. As we're seeing more extreme weather events as the effects of climate change are becoming more prevalent, we need to be looking for more alternative energy resources for our households and businesses to use."

"The New Orleans City Council's landmark "Energy Smart" is a free and essential tool used by thousands of New Orleanians to significantly decrease their electricity bills," said Helena Moreno, City Council President. "Energy Smart provides free efficiency assessments of your home, cash incentives to purchase more efficiency appliances, and smart thermostats to efficiency heat or cool your home. I encourage anyone struggling with high utility bills should explore their options at [www.energysmartnola.info](http://www.energysmartnola.info)."

The Energy Smart incentives include rebates for purchasing energy-efficient appliances, cost-savings through energy efficiency upgrades, and free energy-efficiency products and services. The program also includes the launch of the Hurricane Ida Recovery Fund that will provide direct energy efficiency grants to businesses. Applications for the fund are currently being accepted through Monday, Oct. 4, 2021.


"As New Orleans continues to recover from the devastating impacts of Hurricane Ida, we have an opportunity to help our community rebuild and restore homes and businesses ensuring a greener and more resilient tomorrow," said Deanna Rodriguez, president and CEO of Entergy New Orleans. "Our Energy Smart program is designed to help customers invest in green energy saving measures that in turn can help them save money on their bills."



## Commercial Real Estate Ads

Full Page Print: City Business Journal and GNO Inc. Regions: August and October

# Take Control Over Your Property's Utility Costs with Energy Smart




Commercial real estate building owners, operators and property managers can get valuable cash incentives through **Energy Smart**.

**DID YOU KNOW?**  
Energy represents about one-third of a commercial building's operating costs.



Incentives are available for equipment upgrades that result in verifiable energy savings such as:

- Lighting and Lighting Controls
- Chillers
- HVAC Upgrades and Heat Pumps
- Motors
- Retro-Commissioning
- And More

Get up to **\$500K** in incentives per year.

 **NEED HELP GETTING STARTED?**  
Energy Smart offers free energy benchmarking services to help you determine how your building is performing and identify ways to save energy.

**READY TO GET ENERGY SMART?**  
Visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call **504-229-6868**.  
To learn more about benchmarking and how to participate, email [benchmarking@energysmartnola.com](mailto:benchmarking@energysmartnola.com).

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Half Page Print Ad City Business Journal: August 16

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- Retro-Commissioning
- And More

**Get up to \$500K in incentives per year.**

**NEED HELP GETTING STARTED?**  
Energy Smart offers free Energy Benchmarking services to help you determine how your building is performing and identify ways to save energy.

**READY TO GET ENERGY SMART?**  
Visit [energysmartnola.com](http://energysmartnola.com), email [Info@energysmartnola.com](mailto:Info@energysmartnola.com), or call **504-229-6868**.

To learn more about benchmarking and how to participate, email [benchmarking@energysmartnola.com](mailto:benchmarking@energysmartnola.com).




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The Advocate Front Page Strip Ad: August, September and October

## Take Control of Your Utility Bills



Owning or running a business can be costly. **Energy Smart** offers solutions to help manage energy usage and expenses, and **all Entergy New Orleans business customers are eligible.**

**Customers can get up to \$500K in incentives per year.**



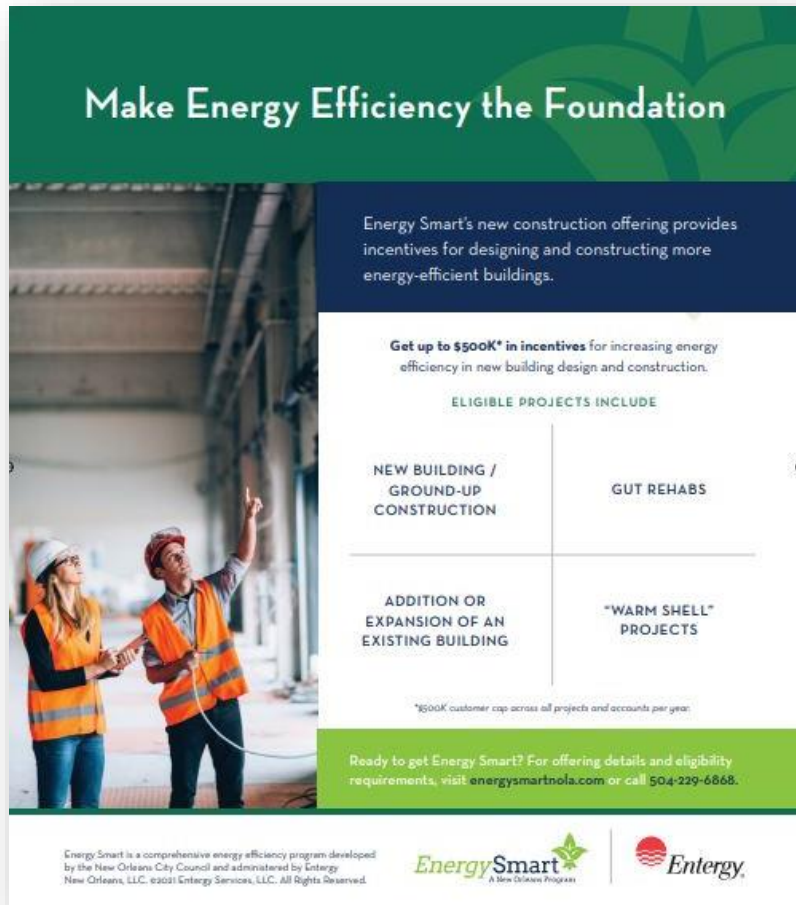
**Ready to get Energy Smart?**  
For more information, visit [energysmartnola.com](http://energysmartnola.com) or call **504-229-6868**.

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New Construction Full Page Ad for City Business Journal: July 26



# Make Energy Efficiency the Foundation

Energy Smart's new construction offering provides incentives for designing and constructing more energy-efficient buildings.

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


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

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**EnergySmart**  
A New Orleans Program

**Entergy**

## Energy Efficiency Day Social: October 6

 **Entergy New Orleans**  
Sponsored · 🌐



Get a free Google Home Mini with the purchase of a Nest Smart Thermostat starting at \$0. Don't miss this limited-time offer available to eligible New Orleans business customers.

**GOOGLE NEST OFFER**





**\$0\* SMART THERMOSTATS AND  
A FREE GOOGLE HOME MINI**  
for small businesses.  
Valid until Oct. 11, 2021.



\*When included with the Level 1 or Level 2 thermostat rebates per eligible customer account.


  [Shop Now ▶](#)

ENERGYSMART.STORE  
**Free Google Home Mini.**  
Shop smart thermostats today. [SHOP NOW](#)

 Like  Comment  Share

## Q4 Higher Incentive Bonus Email – October 5





**Enhanced Incentives on Prescriptive and Custom Projects**

To help New Orleans businesses continue to recover from COVID-19 and Hurricane Ida impacts, the Energy Smart program has increased the incentives on prescriptive and custom measures by up to 25%.

These increases are available Oct. 5-Dec. 31, 2021, and the higher incentives are to help you complete energy efficiency upgrades for your business this year. To be eligible, projects must be completed by Dec. 31, 2021.

**Submit [your application](#) today.**

The [Energy Smart website](#) has the most up-to-date information on program incentives and limited-time offers, so please visit regularly.

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  
1100 Poydras St., Suite 2060  
New Orleans, LA 70163

## 2<sup>nd</sup> Email: November 15



**Let Energy Smart Help Cover Your Energy Efficiency Upgrades**

Energy Smart increased the cash incentives for energy efficiency upgrades by up to 25%. It's our way to help New Orleans businesses recover from impacts of COVID-19 and Hurricane Ida.

**Don't wait. Increased incentives are available now through Dec. 31, 2021.** The higher incentives are to help you complete energy efficiency upgrades for your business this year. To be eligible, projects must be completed by Dec. 31, 2021.

**It's easy to apply.** Just email a quote and spec sheet for your project to [info@energysmartnola.com](mailto:info@energysmartnola.com) and we'll get back to you with an incentive offer.

The [Energy Smart website](#) has the most up-to-date information on program incentives and limited-time offers, so please visit regularly.

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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## Higher Incentive Bonus Social: November 22 – December 31

**Entergy New Orleans**  
Sponsored · 🌐

In continued efforts to help businesses recover from the economic impacts of COVID-19 and Hurricane Ida, Energy Smart has increased cash-back on energy-saving incentives such as lighting, refrigeration, HVAC, and much more.

Contact with an energy advisor to initiate your project today. <https://bit.ly/3nNmZjZ>

**Fall Into Savings**



Get up to **25% more cash** for energy efficiency upgrades.

ENERGYSMARTNOLA.COM  
Upgrade your business.  
Earn cash-back.

CONTACT US

### Digital Display

**Fall Into Savings**

Start your energy efficiency project today and get up to **25% more** in incentives.

GET STARTED

**Fall Into Savings**

Start your energy efficiency project today and get up to **25% more** in incentives.

GET STARTED

The Advocate Front Page Business Strip: November 1 and December 6



**Fall into Savings**  
 Get up to 25% more in incentives.  
 Start your energy efficiency project today.

In continued efforts to help businesses recover from the economic impacts of COVID-19 and Hurricane Ida, we're increasing the incentives on prescriptive and custom energy savings upgrades **by up to 25%**. Contact us to initiate your project and start saving today.

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

**Energy Smart** helps all Entergy New Orleans business customers **save energy and money** by providing cash incentives for making energy efficiency upgrades.

**EnergySmart**  
 A New Orleans Program

**Entergy**

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GNO Inc. Regions Magazine Full Page Ad: November 22



**Fall into Savings**  
 Get up to 25% more in incentives.  
 Start your energy efficiency project today.

In continued efforts to help businesses recover from the economic impacts of COVID-19 and Hurricane Ida, we're increasing the incentives on prescriptive and custom energy savings upgrades **by up to 25%**. Contact us to initiate your project and start saving today.

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

**Energy Smart** helps all Entergy New Orleans business customers **save energy and money** by providing cash incentives for making energy efficiency upgrades.

**EnergySmart**  
 A New Orleans Program

**Entergy**

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Biz New Orleans Half-Page Ad: November 1

## Fall into Savings


**Get up to 25% more in incentives.** Start your energy efficiency project today.

In continued efforts to help businesses recover from the economic impacts of COVID-19 and Hurricane Ida, we're increasing the incentives on prescriptive and custom energy savings upgrades **by up to 25%**. Contact us to initiate your project and start saving today.

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

**Energy Smart** helps all Entergy New Orleans business customers **save energy and money** by providing cash incentives for making energy efficiency upgrades.




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City Business Journal E-Newsletter: November 8



## Fall into Savings

Get up to 25% more in incentives.  
Start your energy efficiency project today.



In continued efforts to help businesses recover from the economic impacts of COVID-19 and Hurricane Ida, Energy Smart is offering increased incentives on energy-saving upgrades **by up to 25%**. That means less money out of your pocket and more savings for your business. Contact us to initiate your project and start saving today.

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

**Energy Smart** helps all Entergy New Orleans business customers **save energy and money** by providing cash incentives for making energy efficiency upgrades.






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## Higher Incentives Radio Script: WBOK AM and Tropical 105.7 FM

Entergy Smart is dedicated to helping Entergy New Orleans businesses recover from the effects of Covid-19 and Hurricane Ida by offering increased incentives on energy-saving upgrades. Now get up to 25% more cash when you make energy efficiency upgrades to your business. That means less money out of your pocket and more savings into your business.

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

# Q4 Trade Ally Newsletter – October 6



**ENERGY SMART Q4  
TRADE ALLY NEWSLETTER**

The Commercial and Industrial Trade Ally Quarterly Newsletter is a resource for trade ally partners to learn about updates to the program and information about upcoming trade ally events, training and professional development opportunities.

### Q3 REVIEW

The Energy Smart Team would like to thank the trade allies who participated in Q3, and we look forward to the future participation of new and existing trade allies. Since January 1, 2021:

- Energy Smart has received and processed 88 projects.
- 31 trade allies have participated.
- Energy Smart has reached 62% (29,224,408 kWh) of its PY11 kWh savings goal of 46,889,019 kWh for Commercial & Industrial projects.
- Energy Smart has paid out 48% (\$2,390,297) of its PY11 budget of \$5,017,822 for Commercial & Industrial projects.

Current applications and program tools can be found on the [Energy Smart website](#).

#### PY11 PROJECT PIPELINE

Commercial & Industrial Incentives		Commercial & Industrial kWh Savings	
10/1/2021	48%	10/1/2021	62%
9/1/2021		9/1/2021	
8/1/2021		8/1/2021	
7/1/2021		7/1/2021	
6/1/2021		6/1/2021	
5/1/2021		5/1/2021	
4/1/2021		4/1/2021	
3/1/2021		3/1/2021	
2/1/2021		2/1/2021	
1/1/2021		1/1/2021	

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### ANNOUNCEMENTS



#### Increased Incentives

An email was sent on October 5, 2021, with information regarding the release of increased program incentives. Please check your email for details. The purpose of increased incentives is to drive energy efficiency projects to be completed by December 31, 2021, and help us reach our annual kWh savings goal. Thank you for your efforts.



#### Trade Ally Portal

The trade ally portal will be live later in Q4. The portal will give you the ability to check on the status of active and completed projects. The portal will also provide announcements about upcoming training and important program reminders. Each trade ally will have an online account with login information and will receive an invitation if there are completed or pending 2021 projects. The link to the portal will be available on the trade ally webpage [here](#).

Page 1

### AEE WORLD CONFERENCE IN NEW ORLEANS


The Association of Energy Engineers (AEE) will host the [2021 Energy Conference & Expo](#) in New Orleans Oct. 20-22. AEE has generously offered a limited number of **FREE** registrations for Energy Smart trade allies. In order to take advantage of this special offer, you must register by **Oct. 6, 2021**. To register, click [here](#), select "In-Person" registration and enter coupon code W0521. Registration is for the conference sessions only and does not include meals or any special events. You will have the option to add items prior to confirming and reviewing your completed registration form.

This conference will be a great opportunity for technical trainings, to connect with potential customers and to earn CEUs throughout the week.

- Certified Measurement & Verification Professional Training Program.
- Certified Energy Auditor Training Program.
- Renewable Energy Professional Training Program.
- Certified Water Efficiency Professional Training Program.

Expo attendance is **FREE** and open to everyone, even if not registered for the conference. Click [here](#) to register for the Expo. If your company is interested in becoming an exhibitor at the World Conference, click [here](#). Exhibiting provides an opportunity to demonstrate your products and services and connect with potential customers and partners.

If you cannot attend in-person, a [virtual](#) option is available for only \$45.




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### WORKFORCE DEVELOPMENT APPRENTICESHIP

The inaugural Energy Smart Apprenticeship Program will kick off on October 18, 2021. This two-week apprenticeship program is for a select group of job seekers and will provide practical training for students to use as they pursue careers in energy efficiency. The students will receive guidance in proposal generation, interaction with business owners and technical instruction.

The culmination of the apprenticeship will be a portfolio that trainees will create and be able to present to potential employers.

If you would like to be involved in the development of these students, we welcome your support and are looking for trade allies interested in helping with the following:

- Providing technical instruction on energy efficiency topics in your area of expertise.
- Hosting 30-minute informational interviews with trainees.

To volunteer, please email [Jovan Fitzwallan](#). Finally, if you are hiring and looking for an excellent candidate with relevant Energy Smart program knowledge, let us know and we'll connect you with an apprenticeship graduate.

---

### REQUEST FREE MARKETING MATERIALS

The following program overviews are available as PDFs. Click [here](#) to request, and we'll email you the file(s):

- [Energy Smart Commercial & Industrial Offerings Overview \(English\)](#)
- [Energy Smart Commercial & Industrial Offerings Overview \(Spanish\)](#)
- [Energy Smart Commercial Real Estate Offerings Overview](#)
- [Energy Smart New Construction Offerings Overview](#)
- [Energy Smart Retro-Commissioning Offerings Overview](#)
- [Energy Smart Small Business Direct Impact Offerings Overview](#)
- [Energy Smart Small Business Solutions Overview \(English\)](#)
- [Energy Smart Small Business Solutions Overview \(Spanish\)](#)
- [Benchmarking with Energy Smart](#)

---

### HURRICANE IDA RECOVERY FUND

Thank you to all who assisted customers in applying for Hurricane Ida Recovery Funds so that Energy Smart can help them recover, greener and more resilient.



Page 2

## PARTICIPATING TRADE ALLIES & ALLY SPOTLIGHT

Congratulations to the top five trade allies, in order of kWh and incentives, through Q3:

### kWh Savings

- Moses Engineers, Inc.
- GCE Services, LLC
- Elliott Electric Supply
- Balto Construction
- Synergy Building Solutions, Inc.

### Incentives

- GCE Services
- Moses Engineers, Inc.
- Elliott Electric Supply
- Balto Construction
- H Rosier Electric

This quarter, Energy Smart highlights **Siemens**, a trade ally offering retro-commissioning services to commercial customers with existing energy management systems. Siemens helps these customers to implement energy savings measures with relatively low implementation costs.

"The Energy Smart RCx program provides a program structure that allows the customer to select from multiple energy savings measures at one time," said energy engineer Mitchell Mendis. "I'm pleased to have been able to work with Energy Smart to help implement new projects around the city."

In addition to bringing energy savings to customers, Siemens has committed to assisting Energy Smart in developing a workforce in energy efficiency by providing instruction to job trainees in an apprenticeship led by Energy Smart.

Said Mendis: "It is important to help grow local talent to support our field of work. The demand for commercial building energy services is growing rapidly. I believe the best way to support New Orleans customers is to help support their Orleans talent."

## BADGES

To request an Energy Smart program badge, please complete the form [here](#). A badge will be produced and mailed to you within 14 business days.



## CASE STUDIES

We are in the process of developing case studies to help educate customers on the benefits of completing an energy efficiency project through Energy Smart. The case studies will highlight specific projects, as well as relevant projects for select sectors and technologies. If you have a project or projects that would be good case studies, let us know. We will develop for you and highlight your customers and business. Additionally, completed case studies will be available to all trade allies, free of charge, to utilize in obtaining future customers and projects.

## UPCOMING TRAINING & NETWORKING EVENTS

### Retro-Commissioning Technical Training

Energy Smart welcomes trade allies and select commercial and industrial customers to attend a retro-commissioning (RCx) training led by our training partner, Harris Energy Solutions. The training will cover the following engineering theories and practical approaches to RCx projects:

- Information to be collected during the kick-off meeting, initial equipment survey and building controls assessment.
- Generation of the Current Facility Requirement (CFR), detailed condition assessments, system functional performance testing and identification of retro-commissioning measures (RCMs).
- Technical challenges and lessons learned from over 600 RCM project implementations.
- Overview and application of the four IPMVP M&V options.

**Tuesday, October 19**  
8-11:30 a.m.

## OUTREACH

In Q3, Energy Smart strengthened relationships in the Hispanic business community.

On August 10, 2021, Energy Smart was a guest of El Centro Inc., a nonprofit providing financial literacy programming and business coaching to Hispanic business owners, in a Facebook live discussion promoting program incentives. Thank you to Lindsay Navarro of El Centro for hosting Energy Smart at the Facebook live discussion. **Sala Navarro:** "The virtual workshop was a great first step for our customers to access this information and opportunity firsthand. We look forward to more workshops like these both virtual and in person in the future!"



Then on August 18, Energy Smart tabled at the 2021 Hispanic Business Conference & Trade Show held at the Convention Center.



Brian Cervigni and Debrae Hernandez, Energy Smart representatives, promoting Energy Smart at the Hispanic Business Conference & Trade Show.

## RECENT TRAINING & EVENTS

On July 27, Energy Smart hosted a webinar covering the incentives available for new-construction projects. Technical training partner Harris Energy Solutions covered the following topics:

- Prescriptive incentives for lighting, HVAC, refrigeration and kitchen equipment.
- Integrating high efficiency HVAC design through VRF, DDC controls and smart chillers.
- Custom and whole building incentives.
- Sample eQuest model and design considerations including types of insulation, windows and framing.

Thank you to the 20 Energy Smart trade allies who attended this training.

**For questions or information on any of the above, please contact Kevin Fitzwilliam.**



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## Q4 TAAG Meeting Email – October 7



### Q4 Trade Ally Meeting Announcement

On Tuesday, October 12, Energy Smart will host the Q4 Trade Ally Advisory Group meeting. All commercial & industrial trade allies are welcome to attend. The meeting will take place via Microsoft Teams.

The Energy Smart staff will provide the following updates:

- Program incentives.
- Review the Hurricane Ida Recovery Fund.
- Share the wide variety of training opportunities in October.
- Discuss the energy efficiency apprenticeship.

#### Meeting Details:

Tuesday, October 12  
9-10 a.m.

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

[Click here to join the meeting](#)

Or

Dial: [469-270-0551](#)

Phone Conference ID: 156 400 611#



We hope you can tune into the meeting. Please share with other colleagues who may be interested in attending.

Thank you,


The Energy Smart Program



## Q4 Higher Education Cohort End of Year Meeting Email – November 24



**Higher Education Cohort  
Meeting & End-of-Year Celebration**



Dear Energy Smart Higher Education Cohort Members,

Please mark your calendar for Tuesday, December 14 from Noon - 1:30 p.m. for the Q4 Higher Ed Cohort meeting.

We hope that you can join us for an end-of-year celebratory lunch at our new office located in the Energy Centre. Let's celebrate the successes of 2021 and talk about exciting things coming in the new year. Please join the Energy Smart Team and your fellow Cohort members. We look forward to meeting in person, enjoying some yummy food together and connecting on the Energy Smart program.

RSVP to let us know if you will be attending in-person so that we have a head count for food and beverages. We welcome our members who would prefer to join virtually as well.

**Meeting Details**  
Tuesday, Dec. 14  
Noon - 1:30 p.m.  
Energy Centre  
1100 Poydras Street, Suite 2060

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

The Energy Smart team is looking forward to seeing everyone in person.  
Please share this invitation with other colleagues who may be interested in



## Upgrade your lights with LEDs this holiday season.

Place your order for **free LED lighting** on behalf of the Energy Smart program only for a limited time.

Limit two (2) cases of A19 LEDs (24 bulbs total) and two (2) cases of Linear LEDs (24 replacement LEDs total) per customer. Offer valid while supplies last.

 **FREE SHIPPING**  
On all orders

 **ACT FAST**  
Sale ends Dec. 10, 2021

 **BIG SAVINGS**  
Reduce your energy use



**12-pack**  
Replaces 4-foot T8 fluorescent lights



**12-pack**  
Replaces 60w light bulbs

Order Now

For information about this and other Energy Smart offerings:

Visit: [energysmartnola.com](http://energysmartnola.com)  
 Email: [info@energysmartnola.com](mailto:info@energysmartnola.com)  
 Call: 504-329-6868




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 New Orleans, LA 70163

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## Upgrade your lights with LEDs this holiday season.

**Sale ends December 10th.**

Place your order for **free LED lighting** on behalf of the Energy Smart program only for a limited time.

Limit two (2) cases of A19 LEDs (24 bulbs total) and two (2) cases of Linear LEDs (24 replacement LEDs total) per customer. Offer valid while supplies last.

 **FREE SHIPPING**  
On all orders

 **ACT FAST**  
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Replaces 4-foot T8 fluorescent lights



**12-pack**  
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Order Now

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 Call: 504-329-6868




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## EasyCool for Business with \$50 Incentive – December 20

### YEAR-ROUND SAVINGS WITH EASYCOOL FOR BUSINESS



**Limited Time.**  
Now through Dec. 31, 2021, get **\$50** when you enroll your smart thermostat in EasyCool for Business. That's **double** the normal sign-up incentive.

Earn cash incentives for reducing your heat usage, all without sacrificing your comfort or time thanks to easy enrollment and hands-free participation.

**Win, Win.**  
**\$50** for signing up.  
**\$40** each year you participate.  
There is no cost to participate. Simply:

- 1 Purchase a smart thermostat.
- 2 Enroll in EasyCool for Business.
- 3 Sit back and save.

**Smart thermostats as low as \$0**  
**Limit two per customer account**  
**FREE SHIPPING.**

[SHOP NOW](#)

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## Step-Down Bonus Announcement Email – December 22

### Introducing the 2022 Energy Smart Step-Down Bonus



The Energy Smart program will implement a Step-Down Bonus in 2022, starting January 1. This new bonus structure provides different incentive bonus levels throughout the year for energy efficiency upgrades to your buildings or facilities. Don't wait to apply. Submit your application early to lock in more money for your project.

#### How It Works

1. Bonus incentive rate is based on the quarter your application is approved.\*
2. Once your application is approved, you have until Dec. 31, 2022, to complete the project.
3. Don't wait. Lock in your higher bonus rate and get your share of the \$6.3M in available incentives from Energy Smart for 2022.

\*These rules do not apply to New Construction Retro-commissioning, Small Business Direct Install and Demand Response projects.

#### Sample Lighting Project





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## Step-Down Bonus Trade Ally Training Email – December 22



**Step-Down Bonus Training and Q&A**



Dear Energy Smart Trade Ally,

Mark your calendar and plan on joining the Energy Smart team for an overview of the new 2022 Step-Down Bonus. This will be a 30 minute webinar to learn all the details about the bonus structure as well as time allotted for Q&A.

Overview of the Step-Down Bonus Incentive is located [here](#). Please review prior to this webinar.

**Webinar Details**  
January 4, 2022  
5-9:30 a.m.

[Click here to join the meeting.](#)

Or

Dial: 346-249-3218

Phone Conference ID: 331 419 202#

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

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



Thank you,  
The Energy Smart Team

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## Step-Down Bonus Trade Ally Training Reminder Email – December 28



**Register Today  
Step-Down Bonus Training and Q&A**



Dear Energy Smart Trade Ally,

Don't forget to register for the January 4, 2022 Step-Down Bonus Training and Q&A session. This 30 minute webinar will provide details about the bonus structure as well as provide time at the end for a Q&A session.

**Overview of the Step-Down Bonus Incentive is located [here](#). Please review prior to this webinar.**

**Webinar Details**

**January 4, 2022**  
**8-8:50 a.m.**

[Click here to join the meeting](#)

Or

**Dial: 348-248-3218**

**Phone Conference ID: 331 419 2028**

To **R&VP** for this event click [here](#)

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

Thank you,  
The Energy Smart Team

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## Smart Thermostat Holiday Promotion: December 2 – 31

**Entergy New Orleans**  
Sponsored

Upgrade your business with a Smart Thermostat from Energy Smart. Automate your business's heating schedule, monitor your energy usage and use energy more efficiently.

**Give your business the gift of savings with a free smart thermostat.**

Reduce energy costs and maintain comfort during the winter months.

[Shop Now](#)

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

ENERGYSMART.STORE  
'Tis the season to get Energy Smart. [SHOP NOW](#)

1 Like 1 Comment

Like Comment Share

## Digital Display: November 30 – December 31

**Give your business the gift of savings with a free smart thermostat.**

Reduce energy costs and maintain comfort during the winter months.

[Shop Now](#)

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



## Earned Media

### Biz New Orleans: May 6

*SPONSORED CONTENT*



Owning or running a business can be costly. That's why Energy Smart, an Entergy New Orleans energy efficiency program, offers business customers several solutions to help manage their energy usage and cost. Valuable [cash incentives](#) for large and small business customers are available to implement equipment upgrades such as lighting, chillers, HVAC, motors and retro-commissioning in their facilities.

[Read More](#)

### StayLocal: June 22



staylocal 

# LOCAL INSIDER

The latest news & resources for New Orleans' independent businesses

[Instagram](#) | [Website](#) | [Facebook](#) | [Twitter](#)

## Hurricane Ida Recovery Resources



**Extra Financial Boost Offered to Businesses for Energy Efficient Upgrades**

Energy Smart is offering Hurricane Ida Recovery Funds to cover up to **100%** of project costs for qualifying energy-saving projects.

The fund is designed for business customers of Entergy New Orleans to

McDonalds Customer Success Story in Biz New Orleans: October 10

## McDonald's Owners Say Energy Smart 'Transformed Day-to-Day Operations'

08/10/2021 by Site Staff



NEW ORLEANS – Terry and Lorraine Scott, owners of the McDonald's franchise at 3443 S. Carrollton Avenue, said they have saved \$12,620 annually by making upgrades to their lighting, HVAC and fryer systems – and they're sharing the savings with employees. The changes began when the Scotts signed up for Energy Smart, a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans. The program offers cash incentives for Entergy New Orleans customers to perform energy saving upgrades in their homes and businesses.

"Prior to implementing these upgrades, our electric bills were taking a noticeable toll on profits, averaging around \$8,000 a month," said Terry Scott. "We have seen a tremendous decrease in our bills since working with Energy Smart, and those savings have been instrumental in our success throughout the COVID-19 crisis."

The Scotts say the restaurant's new outdoor LED lighting brightened its parking lot and the entire surrounding block, making the Scotts' employees feel safer during night shifts. HVAC upgrades made the space more comfortable. New fryers shortened cooking time and increased productivity.

"Energy Smart truly transformed our day-to-day operations," Lorraine Scott continued. "All Orleans Parish business owners can and absolutely should take advantage of critical financial support provided through this program."

Energy Smart is working to reach and serve more businesses in Orleans Parish through its commercial and industrial offerings that are available to small and large businesses, nonprofits and publicly funded institutions. Small business customers can receive free Small Business Kits and access to an online store where they can shop for and get instant discounts on energy-saving products.

Visit [energysmartnola.com/businesses](http://energysmartnola.com/businesses) or call (504) 229-8868.

Categories: Today's Business News



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Insights > Business Owners Encouraged to Play It Energy Smart

## Business Owners Encouraged to Play It Energy Smart

BY: NEW ORLEANS EDITORIAL TEAM

12/06/2021



*Energy Smart offers 25% incentive bonus to business customers on new energy efficiency projects and more.*

Did you know that energy use can represent one-third of a commercial building's operating costs? Local businesses play a significant role in New Orleansians' everyday lives, and Entergy New Orleans is committed to powering life every time a "we're open" sign comes on.

Owning or running a business can be costly and that's why Entergy New Orleans offers several solutions to help manage a company's energy usage and cost through the Energy Smart energy efficiency program. Energy Smart provides cash incentives to large and small business customers for making energy-saving upgrades such as lighting, chillers, HVAC, motors and controls to their facilities.

For a limited time, Energy Smart is offering a 25% incentive bonus to business customers on new energy efficiency projects that are completed this year. Business owners who were impacted by the COVID-19 pandemic and Hurricane Ida are encouraged to take advantage of the enhanced incentives, which are available on a first-come, first-served basis until Dec. 31 or funds are exhausted.

Energy Smart also is providing select LED lightbulbs at no cost for small business customers until Dec. 10. Additionally, small businesses can get instant rebates for installing new smart thermostats and bonus incentives for enrolling them in the EasyCool demand response offering. Small Business Energy Efficiency Kits are also available and filled with easy-to-install products like LED light bulbs, faucet aerators and LED exit sign bulbs.

Along with providing ways to save, Entergy New Orleans is committed to maintaining and improving overall grid stability. Business customers can participate in demand response to shift energy usage and support the reliable operation of the electric grid. This offering allows customers to earn incentives by temporarily reducing electricity when demand on the system is highest. Large commercial customers, whose businesses use more than 100 kW, also are encouraged to take advantage of these incentives by participating in the Large Commercial Demand Response Program.

As New Orleans leads the way toward a clean energy future, it's important that Entergy New Orleans partners with business customers to not only help save on energy costs, but help businesses run in an environmentally friendly way. Customers also can be sure their building and equipment are in peak operating condition through the program's retro-commissioning offering, where low or no-cost adjustments can bring significant energy and cost savings.

Business customers who are constructing a new facility or gutting an existing one can take advantage of Energy Smart's New Construction offering to design and build an energy-efficient building before opening for business.

Energy Smart is available to all Entergy New Orleans customers including small businesses, nonprofit organizations, large commercial, industrial and warehouse facilities, parking lots and garages, offices, commercial retail and school buildings. As part of the company's commitment to safety, Energy Smart is following all COVID-19 precaution guidelines to protect the health of customers, trade allies and employees. For more information about Entergy Smart's business offerings and solutions, please visit [energysmartnola.com/business](http://energysmartnola.com/business), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.



Urban League of Louisiana: December 8



Urban League of Louisiana  
Center for Entrepreneurship & Innovation

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**Act Now! Free LEDs for Entergy New Orleans Small Businesses**

**Upgrade your lights with LEDs this holiday season.**



Place your order for **free** LED lighting on behalf of the Energy Smart program only for a limited time.



**FREE SHIPPING**  
On all orders



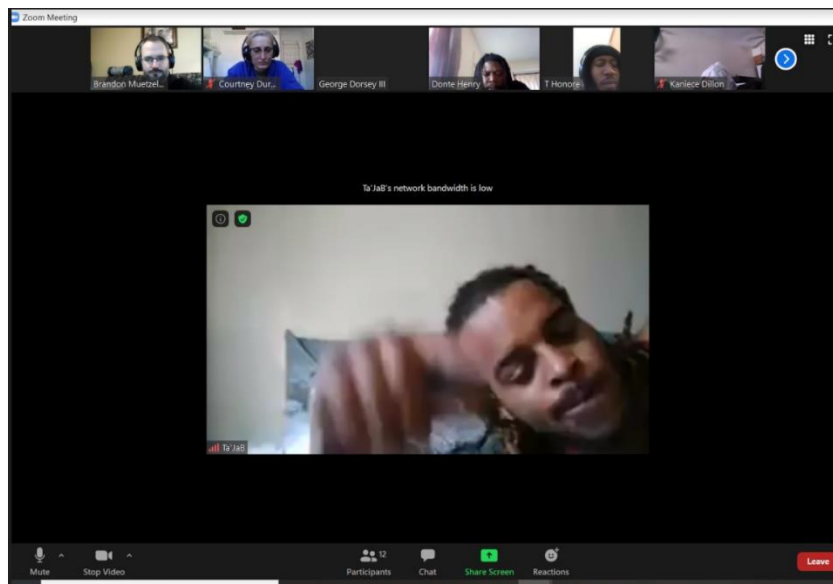
**ACT FAST**  
Sale ends Dec. 10, 2021

# 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**

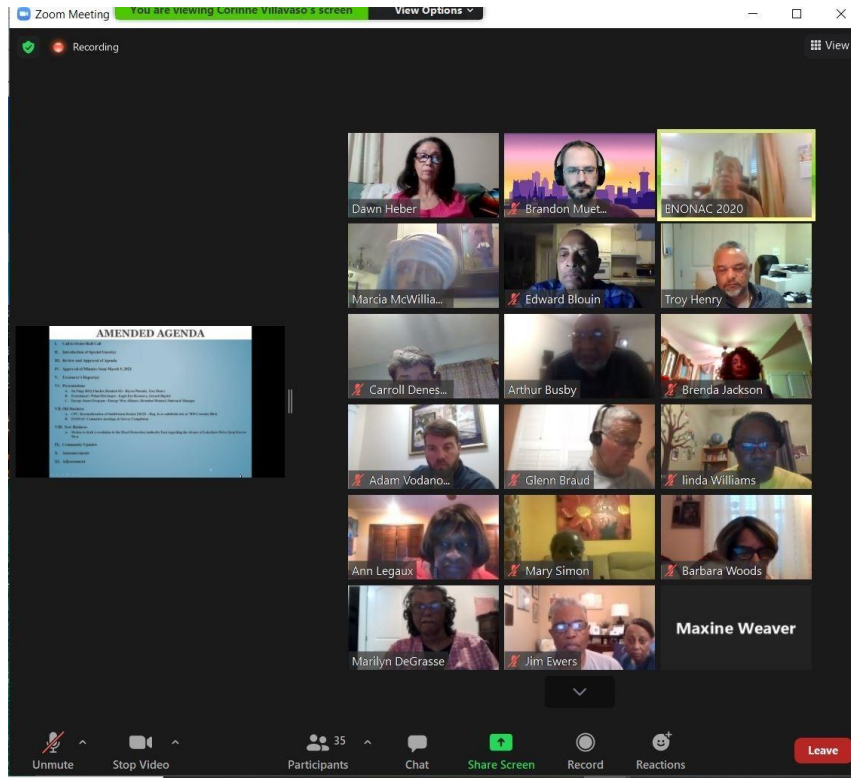


**Algiers Neighborhood Association March 18, 2021**

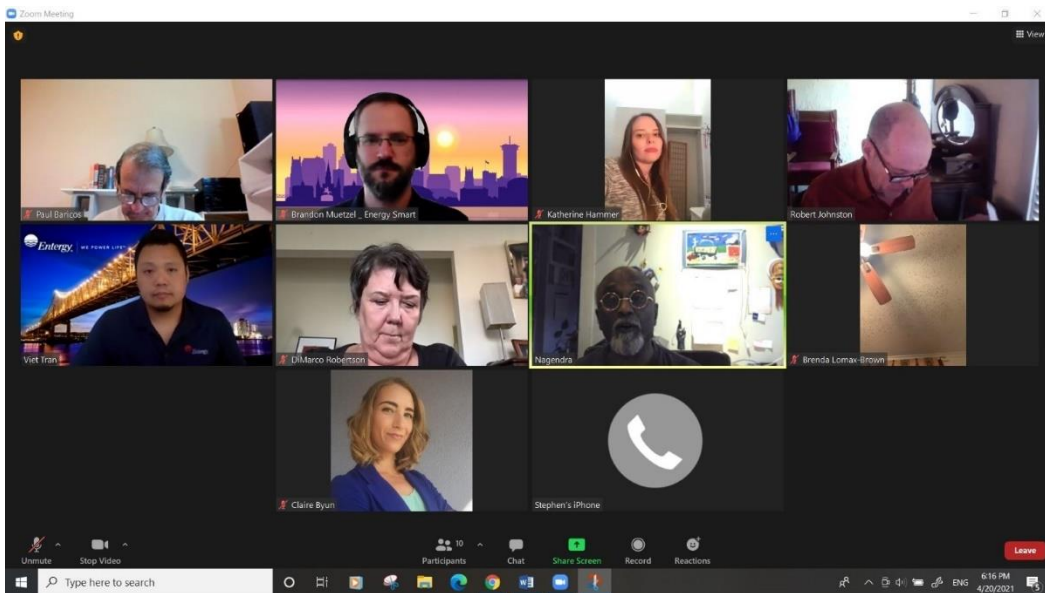




# Eastern New Orleans Neighborhood Advisory Commission (ENONAC) – April 13, 2021



# 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, a document titled "LAKE CARMELO SUBDIVISION IMPROVEMENT DISTRICT AND HOMEOWNERS ASSOCIATION" is displayed. The document includes the date "Wednesday, June 16, 2021" and a section titled "AGENDA". The agenda items are: CALL TO ORDER (Mrs. Brenda Jackson), OPENING PRAYER (Mrs. Irene Brooks), ROLE CALL (Mrs. Irene Brooks), APPROVAL OF AGENDA (Mrs. Leash Reneau), MAY APRIL MEETING MINUTES (Dr. Brenda Jackson), CORRESPONDENCES (Mrs. Irene Brooks), SPECIAL AGENDA (Mrs. Deborah Cato), TALKING BIRD'S REPORT (Mrs. Deborah Cato), COMMITTEE REPORTS (Mrs. Barbara Wynn), Citizen Presentation (Barbara Wynn), Quality of Life Enhancement (The Jeffersons), Environmental Impact (Walter), Vision and Plans (Dwight McSwain/Kyle Boyd), Executive Order (Barbara), Black Legend (Barbara), Education, Social and Community Relations (Barbara Wynn/Via Bikkie), Social Justice (Barbara Wynn/Tashaun Carter), Communication (Doris Doreen/Leash Reneau), Nominations (Barbara Jackson/Bonnie Taylor), Board Election (Tashaun Carter), FINANCIAL NEWS (Mrs. Barbara Wynn), EXPANDED BUSINESS, NEW BUSINESS, OTHER, and ADJOURNMENT. On the right, a grid of video thumbnails shows participants: Ronald Walker, Brandon Muetzel - E..., Barbara, Trashanda Grayes, Dr. Brenda Jackson, Torrie Guerin, Deborah T. Cato, and YVONNE MARTIN. At the bottom, a large thumbnail for D.M. McClendon is visible with a phone icon and the number 15042362127.