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

RE: Filing of Entergy New Orleans, LLC’s Energy Smart Quarterly Report for the Period of April 1, 2020 to June 30, 2020 (Resolutions R-11-52, R-20-51; UD-08-02, UD-17-03)

Dear Ms. Johnson:

On February 3, 2021, the Council of the City of New Orleans (“Council”) adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. Council Resolution R-19-516 approved the continuance of the Energy Smart for Program Years 10-12 and shortened Program Year 10 (“PY10”) to nine months, April 1, 2020 through December 31, 2020, such that the Energy Smart program could return to a calendar year schedule. Council Resolution R-20-51 adopted on February 20, 2020, approved the PY10-12 Implementation Plan and APTIM, Environmental and Infrastructure (“APTIM”) as the Third Party Administrator.

On behalf of APTIM, Entergy New Orleans, LLC (“ENO”) submits the Energy Smart Quarterly Report for the period of April 1, 2020 to December 31, 2020. As a result of the remote operations of the Council’s office related to COVID-19, ENO submits this filing electronically and will submit the requisite original and number of hard copies once the Council resumes normal operations, or as you direct. ENO requests that you file this submission in accordance with Council regulations as modified for the present circumstances.

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

Thank you for your assistance with this matter.

Sincerely,

Brian L. Guillot

Enclosure

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

The Energy Smart Program was developed by the Council for the City of New Orleans (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, including pre-evaluated kWh savings and incentive spend, marketing and outreach tactics, training, workforce development and supplier diversity and inclusion. More detailed and complete information, including post-evaluation results, will be provided in the Program Year 10 (PY10) Annual Report.

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:

- Honeywell
- ILSI Engineering
- Urban League of Louisiana
- Energy Wise Alliance
- Baynham Environmental
- Franklin Energy Services
- Green Coast Enterprises
- Green Light New Orleans

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

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

Program Year 10 is divided into three quarters:

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

An emphasis on working collaboratively with ENO, the Council’s Advisors, and numerous stakeholders, including local policy advocacy stakeholders, local trade ally stakeholders and local higher education stakeholders, has been important for the implementation of the Energy Smart program in PY10. ENO and APTIM view collaborative teamwork among the large number of stakeholders with diverse interests as a critical component to the overall success of the program.
# Staff List

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tom Quasius</td>
<td>TPA Director</td>
<td>APTIM</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Kristin McKee</td>
<td>Program Director</td>
<td>APTIM</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>John Krzestowczyk</td>
<td>Commercial Program Manager</td>
<td>APTIM</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Dawn Eller</td>
<td>Marketing &amp; Outreach Lead</td>
<td>APTIM</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Kevin Fitzwilliam</td>
<td>Training &amp; Development Specialist</td>
<td>APTIM</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Spencer Kurtz</td>
<td>Energy Engineer</td>
<td>APTIM</td>
<td>Charlotte, NC</td>
</tr>
<tr>
<td>Philip Russo</td>
<td>Trade Ally Liaison</td>
<td>APTIM</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Tamzen Jenkins</td>
<td>Marketing &amp; Communications Specialist</td>
<td>APTIM</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Michael Slaughter</td>
<td>Finance</td>
<td>APTIM</td>
<td>Baton Rouge, LA</td>
</tr>
<tr>
<td>Monica Thilges</td>
<td>Program Support</td>
<td>APTIM</td>
<td>Madison, WI</td>
</tr>
<tr>
<td>Pragya Nirula</td>
<td>Energy Engineer</td>
<td>ILSI Engineering</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Keeley Evans</td>
<td>Commercial Project Coordinator</td>
<td>ILSI Engineering</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Jackie Dadakis</td>
<td>Chief Operating Officer</td>
<td>Green Coast Enterprises</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Joe Ryan</td>
<td>Director of Energy Services</td>
<td>Green Coast Enterprises</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Jared Sessum</td>
<td>Commercial Energy Manager</td>
<td>Green Coast Enterprises</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Joshua Kruebbe</td>
<td>Residential QA/QC</td>
<td>Baynham Environmental</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Jacob Pohlman</td>
<td>Residential QA/QC</td>
<td>Baynham Environmental</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Nate Wolf</td>
<td>Residential Program Manager</td>
<td>Franklin Energy Services</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Alan Mitchell</td>
<td>Operations Manager</td>
<td>Franklin Energy Services</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Karen O’Brien</td>
<td>Program Manager, Special Projects</td>
<td>Franklin Energy Services</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Jhané Wilcox</td>
<td>Residential Marketing Manager</td>
<td>Franklin Energy Services</td>
<td>New Orleans, LA</td>
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<tr>
<td>Atom Davis</td>
<td>Trade Ally Liaison</td>
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<tr>
<td>Raven Carr</td>
<td>Operations Analyst</td>
<td>Franklin Energy Services</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Bernadelle Tilus</td>
<td>Project Coordinator</td>
<td>Franklin Energy Services</td>
<td>New Orleans, LA</td>
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<tr>
<td>Daniel Franklin</td>
<td>Energy Advisor</td>
<td>Franklin Energy Services</td>
<td>New Orleans, LA</td>
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<tr>
<td>James Herman</td>
<td>Energy Advisor</td>
<td>Franklin Energy Services</td>
<td>New Orleans, LA</td>
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<tr>
<td>James Phillips</td>
<td>Energy Advisor</td>
<td>Franklin Energy Services</td>
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</tr>
<tr>
<td>Dwayne Haley</td>
<td>Energy Advisor</td>
<td>Franklin Energy Services</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Jamie Wine</td>
<td>School Kits &amp; Education Director</td>
<td>Energy Wise Alliance</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Emily Snyder</td>
<td>School Kits, Education Manger</td>
<td>Energy Wise Alliance</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Kevin Kellup</td>
<td>School Kits, Education Coordinator</td>
<td>Energy Wise Alliance</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Brandon Muetzel</td>
<td>Community Outreach Manager</td>
<td>Energy Wise Alliance</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>Andreas Hoffman</td>
<td>Outreach &amp; Direct Install</td>
<td>Green Light New Orleans</td>
<td>New Orleans, LA</td>
</tr>
</tbody>
</table>
Offerings Overview

Residential

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

Commercial & Industrial

- Small Commercial & Industrial Solutions
- Large Commercial & Industrial Solutions
- Publicly Funded Institutions
- Commercial & Industrial Construction Solutions
- EasyCool for Business
- Large Commercial & Industrial Demand Response
Program Performance and Activity

Table 2.1

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>kWh SAVINGS</th>
<th>kWh GOAL*</th>
<th>% TO GOAL</th>
<th>kW SAVINGS</th>
<th>kW GOAL*</th>
<th>% TO GOAL</th>
<th>INCENTIVES</th>
<th>BUDGET</th>
<th>% TO BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial &amp; Industrial - Energy Efficiency</td>
<td>2,160,370</td>
<td>33,055,833</td>
<td>6.54%</td>
<td>308.62</td>
<td>4,906.89</td>
<td>6.29%</td>
<td>$288,001</td>
<td>$4,693,010</td>
<td>6.14%</td>
</tr>
<tr>
<td>Commercial &amp; Industrial - Demand Response</td>
<td>-</td>
<td>-</td>
<td>N/A</td>
<td>-</td>
<td>130.50</td>
<td>0.00%</td>
<td>-</td>
<td>$5,655</td>
<td>0.00%</td>
</tr>
<tr>
<td>Residential - Energy Efficiency</td>
<td>833,247</td>
<td>23,517,104</td>
<td>3.54%</td>
<td>142.02</td>
<td>2,839.60</td>
<td>5.00%</td>
<td>$49,067</td>
<td>$2,339,160</td>
<td>2.10%</td>
</tr>
<tr>
<td>Residential - Demand Response</td>
<td>-</td>
<td>-</td>
<td>N/A</td>
<td>-</td>
<td>2,830.10</td>
<td>0.00%</td>
<td>-</td>
<td>$192,040</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total</td>
<td>2,993,617</td>
<td>56,572,936</td>
<td>5.29%</td>
<td>450.64</td>
<td>10,707.09</td>
<td>4.21%</td>
<td>$337,069</td>
<td>$7,229,865</td>
<td>4.66%</td>
</tr>
</tbody>
</table>

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from April 1st through June 30th, 2020.

Table 2.2

<table>
<thead>
<tr>
<th>PROGRAM COSTS**</th>
<th>PROGRAM BUDGET</th>
<th>% OF PROGRAM BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial &amp; Industrial - Energy Efficiency</td>
<td>$1,104,126</td>
<td>$7,957,510</td>
</tr>
<tr>
<td>Commercial &amp; Industrial - Demand Response</td>
<td>$441,600</td>
<td>$1,101,533</td>
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<tr>
<td>Residential – Energy Efficiency</td>
<td>$390,596</td>
<td>$3,705,272</td>
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<tr>
<td>Residential – Demand Response</td>
<td>$125,383</td>
<td>$588,223</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$2,061,705</td>
<td>$13,352,539</td>
</tr>
</tbody>
</table>

**There have not been EM&V expenses incurred through Q1 as the third-party evaluator, ADM, focused on completing PY9 projects including the Annual EM&V report.

Residential Summary

The Energy Smart Residential Portfolio was directly impacted by the COVID-19 pandemic forcing field-based programs to be suspended while the Stay-At-Home order was in effect. Multifamily Solutions, Home Performance with ENERGY STAR, A/C Solutions and Income Qualified Weatherization field work was suspended during Q1 of PY10. During this time the Energy Smart team focused on new safety protocols for re-entering the field. The team developed a pre-assessment questionnaire, purchased necessary personal protective equipment (PPE) and developed health and safety protocols to ensure the safety of both customers and the program team.

The Energy Smart team adapted programs to the conditions caused by the COVID-19 pandemic. The Retail Lighting and Appliance offering relied heavily on sales form the new Online Marketplace. The
program promoted free energy efficiency kits and Emerson Sensi smart thermostats along with discounted energy-saving products such as LED light bulbs, water conservation products and smart power strips. The Energy Smart team also distributed LED 9 Watt 4-packs and Energy Efficiency Kits through City Council sponsored food drives throughout Orleans Parish. The team supported 12 different events in Q1 which allowed the team to promote other offerings to customers. The Energy Smart team developed a Virtual Home Energy Assessment option which will be added to the Home Performance with ENERGY STAR and Income Qualified Weatherization offerings to enhance the offering beginning in Q2. The Virtual Home Energy Assessment will allow energy assessments to be conducted in a virtual setting as opposed to in the home. While Q1 provided unique challenges, the Energy Smart program was able to continue to serve customers, produce energy savings and lay the groundwork for deeper savings in Q2 and Q3 as restrictions due to COVID-19 are lifted.

Commercial & Industrial Summary
The first quarter of Program Year 10 saw the introduction of new program offerings, updating of existing offerings, launch of a new trade ally bonus as well as a completely re-designed application process all while dealing with the uncertainty of the COVID-19 pandemic. Many commercial and industrial customers in the Entergy New Orleans service territory saw their businesses close or were forced to drastically reduce hours and occupancy with small commercial customers bearing the brunt of the financial hardship. The Energy Smart team worked diligently during Q1 to adapt to the situation and was able to keep all C&I offerings available. The team ceased field work and used virtual methods for maintaining engagement with customers and trade allies and for performing remote site verifications. Virtual facility walk-throughs were completed for several customers, including the New Orleans Culinary and Hospitality Institute, in order to encourage program participation while site visits were on hold. The program released health and safety protocols for trade allies and began developing a safety video for release in Q2.

The Energy Smart team utilized feedback from customers and trade allies to create new offerings and update existing offerings such as the Retro-commissioning (RCx) offering. Retro-commissioning had been offered in previous program years, but a simplified and more streamlined approach was launched beginning in Q1. The re-designed RCx offering allows RCx service providers to work directly with the Energy Smart team to receive compensation for the investigation study and increased incentives and incentive caps make the revised offering more appealing to those that could benefit from this type of energy-saving project.

Energy Smart added a new Commercial & Industrial Construction Solutions offering to the C&I Portfolio that provides incentives for energy-efficient design and construction that goes beyond the design baseline. Projects that qualify for the Construction Solutions offering typically have a long lead time as building designs are completed and baseline efficiency levels are established. The Energy Smart team worked with several developers who had expressed interest in an offering that provides incentives for new building construction or gut rehab projects and several strong leads have been established during Q1.

Within the Small C&I offering, the team introduced free Small Business Energy Efficiency Kits for retail, restaurant and office sectors and expedited the launch once the impact on small commercial customers due to COVID-19 became apparent. Small business customers within these three sectors can order their free kit online that will be shipped directly for them for self-install. The Energy Smart team used advertising and social media to generate awareness of the kits and will be performing targeted outreach to small business customers in arrears in Q2.

In Q1, Energy Smart also launched incentives for demand response-enabled smart thermostats. Small business customers can receive incentives for purchasing and installing new smart thermostats in their facilities. This new offering will provide energy efficiency savings and align with the Small C&I demand response offering (EasyCool for Business) that will launch in Q2. With the launch of EasyCool, customers
with existing smart thermostats or those that install new thermostats will be able to enroll and participate in the demand response offering.

In addition to new and re-designed program offerings in Q1, the Energy Smart team also made other changes to the program such as increasing account and customer incentive caps, transitioning many common measures from a custom to a prescriptive-based application process and releasing a prescriptive bonus for trade allies. The prescriptive trade ally bonus was designed to ease the transition from a historically custom-based application process to a prescriptive-based approach by offering trade allies a bonus based on 25% of the uncapped prescriptive incentives for their projects. The prescriptive bonus will be available to trade allies throughout PY10. Annual incentive caps were increased from $100,000 to $150,000 per account per year and the customer caps were doubled from $250,000 to $500,000 to encourage customers to implement more energy efficiency projects at their facilities, particularly large and multi-site customers.

Due to health and safety concerns related to COVID-19, the Energy Smart team ceased performing in-person site verifications and established remote means for verifying project baselines and installations. The Energy Smart team worked closely with the program evaluator to determine what type of documentation would be adequate to verify energy savings, which was then communicated to customers and trade allies based on their unique project situation. The new project verification requirements are designed to keep Energy Smart staff, customers and trade allies safe while reducing any barriers or concerns that may have otherwise prevented program participation.
RESIDENTIAL OFFERINGS
## Residential Offerings Summary

Table 3.1

<table>
<thead>
<tr>
<th>OFFERING</th>
<th>kWh SAVINGS</th>
<th>kWh GOAL*</th>
<th>% TO GOAL</th>
<th>kW SAVINGS</th>
<th>kW GOAL*</th>
<th>% TO GOAL</th>
<th>INCENTIVES</th>
<th>BUDGET</th>
<th>% TO BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Performance with ENERGY STAR</td>
<td>-</td>
<td>1,640,521</td>
<td>0.00%</td>
<td>-</td>
<td>1,090.19</td>
<td>0.00%</td>
<td>-</td>
<td>$325,004</td>
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<tr>
<td>Retail Lighting &amp; Appliances</td>
<td>833,247</td>
<td>6,890,189</td>
<td>12.09%</td>
<td>142.02</td>
<td>545.38</td>
<td>26.04%</td>
<td>$49,067</td>
<td>$1,237,392</td>
<td>3.97%</td>
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<td>Multifamily Solutions</td>
<td>-</td>
<td>437,472</td>
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<td>-</td>
<td>163.70</td>
<td>0.00%</td>
<td>-</td>
<td>$106,130</td>
<td>0.00%</td>
</tr>
<tr>
<td>Income Qualified Weatherization</td>
<td>-</td>
<td>656,208</td>
<td>0.00%</td>
<td>-</td>
<td>445.44</td>
<td>0.00%</td>
<td>-</td>
<td>$269,967</td>
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<tr>
<td>A/C Solutions</td>
<td>-</td>
<td>1,312,417</td>
<td>0.00%</td>
<td>-</td>
<td>553.29</td>
<td>0.00%</td>
<td>-</td>
<td>$246,461</td>
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<tr>
<td>School Kits &amp; Community Outreach</td>
<td>-</td>
<td>350,297</td>
<td>0.00%</td>
<td>-</td>
<td>41.61</td>
<td>0.00%</td>
<td>-</td>
<td>$54,206</td>
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<tr>
<td>Behavioral**</td>
<td>-</td>
<td>12,230,000</td>
<td>0.00%</td>
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<td>-</td>
<td>0.00%</td>
<td>-</td>
<td>-</td>
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<td>Rewards</td>
<td>-</td>
<td>-</td>
<td>N/A</td>
<td>-</td>
<td>-</td>
<td>N/A</td>
<td>-</td>
<td>$100,000</td>
<td>0.00%</td>
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<tr>
<td>EasyCool - Direct Load Control</td>
<td>-</td>
<td>-</td>
<td>N/A</td>
<td>-</td>
<td>764.1</td>
<td>0.00%</td>
<td>-</td>
<td>$57,750</td>
<td>0.00%</td>
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<tr>
<td>EasyCool - Bring Your Own Thermostat</td>
<td>-</td>
<td>-</td>
<td>N/A</td>
<td>-</td>
<td>2,066.00</td>
<td>0.00%</td>
<td>-</td>
<td>$134,290</td>
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<tr>
<td><strong>Total</strong></td>
<td>833,247</td>
<td>23,517,104</td>
<td>3.54%</td>
<td>142.02</td>
<td>5,669.70</td>
<td>2.50%</td>
<td>$49,067</td>
<td>$2,531,200</td>
<td>1.94%</td>
</tr>
</tbody>
</table>

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from April 1st through June 30th, 2020.**

**Behavioral program results are determined and evaluated after completion of the program year.
Home Performance with ENERGY STAR®

Offering Description

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

To meet the needs of New Orleans’ unique housing stock of double shot-gun homes and smaller multifamily configurations, the offering now includes all buildings with four or fewer units in the HPwES offering. Structures of this size and construction type often behave more like single-family homes, with owners often occupying one of the units, thus minimizing the split-incentive barrier. Building types with two to four units function more like single-family homes, with no or small amounts of common-area space.

Offering Highlights

Due to the COVID-19 pandemic, the Home Performance with ENERGY STAR offering was not able to perform in-home assessments in Q1 of PY10. Energy Smart team was able to continue to support and promote the offering through Energy Efficiency Kits. The team offered kits to customers through the Online Marketplace and City Council sponsored food drives, allowing the program to produce kWh savings and create an opportunity for future enrollments in HPwES and other offerings. Online kits were marketed for free through the Online Marketplace which also allowed for the promotion of other discounted energy efficiency products. The Energy Smart team supported 12 City Council sponsored events throughout Orleans Parish giving away a total of 738 kits. This allowed the Energy Smart team to have a positive impact on the community when customers were looking for ways to save money. Energy Kits provided an opportunity to inform more members of the community about the different offerings and ways to save more in the future.

In response to the pandemic, the Energy Smart team began developing a Virtual Home Energy Assessment (VHEA). The VHEA is designed to allow the Energy Smart team to continue serving customers without going into the residence while Stay-At-Home orders are in effect or for customers that would prefer the virtual option. The customer will communicate with an Energy Advisor at a pre-scheduled time to discuss the energy efficiency of their home. Based on the results of the call, a customized kit of measures including LED lighting, water saving measures and pipe wrap will be delivered to the home for the customer to self-install. The Energy Advisor will do a follow-up call after the materials have been delivered to confirm installation and provide feedback on customer satisfaction. The VHEA will continue to be a part of the Home Performance with ENERGY STAR offering going forward.
## Offering Performance

### Table 5.1

<table>
<thead>
<tr>
<th>KITS</th>
<th>QTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giveaway Kits</td>
<td>738</td>
</tr>
<tr>
<td>Online Kits</td>
<td>3,061</td>
</tr>
</tbody>
</table>

### Table 5.2

<table>
<thead>
<tr>
<th>EVENT</th>
<th>LOCATION</th>
<th>DATE</th>
<th>KITS</th>
<th>COUNCILMEMBER/ STATE REPRESENTATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household of Faith</td>
<td>9300 I-10 Service Rd. New Orleans, LA 70127</td>
<td>4/24/2020</td>
<td>100</td>
<td>Cyndi Nguyen</td>
</tr>
<tr>
<td>St. Mary Of The Angels Church</td>
<td>3501 N Miro St. New Orleans, LA 70117</td>
<td>5/1/2020</td>
<td>50</td>
<td>Jared Brossett</td>
</tr>
<tr>
<td>Delgado Community College</td>
<td>3727 Louisa St. New Orleans, LA 70126</td>
<td>5/4/2020</td>
<td>100</td>
<td>Kristin Palmer, Jay Banks, Candace Newell</td>
</tr>
<tr>
<td>Goodwill Mid City</td>
<td>3400 Tulane</td>
<td>5/6/2020</td>
<td>100</td>
<td>Jay Banks</td>
</tr>
<tr>
<td>Connect Church of Algiers</td>
<td>1110 Kabel Dr. New Orleans, LA 70131</td>
<td>5/8/2020</td>
<td>100</td>
<td>Kristin Palmer</td>
</tr>
<tr>
<td>Sankufa Food Pantry</td>
<td>5200 Dauphine St. New Orleans, LA 70117</td>
<td>5/29/2020</td>
<td>13</td>
<td>Cyndi Nguyen</td>
</tr>
<tr>
<td>Notre Dame Seminary</td>
<td>2901 S Carrollton Ave. New Orleans, LA 70118</td>
<td>6/1/2020</td>
<td>100</td>
<td>Joseph Giarrusso</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>738</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table 5.3

<table>
<thead>
<tr>
<th>ENERGY SAVINGS (kWh)</th>
<th>DEMAND REDUCTION (kW)</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>kWh Savings kWh Goal</td>
<td>kwh % to Goal</td>
<td>kW Savings kW Target</td>
</tr>
<tr>
<td>-</td>
<td>1,640,521 0.00%</td>
<td>-</td>
</tr>
</tbody>
</table>
Retail Lighting & Appliances

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

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

Offering Highlights
Building on the success of the previous year, the Retail Lighting and Appliance offering was able to continue lighting discounts at The Home Depot while adding a new promotion at Walmart and energizing sales with marketing of the new Energy Smart Online Marketplace. Both tactics helped to keep customers engaged and keep incentivized products available during the challenging environment of the COVID-19 pandemic.

The Home Depot remained open throughout the pandemic as an essential retailer, given the spring season when a lot of outdoor work gets completed. Traffic remained steady at the store throughout Q1. The Energy Smart team introduced a pre-labeled pallet promotion with GE, who shipped pallets of 4-packs to Walmart. Customers purchased over 10,000 bulbs during the quarter from the Walmart pallets which will continue to run through August.

The Online Marketplace was a huge success, selling over 9,000 bulbs and 6,042 smart thermostats in April and May. One of the unique offers during this time was a free Emerson Sensi smart thermostat. Energy Smart also offered a Father’s Day promotion where the free Sensi smart thermostat was marketed via email and social tactics resulting in 5,250 thermostats purchased.

Offering Performance
Retail & Appliance Sales Quantities

<table>
<thead>
<tr>
<th>PARTICIPATION TYPE</th>
<th>QTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Store</td>
<td></td>
</tr>
<tr>
<td>Lighting</td>
<td>37,853</td>
</tr>
<tr>
<td>Online Marketplace</td>
<td></td>
</tr>
<tr>
<td>Advanced Power Strips</td>
<td>538</td>
</tr>
<tr>
<td>Smart Thermostats</td>
<td>6,042</td>
</tr>
<tr>
<td>Smart Thermostat Accessories</td>
<td>645</td>
</tr>
<tr>
<td>Insulation</td>
<td>250</td>
</tr>
<tr>
<td>Lighting</td>
<td>9,346</td>
</tr>
<tr>
<td>Water Savers</td>
<td>951</td>
</tr>
<tr>
<td>Mail-In Rebates</td>
<td></td>
</tr>
<tr>
<td>Pool Pump</td>
<td>3</td>
</tr>
<tr>
<td>Heat Pump Water Heater</td>
<td>1</td>
</tr>
<tr>
<td>Refrigerator</td>
<td>46</td>
</tr>
<tr>
<td>Window Ac</td>
<td>16</td>
</tr>
<tr>
<td>Bulb Giveaways</td>
<td></td>
</tr>
<tr>
<td>Individual 9W</td>
<td>850</td>
</tr>
<tr>
<td>9W 4-Pack</td>
<td>1,448</td>
</tr>
</tbody>
</table>
### Table 6.2

<table>
<thead>
<tr>
<th>EVENT</th>
<th>LOCATION</th>
<th>DATE</th>
<th>LED BULBS</th>
<th>LED 4PKS</th>
<th>COUNCIL MEMBER/ STATE REPRESENTATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Church Eastlake Campus</td>
<td>13123 I-10 Service Rd. New Orleans, LA 70128</td>
<td>5/1/2020</td>
<td>150</td>
<td></td>
<td>Cyndi Nguyen</td>
</tr>
<tr>
<td>St. Mary Of the Angels Church</td>
<td>3501 N Miro St. New Orleans, LA 70117</td>
<td>5/1/2020</td>
<td>150</td>
<td></td>
<td>Jared Brossett</td>
</tr>
<tr>
<td>Goodwill Mid City</td>
<td>3400 Tulane</td>
<td>5/6/2020</td>
<td>155</td>
<td></td>
<td>Jay Banks</td>
</tr>
<tr>
<td>Mother’s Day Giveaway</td>
<td>5234 N. Claiborne Ave. New Orleans, LA 70117</td>
<td>5/6/2020</td>
<td>800</td>
<td></td>
<td>Cyndi Nguyen</td>
</tr>
<tr>
<td>Connect Church of Algiers</td>
<td>1110 Kabel Dr. New Orleans, LA 70131</td>
<td>5/8/2020</td>
<td>35</td>
<td></td>
<td>Kristin Palmer</td>
</tr>
<tr>
<td>Sankufa Food Pantry</td>
<td>5200 Dauphine St. New Orleans, LA 70117</td>
<td>5/29/2020</td>
<td>200</td>
<td></td>
<td>Cyndi Nguyen</td>
</tr>
<tr>
<td>Notre Dame Seminary</td>
<td>2901 S Carrollton Ave. New Orleans, LA 70118</td>
<td>6/1/2020</td>
<td>300</td>
<td></td>
<td>Joseph Giarrusso</td>
</tr>
<tr>
<td>Arthur Monday Multi- Purpose Center</td>
<td>1111 Newton St. New Orleans, LA 70114</td>
<td>6/26/2020</td>
<td>348</td>
<td></td>
<td>Kristin Palmer</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td><strong>850</strong></td>
<td></td>
<td><strong>1448</strong></td>
</tr>
</tbody>
</table>

### Table 6.3

<table>
<thead>
<tr>
<th>ENERGY SAVINGS (kWh)</th>
<th>DEMAND REDUCTION (kW)</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>kWh Savings</td>
<td>kWh Goal</td>
<td>% to Goal</td>
</tr>
<tr>
<td>833,247</td>
<td>6,890,189</td>
<td>12.09%</td>
</tr>
</tbody>
</table>

### Table 6.4: Participating Retailers

<table>
<thead>
<tr>
<th>RETAIL COMPANY</th>
<th>SUPPORTED RETAIL PROGRAMS</th>
<th>ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barto Appliance</td>
<td>Lighting</td>
<td>X</td>
</tr>
<tr>
<td>Costco Wholesale</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Home Depot (Bullard)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Home Depot (Central)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Lowes (Central)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Lowes (Read)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Walmart (Tchoupitoulas)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Walmart (Chef Menteur)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Walmart (Behrman)</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Walmart (Bullard)</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Multifamily Solutions

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

Offering Highlights
The Multifamily Solutions offering was unable to begin in Q1 of PY10 due to the COVID-19 Pandemic. The offering is expecting savings to start in Q2 through in-person and virtual options. The Energy Smart team began looking at virtual options for Multifamily Solutions to reduce the number of touchpoints needed to complete an assessment. The team has received leads from Multifamily complexes and is looking to schedule assessments for completion in Q2.

Offering Performance

| Table 7.1 |
|-----------------|-----------------|-----------------|
| **ENERGY SAVINGS (kWh)** | **DEMAND REDUCTION (kW)** | **BUDGET** |
| kWh Savings | kWh Goal | % to Goal | kW Savings | kW Target | % to Target | Incentives Spent | Incentive Budget | % to Budget |
| - | 437,472 | 0.00% | - | 163.70 | 0.00% | - | $106,130 | 0.00% |
Income-Qualified Weatherization

Offering Description

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

Offering Highlights

Income-Qualified Weatherization offering was unable to begin in Q1 of PY10 due to the COVID-19 pandemic. This offering will benefit from the effort put forth by the Energy Smart team with the in-person food distribution giveaways and Online Marketplace promotions of Energy Efficiency Kits and free smart thermostats. Connecting with customers in-person at the giveaways provided an opportunity for the team to engage in outreach and educate customers about other offerings. The Energy Smart team was excited for the opportunity to help the community and provide options for energy-saving solutions to residential customers most impacted by the pandemic.

Offering Performance

<table>
<thead>
<tr>
<th>Table 8.1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENERGY SAVINGS (kWh)</strong></td>
</tr>
<tr>
<td>kWh Savings</td>
</tr>
<tr>
<td>-</td>
</tr>
</tbody>
</table>
A/C Solutions

Offering Description
The A/C Solutions offering, formerly the High Efficiency AC Tune-Up program, 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 AC 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.

Offering Highlights
The A/C Solutions offering was unable to begin in Q1 of PY10 due to the COVID-19 Pandemic. The offering is expecting savings to start in Q2. A Qualified Product List was developed for alignment with DR-enabled smart thermostats. This allows any customer who purchases a qualified smart thermostat the opportunity to enroll in the EasyCool offering. Updates were prepared for the Energy Smart website so customers can take full advantage of the new addition of smart thermostats to the A/C Solutions offering when the offering is active in Q2. Cross-promotion of A/C Solutions and EasyCool allows customers to benefit from participating in both energy efficiency and demand response offerings.

Offering Performance

<table>
<thead>
<tr>
<th>ENERGY SAVINGS (kWh)</th>
<th>DEMAND REDUCTION (kW)</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>kWh Savings</td>
<td>kWh Goal</td>
<td>% to Goal</td>
</tr>
<tr>
<td>-</td>
<td>1,312,417</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
School Kits & Education

Offering Description
The School Kit & Education offering targets 6th and 10th grade school age students in New Orleans to deliver a hands-on lesson and in-person instruction about energy efficiency concepts. Students are sent home with a home energy kit, and forms with installation data are returned to our Team.

Offering Highlights
During Q1, the Energy Smart team was unable to provide in-classroom education due to school closures and the City Stay-At-Home order. In response to the pandemic, the Energy Smart team developed several alternative strategies to reach students without visiting their classrooms such as creating new educational activity packets, utilizing meal distribution sites to distribute kits, shipping kits directly to students’ homes and adapting in-classroom activities for remote use.

The Energy Smart team distributed 222 school kits and educational packets to students via their teachers at 7 schools and 3 meal distribution site locations. Most kits went to students at Bricolage Academy, International School of Louisiana and Morris Jeff Community School because the team was able to reach the parent liaison at these campuses to engage more families. Some kits from PY9 were returned from Lusher Charter School because they were not able to be distributed due to school closures in mid-March. The Energy Smart team was able to distribute these kits to 3 school meal distribution sites at Sanchez Multi-Service Center, Joe Brown Park and Rosenwald Recreation Center to get them into families’ hands right away.

In addition to reaching students at meal sites, the Energy Smart team developed and distributed new student activity packets via PDF and printed materials. The five energy efficiency homework packets were distributed to teachers to work on with students as they are teaching remotely. The packets covered the following topics:

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

Each packet contains activities and experiments for the students to do at home, along with marketing information for the Online Marketplace to acquire additional energy efficiency products online. The packets are a way to more equitably reach all students, even those with limited Internet access, build relationships with teachers and provide additional savings opportunities online.

Teacher needs are variable and changing due to the COVID-19 pandemic. In June, and continuing into the summer, the Energy Smart team will be adapting the activities to suit a remote learning model, adding activities that can be shipped to a classroom and working with the kit distributor to coordinate shipping kits directly to students’ homes.

New lesson concepts were practiced with the adult students at Louisiana Green Corps and in internal professional development training. The team also attempted to reach previous youth summer camp participants but were only able to reach about 30 campers at the Sojourner Truth Neighborhood Center as most summer camps that the team had worked with previously were not operating.
### Table 10.1: School Kit Distributions

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>DATE</th>
<th># OF KITS</th>
<th>ENROLLMENT OFFERING</th>
</tr>
</thead>
<tbody>
<tr>
<td>International School of Louisiana</td>
<td>5/18/2020</td>
<td>43</td>
<td>Charter</td>
</tr>
<tr>
<td>Lycée Francais</td>
<td>5/18/2020</td>
<td>1</td>
<td>Charter</td>
</tr>
<tr>
<td>Energy Wise Alliance</td>
<td>5/27/2020</td>
<td>2</td>
<td>NA</td>
</tr>
<tr>
<td>KIPP Believe</td>
<td>5/27/2020</td>
<td>2</td>
<td>Charter</td>
</tr>
<tr>
<td>Alice M. Harte Charter School</td>
<td>5/27/2020</td>
<td>1</td>
<td>Charter</td>
</tr>
<tr>
<td>Morris Jeff Community School</td>
<td>5/27/2020</td>
<td>20</td>
<td>Charter</td>
</tr>
<tr>
<td>Edward Hynes Charter School</td>
<td>5/27/2020</td>
<td>1</td>
<td>Charter</td>
</tr>
<tr>
<td>International School of Louisiana</td>
<td>6/1/2020</td>
<td>9</td>
<td>Charter</td>
</tr>
<tr>
<td>Morris Jeff Community School</td>
<td>6/1/2020</td>
<td>2</td>
<td>Charter</td>
</tr>
<tr>
<td>Rosenwald Recreation Center</td>
<td>6/4/2020</td>
<td>39</td>
<td>NA</td>
</tr>
<tr>
<td>Sanchez Community Center</td>
<td>6/5/2020</td>
<td>37</td>
<td>NA</td>
</tr>
<tr>
<td>Joe Brown Community Center</td>
<td>6/5/2020</td>
<td>26</td>
<td>NA</td>
</tr>
<tr>
<td>Energy Wise Alliance</td>
<td>6/16/2020</td>
<td>5</td>
<td>NA</td>
</tr>
<tr>
<td>Bricolage Academy</td>
<td>6/29/2020</td>
<td>34</td>
<td>Charter</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>222</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Offering Performance

#### Table 10.2

<table>
<thead>
<tr>
<th><strong>ENERGY SAVINGS (kWh)</strong></th>
<th><strong>DEMAND REDUCTION (kW)</strong></th>
<th><strong>BUDGET</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>kWh Savings</td>
<td>kWh Goal</td>
<td>% to Goal</td>
</tr>
<tr>
<td>-</td>
<td>350,297</td>
<td>0.00%</td>
</tr>
<tr>
<td>kWh Savings</td>
<td>kW Savings</td>
<td>kW Target</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>41.61</td>
</tr>
</tbody>
</table>
Behavioral & Rewards

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

Offering Highlights
The Behavioral & Rewards offering was unable to launch in Q1 due to program related delays and technical barriers, but the Energy Smart team was able to overcome these challenges through collaboration with the many program stakeholders. The team will send the first email HERs to customers in early Q2. Moving forward, the HERs will be sent to customers each month throughout the remainder of PY10.

With six months remaining in the year, the Energy Smart team will pursue a more aggressive HERs send strategy to ensure that the forecasted savings goals for the current program year are achieved. The team will send more print HERs out to customers than initially planned, while slightly reducing the quantity of email HERs sent, as print HERs statistically yield higher savings results. In addition to the new Behavioral strategy, the Energy Smart team has been working to integrate customer rewards with the HERs and the Entergy corporate customer engagement portal (“CEP”). The Energy Smart team will launch the Rewards component of the offering in Q2.

Offering Performance

<table>
<thead>
<tr>
<th>ENERGY SAVINGS (kWh)</th>
<th>DEMAND REDUCTION (kW)</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>kWh Savings</td>
<td>kWh Goal</td>
<td>% to Goal</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-</td>
<td>12,230,000</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
EasyCool for Residents

Offering Description

Direct Load Control

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

Bring Your Own Thermostat (BYOT)

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

Offering Highlights

During Q1, the Energy Smart team began preparing for the launch of the expanded EasyCool offering that will commence in Q2. The EasyCool offering will give customers the option of an A/C cycling switch or smart thermostat. In Q1, the team focused on developing marketing materials and messaging, as well as developing the BYOT platform. The team also developed the program website pages that will go live when the offering launches in Q2. To grow the base of connected devices, the team began offering smart thermostats to residential customers through the new Online Marketplace. In Q2, the BYOT platform will launch and the program will mass market to customers with connected smart thermostats, directing them to enroll their devices in EasyCool. The team will also offer customers with existing switches the opportunity to transition to a smart thermostat. Cycling events for both switch and smart thermostat customers will begin in Q2.

When EasyCool launches in early Q2, the program will offer customers an incentive for enrolling their device in the offering and an incentive for each year they participate. The Energy Smart team will use several tactics to generate enrollment, including messaging from thermostat manufacturers, direct outreach to customers and advertising.
## Commercial & Industrial Offerings Summary

<table>
<thead>
<tr>
<th>OFFERING</th>
<th>kWh SAVINGS</th>
<th>kWh GOAL*</th>
<th>% TO GOAL</th>
<th>kW SAVINGS</th>
<th>kW GOAL*</th>
<th>% TO GOAL</th>
<th>INCENTIVES</th>
<th>BUDGET</th>
<th>% TO BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Commercial &amp; Industrial Solutions</td>
<td>425,024</td>
<td>6,971,994</td>
<td>6.10%</td>
<td>89.60</td>
<td>1,397.02</td>
<td>6.41%</td>
<td>$57,195</td>
<td>$1,077,495</td>
<td>5.31%</td>
</tr>
<tr>
<td>Large Commercial &amp; Industrial Solutions</td>
<td>1,469,847</td>
<td>24,180,632</td>
<td>6.08%</td>
<td>219.03</td>
<td>3,245.61</td>
<td>6.75%</td>
<td>$190,982</td>
<td>$3,304,809</td>
<td>5.78%</td>
</tr>
<tr>
<td>Publicly Funded Institutions</td>
<td>265,499</td>
<td>1,672,804</td>
<td>15.87%</td>
<td>-</td>
<td>219.73</td>
<td>0.00%</td>
<td>$39,825</td>
<td>$275,268</td>
<td>14.47%</td>
</tr>
<tr>
<td>Commercial &amp; Industrial Construction Solutions</td>
<td>-</td>
<td>230,403</td>
<td>0.00%</td>
<td>-</td>
<td>44.53</td>
<td>0.00%</td>
<td>-</td>
<td>$35,438</td>
<td>0.00%</td>
</tr>
<tr>
<td>EasyCool - Small Commercial &amp; Industrial</td>
<td>-</td>
<td>-</td>
<td>N/A</td>
<td>-</td>
<td>130.50</td>
<td>0.00%</td>
<td>-</td>
<td>$5,655</td>
<td>0.00%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,160,370</strong></td>
<td><strong>33,055,833</strong></td>
<td><strong>6.54%</strong></td>
<td><strong>308.62</strong></td>
<td><strong>5,037.39</strong></td>
<td><strong>6.13%</strong></td>
<td><strong>$288,001</strong></td>
<td><strong>$4,698,665</strong></td>
<td><strong>6.13%</strong></td>
</tr>
</tbody>
</table>

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from April 1st through June 30th, 2020.
Small Commercial & Industrial Solutions

Offering 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.

Offering Highlights
In Q1 the Small Commercial & Industrial offering achieved 425,024 kWh, achieving 6.10% of the goal. At the close Q1, the offering had an estimated 1,240,473 kWh in the pipeline, resulting in a current forecast of 18% to goal for PY10. The Small Commercial & Industrial offering has typically been higher in both energy savings and incentives spent at this point in the program year, but the COVID-19 situation has had a noticeable impact on small commercial customer’s ability to remain open or perform upgrades to their facilities.

Beginning in Q1, many measures that were previously offered through the custom process were transitioned to the prescriptive application process. The prescriptive process is used for common measures with deemed savings that do not require energy savings calculations. Moving to a more prescriptive approach reduces barriers to participation by eliminating the need for calculations and intends to increase participation. To support the transition from a historically custom-based approach, a prescriptive trade ally bonus will be offered throughout PY10. Trade allies can receive a bonus based on 25% of the uncapped prescriptive incentives for their projects.

The Energy Smart team began offering Small Business Kits to qualifying small retail, restaurant and office customers in Q1 in order to increase program participation and allow Small Commercial & Industrial customers to achieve energy savings without the need for Energy Smart staff or trade allies to physically access their facility. Energy Smart sent 24 kits to small business in Q1 which they can safely self-install. The team will significantly increase outreach efforts in Q2 to increase awareness and generate participation.

In Q1, Energy Smart also launched incentives for demand response-enabled smart thermostats. Small business customers can receive incentives for purchasing and installing new smart thermostats in their facilities. This new offering will provide energy efficiency savings and align with the Small C&I demand response offering (EasyCool) that will launch in Q2. With the launch of EasyCool, customers with existing smart thermostats or those that install new thermostats will be able to enroll and participate in the demand response offering.

Offering Performance
- A total of 38 projects were completed during the first quarter of PY10.
- The offering reached 6.10% of the kWh goal, achieving 425,024 kWh.
- The offering reached 6.41% of the kW goal, achieving 89.60 kW.
- 24 Small Business Energy Efficiency Kits were issued.
- Project Type: 100% lighting.
Energy Savings by Measure Type

- Prescriptive: 49%
- Custom: 51%

Small Business Kits

- Restaurant: 4
- Office: 3
- Retail: 17

Table 15.1

<table>
<thead>
<tr>
<th>ENERGY SAVINGS (kWh)</th>
<th>DEMAND REDUCTION (kW)</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>kWh Savings</td>
<td>kWh Goal</td>
<td>% to Goal</td>
</tr>
<tr>
<td>425,024</td>
<td>6,971,994</td>
<td>6.10%</td>
</tr>
</tbody>
</table>
Large Commercial & Industrial Solutions

Offering 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).

Offering Highlights
In Q1, the Large C&I offering completed 1,469,847 kWh, achieving 6.08% of the goal. At the close Q1, the offering had an estimated 9,341,492 kWh is in the pipeline, resulting in a current forecast of 39% to goal for PY10. The Large Commercial & Industrial offerings are down slightly from Q1 of PY9 due primarily to the COVID-19 situation although the Large Commercial & Industrial offerings saw less of an impact from COVID-19 than the Small Commercial offering.

Beginning in Q1, many measures that were previously offered through the custom process were transitioned to the prescriptive application process. The prescriptive process is used for common measures with deemed savings that do not require energy savings calculations. Moving to a more prescriptive approach reduces barriers to participation by eliminating the need for calculations and intends to increase participation. support the transition from a historically custom-based approach, a prescriptive trade ally bonus will be offered throughout PY10. Trade allies can receive a bonus based on 25% of the uncapped prescriptive incentives for their projects. Several of the leading trade allies who have expressed interest in the bonus and the Energy Smart team expects this bonus offering to further increase program participation through the remainder of PY10.

Energy Smart released changes to the Retro-commissioning offering that provide a more simplified and streamlined approach. This new model compensates RCx service providers for the investigation study and revised incentive caps are designed to make the offering more attractive for customers and service providers.

Annual incentive caps were increased from $100,000 to $150,000 per account per year and the customer caps were doubled from $250,000 to $500,000 to encourage customers to implement more energy efficiency projects at their facilities, particularly large and multi-site customers.

Offering Performance
- A total of 4 projects were completed during the first quarter of PY10.
- The offering reached 6.08% of the kWh goal, achieving 1,469,847 kWh.
- The offering reached 6.75% of the kW goal, achieving 219.03 kW.
- Measure Mix: 49% lighting and 51% non-lighting.
Table 16.1

<table>
<thead>
<tr>
<th>ENERGY SAVINGS (kWh)</th>
<th>DEMAND REDUCTION (kW)</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>kWh Savings kWh Goal % to Goal kWh Savings kW Target % to Target Incentives Spent Incentive Budget % to Budget</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,469,847 24,180,632 6.08% 219.03 3,245.61 6.75% 190,982 3,304,809 5.78%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Publicly Funded Institutions

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

Offering Highlights
The PFI offering completed one project during Q1 which resulted in 265,499 kWh of energy savings, achieving 15.87% of the goal. The PFI project pipeline is currently at 1,999,631 kWh which surpasses the total PY10 goal and equates to a current forecast of 120% to goal for PY10. Non-lighting projects make up the majority of the PFI pipeline at 86% while lighting projects account for 14% of the project pipeline.

Beginning in Q2, many measures that were previously offered through the custom process were transitioned to the prescriptive application process. The prescriptive process is used for common measures with deemed savings that do not require energy savings calculations. Moving to a more prescriptive approach reduces barriers to participation by eliminating the need for calculations and intends to increase participation. To support the transition from a historically custom-based approach, a prescriptive trade ally bonus will be offered throughout PY10. Trade allies can receive a bonus based on 25% of the uncapped prescriptive incentives for their projects.

Offering Performance
- 1 project was completed during the first quarter of PY10.
- The offering reached 15.87% of the kWh goal, achieving 265,499 kWh.
- Project Type: 100% non-lighting.

### Table 17.1

<table>
<thead>
<tr>
<th>ENERGY SAVINGS (kWh)</th>
<th>DEMAND REDUCTION (kW)</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>kWh Savings</td>
<td>kWh Goal</td>
<td>% to Goal</td>
</tr>
<tr>
<td>265,499</td>
<td>1,672,804</td>
<td>15.87%</td>
</tr>
</tbody>
</table>
**Commercial & Industrial Construction Solutions**

**Offering Description**

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

**Offering Highlights**

The Commercial & Industrial Construction Solutions offering was a new addition to the program beginning in Q1 of PY10. The Energy Smart team worked with several developers who had expressed interest in an offering that provides incentives for new building construction or gut rehab projects and several strong leads have been established during Q1. New construction projects typically have longer timelines than retrofits and savings are expected to be achieved later in PY10.

During Q1, the Energy Smart team launched a dedicated webpage on the program website that provides details on eligibility, participation guidelines and incentives available. The team developed a dedicated incentive application and measure calculator to facilitate the unique process for new construction projects.

**Offering Performance**

| Table 18.1 |
|-----------------|-----------------|-----------------|-----------------|
| **ENERGY SAVINGS (kWh)** | **DEMAND REDUCTION (kW)** | **BUDGET** |
| kWh Savings | kWh Goal | % to Goal | kW Savings | kW Target | % to Target | Incentives Spent | Incentive Budget | % to Budget |
| - | 230,403 | 0.00% | - | 44.53 | 0.00% | - | $35,438 | 0.00% |
EasyCool for Business

Offering Description
The Small C&I DR 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.

Offering Highlights
During Q1, the Energy Smart team began preparing for the launch of the new EasyCool offering for Small C&I customers that will commence in Q2. In Q1, the team focused on developing marketing materials and messaging, as well as developing the BYOT platform. The team also developed the program website pages that will go live when the offering launches in Q2.

To grow the base of connected devices, the team began offering incentives for demand response-enabled smart thermostats to small business customers. This offering allows small businesses to receive incentives for purchasing and installing new smart thermostats in their facilities. In Q2, the BYOT platform will launch and the program will mass market to customers with connected smart thermostats, directing them to enroll their devices in EasyCool. The team will also continue to promote the new smart thermostat incentive provided through the Small C&I energy efficiency offering and encourage enrollment in EasyCool.

When EasyCool launches in early Q2, the program will offer customers an incentive for enrolling their device in the offering and an incentive for each year they participate. The Energy Smart team will use several tactics to generate enrollment, including messaging from thermostat manufacturers, direct outreach to customers and advertising.
Large Commercial & Industrial Demand Response

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

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

Offering Highlights
The Energy Smart team developed a dedicated webpage on the program website and collateral to market the new offering. In addition, coordination with commercial account managers is being conducted to identify, recruit and enroll customers in the offerings. Outreach includes email, webinars, customer presentations and meetings.

Outreach to the existing Trade Ally Network is also being conducted to recruit new HVAC, controls and building maintenance contractors to assist in identifying, developing and installing DR equipment and software. Local, existing knowledge of facilities has proven to reduce time and cost of project selection, validation and installation.

Since launching the new offering, 5 large DR surveys have been performed that will total 1.3MW in demand reduction after project installation. Surveys identify large energy-consuming equipment and develop a customized electrical load shedding strategy based on each customer facility’s unique characteristics.
MARKETING, OUTREACH & ENGAGEMENT
Marketing, Outreach & Engagement

Residential Marketing and Outreach

The first quarter of PY10 the Energy Smart team faced the unique challenges of the COVID-19 pandemic. The program website was continuously updated with information regarding impacts of the pandemic on the program and information on available offerings. With the city and state under mandatory Stay-At-Home orders, the team halted all in-home assessments and trade ally activities. As a result of the restriction, the Energy Smart team focused on driving customer engagement and conversions on the new Energy Smart Online Marketplace and updating and developing program collateral and messaging to support new and existing offerings. The Energy Smart Residential landing page was redesigned to reflect the new program offerings and include the Online Marketplace. The Retail Lighting and Appliances page was updated to include new Smart Thermostat, Dehumidifier and Water Cooler rebates. Additionally, the EasyCool landing page messaging was changed to communicate the upcoming changes to the offering and to encourage interested customers to sign-up for notifications when more information was available.

The team focused heavily on driving residential traffic to the new Energy Smart Online Marketplace and supporting manufacturer promotions, as detailed in the table below.

<table>
<thead>
<tr>
<th>Table 21.1: Online Marketplace Promotions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROMOTION NAME</strong></td>
</tr>
</tbody>
</table>
| Online Marketplace Launch | No Expiration Date | Tricklestar Advanced Powerstrip - $9.99  
Smart Thermostats - $69.99  
LED Light Bulbs - $2.49 |
| 50% Off Specialty Led Bulbs | 4/22/2020 - 4/29/2020 | LED PAR - $1.50  
Globe LED - $1.50  
Candelabra LED - $1.50 |
| Earth Day - Up To $30 Off ecobee Smart Thermostats | 4/16/2020 - 4/29/2020 | ecobee3 Lite - $49  
ecobee with Voice Control - $119 |
| May Thermostat Promo - Up To $30 Off Ecobee Smart Thermostats | 5/8/2020 - 5/23/2020 | ecobee3 Lite - $49  
ecobee with Voice Control - $119 |
| 75% Off Water Savers | 5/22/2020 - 5/29/2020 | Water Saving Show Heads - 75% off  
Faucet Aerators - 75% off |
| Free Emerson Smart Thermostat | 4/1/2020 – 7/10/2020 | Emerson Sensi Smart Thermostat - Free |
| $50 Off Smart Thermostat with Voice Control | 6/22/2020 - 6/30/2020 | ecobee with Voice Control - $99 |

Google retargeting ads were implemented to direct visitors to the Energy Smart site over to the online marketplace. Energy Smart team members also submitted social engagement posts on the NextDoor App directing their neighbors to visit the Online Marketplace. Additionally, emails and social media ads were deployed to promote each sale.
The Energy Smart team also worked directly with Entergy New Orleans Communication department to draft a press release regarding the Online Marketplace. The two also provided Earth Day messaging that was shared on Entergy New Orleans social media pages.

In support of Entergy New Orleans COVID-19 local response efforts, the Energy Smart team provided support during aid and food distribution events hosted by New Orleans City Councilmembers. During the events Energy Efficiency kits were given away to local residents along with 4-pack and single LED bulbs. The Energy Smart team designed custom labels for both the 4-pack and single bulb LED boxes in order to brand the items as part of the Energy Smart program. The kit distribution activity was featured in a news segment on WDSU on April 25, 2020.

The team also supported local education outreach efforts with the design of five education workbooks to be distributed at food drops and online.

### Table 21.2: Email Campaigns

<table>
<thead>
<tr>
<th>EMAIL NAME</th>
<th>DATE SENT</th>
<th>SENT</th>
<th>OPEN RATE</th>
<th>CLICK RATE</th>
<th>CLICK THROUGH RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eno OLM Launch 2020</td>
<td>4/6/2020</td>
<td>1542</td>
<td>39.6%</td>
<td>6.4%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Earth Day Promo – April 2020 - Lead Generation</td>
<td>4/22/2020</td>
<td>110686</td>
<td>15.6%</td>
<td>1.4%</td>
<td>8.7%</td>
</tr>
<tr>
<td>50% Off Specialty Bulbs Promo – April 2020 - Lead Generation</td>
<td>4/24/2020</td>
<td>109346</td>
<td>24.4%</td>
<td>2.0%</td>
<td>8.2%</td>
</tr>
<tr>
<td>50% Off Specialty Bulbs Promo – April 2020 - Remarketing</td>
<td>4/29/2020</td>
<td>109099</td>
<td>23.5%</td>
<td>2.1%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Earth Day Promo – April 2020 - Remarketing</td>
<td>4/29/2020</td>
<td>109186</td>
<td>21.9%</td>
<td>1.7%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Thermostat Promo – May 2020 - Remarketing</td>
<td>5/13/2020</td>
<td>108005</td>
<td>23.7%</td>
<td>1.3%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Thermostat Promo – May 2020 - Lead Generation</td>
<td>5/14/2020</td>
<td>108888</td>
<td>19.6%</td>
<td>1.1%</td>
<td>5.5%</td>
</tr>
<tr>
<td>75% Off Water Savers Promo – May 2020 - Lead Generation</td>
<td>5/26/2020</td>
<td>108597</td>
<td>20.5%</td>
<td>1.9%</td>
<td>9.3%</td>
</tr>
<tr>
<td>75% Off Water Savers Promo – May 2020 - Remarketing</td>
<td>5/26/2020</td>
<td>108401</td>
<td>15.1%</td>
<td>1.0%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Free Emerson Smart Thermostat – June 2020 - Lead Generation</td>
<td>6/17/2020</td>
<td>108303</td>
<td>20.3%</td>
<td>2.8%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Free Emerson Smart Thermostat Email – June 2020 - Remarketing</td>
<td>6/19/2020</td>
<td>105271</td>
<td>25.5%</td>
<td>4.7%</td>
<td>18.6%</td>
</tr>
<tr>
<td>$50 Off Smart Thermostat with Voice Control Promo – June 2020 - Lead Generation</td>
<td>6/23/2020</td>
<td>107986</td>
<td>24.3%</td>
<td>1.0%</td>
<td>4.1%</td>
</tr>
<tr>
<td>$50 Off Smart Thermostat with Voice Control Promo – June 2020 - Remarketing</td>
<td>6/25/2020</td>
<td>107445</td>
<td>22.6%</td>
<td>0.9%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Free Emerson Smart Thermostat Email – June 2020 - Remarketing 2</td>
<td>6/26/2020</td>
<td>100109</td>
<td>16.1%</td>
<td>1.7%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Free Emerson Smart Thermostat Email – June 2020 - Remarketing 2</td>
<td>6/29/2020</td>
<td>84480</td>
<td>11.3%</td>
<td>0.7%</td>
<td>6.5%</td>
</tr>
</tbody>
</table>
Although trade ally field work was paused in Q1, the team held a Residential Trade Ally Network Program Year 10 kick-off meeting with an eblast announcement. Following the webinar, the team sent an email with meeting with the video recording of the webinar. The email was sent to all trade allies regardless if they attended the webinar, to ensure the information was sent to all trade ally partners.

The final residential initiative in Q1 was the development of a 30-second public service announcement (PSA). The messaging focused on helping Entergy New Orleans residential customers control energy cost after the impacts of COVID-19. Local media personality, Camille Whitworth, acted as the voice over talent. The spot is being distributed to local radio stations to attempt to secure no-cost PSA airtime. The team is also investigating budgeting options for paid placement on digital radio platforms.

**Marketing Collateral/Assets**

- General Energy Smart Overview Brochure
- The Residential Customer Authorization Form
- General Energy Smart Handout
- Rebate Forms
- Customer Surveys
- Smart Thermostat Leave Behind
- Broken Item Leave Behind
- Earth Day Content
- 30-second radio spot
- Single and 4-pack LED Giveaway Labels
- Smart Thermostat Rebate landing page
- Dehumidifier Rebate landing page
- Water Cooler Rebate landing page

**Marketing Tactics**

- Content for Circuit e-newsletter
- Digital advertising
- Paid Google search
- Social media posts
- Webinars
- Email campaigns to residential customers and trade allies
- Free and paid radio placement
- Web banner ads on Energy Smart Online Marketplace
Community Outreach

Due to the COVID-19 pandemic, all in-person community events were cancelled in Q1. In response, the Energy Smart team took community outreach 100% online and attended virtual meetings run by community groups as available, offering flexible content options, from 5-minute briefings to 60-minute energy efficiency lessons. In the presentations, the Energy Smart team covered the new Online Marketplace and promoted smart thermostats for both residential and Small C&I customers. In lessons for LA Green Corps, the Energy Smart team facilitated several student-led experiments that were educational and fun.

The team utilized existing community partner relationships to submit Energy Smart newsletter items to nearly 30 program partners to republish program links and images. In one instance, partners at the Young Leadership Council distributed Online Marketplace information to over 900 unique social media followers.

During Q1, the team attended 16 virtual meetings including Central Circle Virtual Coffee Break, GNO Interfaith Climate Coalition, Fairground Neighborhood Zoom Association meeting and the Jericho Road Housing Summit.

The Greater New Orleans Interfaith Climate Coalition (GNOICC) is working to help Energy Smart sign up community churches for the small C&I program and engage their members in residential program offerings in the coming months using social incentives and strategies.

The presentation from the Housing Summit will be reused in a monthly Energy Smart Info Session hosted by the team. The first scheduled session will be held the last week of July.

Commercial Marketing and Outreach

Marketing

Due to the COVID-19 pandemic, in-person outreach was paused, and the Energy Smart team focused on virtual outreach and digital marketing. The program website was continuously updated with information regarding impacts of the pandemic on the program and information on available offerings.

During Q1 of PY10, the Energy Smart team developed new collateral and messaging to support the new program offerings and to drive customer participation. The Energy Smart Business landing page was redesigned to accommodate the new offerings and provide a better customer journey when navigating the webpage. Tiles and landing pages were created for new offerings including Commercial Real Estate, Demand Response, New Construction and Small Business Solutions. Within the Small Business Solutions page, pages were created for new sub-offerings including Small Business Energy Efficiency Kits and Smart Thermostats offerings, and the existing Small Business Direct Install offering. The landing pages for the Prescriptive and Custom Incentive offerings were merged into one tile. The Energy Smart team also updated existing Small Business Direct Install, Prescriptive and Retro-commissioning collateral to reflect the changes to these offerings in PY10.

The Energy Smart team designed kit labels and the inserts for the Small Business Energy Efficiency Kits. Three kits, each with differing energy saving measures, were made available to small business owners in restaurant, retail and office segments. To drive awareness of this offering, the Energy Smart team developed ads for a paid media campaign that ran throughout Q1 utilizing digital banner ads, social media posts and Google paid search. Content for newsletters about the Small Business Energy Efficiency Kits were sent to various business and trade associations. As a result of these combined efforts, Energy Smart team sent 32 free kits to small business customers Q1. To drive awareness and interest in the small business smart thermostat rebate and the new $500K annual customer cap, the Energy Smart team developed advertising assets such as Google paid search copy, digital banner ads and social media posts for media buy during Q1.
In addition to paid media buys, the Energy Smart team secured organic social posts and earned media with various partners. Entergy New Orleans messaged the free small business kits and smart thermostat rebates on their Facebook and Twitter pages. The Algiers Economic Development Foundation also posted the free small business kit messaging on their Facebook page. Earned media consisted of a press release on the new Energy Smart offerings on the Entergy New Orleans newsroom, content placed about the small business offerings in Entergy New Orleans May Circuit newsletter, a feature story ad run in Biz New Orleans on the free kits on BizNewOrleans.com and published content in StayLocal’s e-newsletter about the free kits and the Energy Smart program offerings in general.

To support the Trade Ally Network, the Energy Smart team developed co-branded logos that include the trade ally tiering for use in the trade ally marketing assets. An eblast was developed and sent to the trade allies informing them of the new trade ally bonus being implemented to help support the transition of measures from custom to prescriptive.

The team also began developing a case study on Andrew H. Wilson Charter School and the Building Automation System project they completed through the Energy Smart program.

**Marketing Collateral/Assets**

- Small Business Direct Install overview with new incentive rates
- Prescriptive overview with new incentive rates
- New Construction webpage, overview and guidelines
- New Construction digital banner
- Commercial Real Estate webpage, overview and inquiry formstack
- Demand Response webpage
- Small Business Solutions webpage
- Small Business Energy Efficiency Kit webpage and order form
- Small Business Energy Efficiency Kit labels and inserts (restaurant, retail and office)
- Small Business Energy Efficiency Kit content for e-newsletters
- Small Business Energy Efficiency Kit digital banner, social and paid Google search ads
- Small Business Smart Thermostat webpage and rebate form
- Small Business Smart Thermostat social and paid Google search ads
- Digital ads messaging new $500K annual customer cap media posts
- Co-branded trade ally tiered logo’s
- Earth Day content
- Content for Circuit Newsletter
- Case study in development
Marketing Tactics

- Content for e-newsletters submitted to:
  - New Orleans Food and Beverage Association
  - Food Policy Advisory Committee
  - Louisiana Restaurant Association
  - Downtown Development District
  - StayLocal
  - Algiers Economic Development
  - Entergy New Orleans’ Circuit Newsletter
- Digital advertising
- Paid Google search
- Social media posts
- Webinars
- Eblasts to trade allies

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

<table>
<thead>
<tr>
<th>NAME</th>
<th>DATE SENT</th>
<th>OPEN RATE</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Py10 Higher Education Cohort Webinar Eblast</td>
<td>4/10/2020</td>
<td>50%</td>
<td>10.00%</td>
</tr>
<tr>
<td>Energy Smart for Facility Management Webinar Eblast</td>
<td>4/19/2020</td>
<td>45%</td>
<td>6.00%</td>
</tr>
<tr>
<td>Energy Smart for Facility Management Webinar Eblast</td>
<td>4/30/2020</td>
<td>31%</td>
<td>5.00%</td>
</tr>
<tr>
<td>Trade Ally Bonus Eblast</td>
<td>5/15/2020</td>
<td>46%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Table 21.4: C&I Digital Advertising

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>MESSAGE</th>
<th>DATE</th>
<th>IMPRESSIONS</th>
<th>CLICKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Paid Search</td>
<td>Free Small Business Kits</td>
<td>5/6 - 6/30/2020</td>
<td>21,341</td>
<td>288</td>
</tr>
<tr>
<td>Google Paid Search</td>
<td>$55 Smart Thermostat Rebate</td>
<td>4/28 - 6/30/2020</td>
<td>7,750</td>
<td>262</td>
</tr>
<tr>
<td>Facebook</td>
<td>Free Small Business Kits</td>
<td>5/11 - 6/30/2020</td>
<td>95,814</td>
<td>305</td>
</tr>
<tr>
<td>Facebook</td>
<td>$55 Smart Thermostat Rebate</td>
<td>5/11 - 6/30/2020</td>
<td>46,634</td>
<td>220</td>
</tr>
<tr>
<td>City Business Journal/The Daily Newsletter</td>
<td>$500K annual customer cap</td>
<td>6/8/2020</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>City Business Journal/The Daily Newsletter</td>
<td>$500K annual customer cap</td>
<td>6/22/2020</td>
<td>83</td>
<td></td>
</tr>
<tr>
<td>Biz New Orleans/Morning Biz</td>
<td>Free Small Business Kits</td>
<td>6/9 - 6/30/2020</td>
<td>5,000</td>
<td>18</td>
</tr>
<tr>
<td>Biz New Orleans/Bizneworleans.Com</td>
<td>Free Small Business Kits</td>
<td>6/9 - 6/30/2020</td>
<td>24,000</td>
<td>8</td>
</tr>
<tr>
<td>The Chamber of Commerce Newsletter</td>
<td>Free Small Business Kits</td>
<td>5/17/2020</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>The Chamber of Commerce Newsletter</td>
<td>Free Small Business Kits</td>
<td>6/1/2020</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>The Chamber of Commerce Local Deal Listing</td>
<td>Free Small Business Kits</td>
<td>5/8 - 6/30/2020</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Outreach Events, Presentations and Tactics

As a result of the COVID-19 pandemic and Stay-At-Home orders, in-person outreach was paused in Q1. The Energy Smart team hosted three virtual webinars that included the PY10 Trade Ally Kick-Off Meeting, quarterly Higher Education Cohort meeting and a program overview for facility directors and managers. The webinar targeting facility directors included a testimonial from the Goodwill Industries facility manager. The facility manager talked about the positive experience and ease of participation Goodwill Industries experienced during completing a Building Automation System project with the Energy Smart program. In June, the Energy Smart team was invited to participate in a small business webinar hosted by StayLocal and LCI Workers Comp called “Back to Basics: Negotiating Your Lease and Being Energy Efficient”. Energy Smart was one of three presenters and the team shared information about the small business solutions available to Entergy New Orleans small business customers to help them lower their monthly utility expenses.

Energy Smart conducted direct outreach to owners of small businesses located in Algiers to help the Small Business Energy Efficiency Kit offering as well as the prescriptive incentives available to them. The Energy Smart team contacted over 100 businesses located in Algiers who had no prior experience in working with the program. These businesses included retail shops, offices and restaurants.

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/2/2020</td>
<td>Trade Ally PY10 Kick-Off Meeting</td>
</tr>
<tr>
<td>4/26/2020</td>
<td>Higher Education Cohort Meeting</td>
</tr>
<tr>
<td>5/6/2020</td>
<td>Energy Smart PY10 Overview for Facility Managers</td>
</tr>
<tr>
<td>6/30/2020</td>
<td>StayLocal/LCI Webinar to small businesses</td>
</tr>
</tbody>
</table>

Program Presentations:

- Higher Education – 1 presentation
- Facility Managers – 1 presentation
- Trade Allies – 1 presentation
- Small Business Owners – 1 presentation

Higher Education Cohort

The goal of the Higher Education Cohort is to develop and nurture 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.
The first quarterly meeting of PY10 was held on April 28, 2020 via a webinar.

Table 21.6

<table>
<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/28/2020</td>
<td>Webinar</td>
<td>Energy Smart PY10 Overview</td>
</tr>
</tbody>
</table>

Participating Institutions and Organizations:

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

Trade Ally Network

The overall mission of the Trade Ally Network is to develop and increase the local residential, commercial and industrial contractor base by facilitating training opportunities, 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.

The Energy Smart program started Q1 with 110 C&I trade allies, 80 of which are headquartered in Louisiana. During Q1, 5 new trade allies were recruited in the network. The Energy Smart team informed C&I trade allies of their new PY10 tier ranking. Trade allies are ranked either as General, Silver, Gold or Platinum based on their level of participation in the program. The rankings will remain in place throughout the remainder of PY10.

<table>
<thead>
<tr>
<th>TIER</th>
<th># OF TRADE ALLIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>7</td>
</tr>
<tr>
<td>Gold</td>
<td>5</td>
</tr>
<tr>
<td>Silver</td>
<td>22</td>
</tr>
<tr>
<td>General</td>
<td>76</td>
</tr>
</tbody>
</table>

On April 8, Energy Smart announced the launch of a tiering system for residential trade allies which will go into effect in Q2.

Trade Ally Highlights

The Energy Smart team held a PY10 Kick-off webinar in early April to update trade allies on the new program offerings, changes to existing offerings and revisions to the Trade Ally Network. Trade allies that had been inactive in prior years were prompted to renew their registration with the program. Inactive trade allies that did not renew their registration were removed from the network so that customers utilizing the online searchable database are only viewing active trade allies in the program. Throughout Q1, the Energy Smart team worked with C&I trade allies through individual training sessions and group webinars to ensure that the trade allies are trained on the program offerings and communications. Additionally, Energy Smart worked with trade allies to ensure their confidence in working with the combined calculator, which was updated with the new program offerings and incentives.

The Residential Trade Ally Network was directly impacted by the COVID-19 pandemic forcing field-based programs to be suspended while the Stay-At-Home order was in effect. Multifamily Solutions, Home Performance with ENERGY STAR, A/C Solutions and Income Qualified Weatherization field work was suspended during Q1. On June 24, the program announced the re-opening of all residential offerings and provided health and safety guidelines for performing services in customer homes.
Trade Ally Advisory Group (TAAG)

Energy Smart hosted a C&I Trade Ally Network kick-off webinar on April 2 and 32 trade allies were in attendance. The Energy Smart team covered modifications and enhancements to existing offerings such as:

- An increase in the number of deemed prescriptive measures
- Adjusted incentive levels
- Enhanced retro-commissioning offerings
- Adjustments to the Small Business Direct Install measures and incentives

Energy Smart also discussed new program offerings such as:

- Dedicated New Construction offering
- Focus on the commercial real estate segment
- Short-term trade ally bonus for prescriptive measures
- New smart thermostat offering for small business customers
- Small Business Energy Efficiency Kits

Trade allies learned about the PY10 kWh goals, budgets and incentive caps. The team announced that annual site caps increased to $150,000 and customer caps to $500,000 across all sites. The team also reminded trade allies of the proper documentation needed during project submission to ensure accuracy and efficiency of review.

The Residential Trade Ally Network kick-off webinar was hosted on April 8, with 28 people in attendance from 12 trade ally organizations. The Energy Smart team covered changes to the offerings such as:

- New rebate and incentive amounts
- New income-qualified measures for duct efficiency and attic insulation
- The addition of smart thermostats to the residential offerings
- The effect of the Louisiana Stay-At-Home order on residential offerings

Measuring the Network

Due to the announcement of the Stay-At-Home order for the State of Louisiana and City of New Orleans, residential trade ally activities were paused during Q1.

Contractor Engagement

Engagement is defined as contractors who have applied and been approved to become Registered Residential Trade Ally and/or Registered Commercial & Industrial trade ally. Contractors who register with both are counted in both totals.
Table 2.2: Trade Ally Engagement

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th># OF COMPANIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>C&amp;I Network</td>
<td>115</td>
</tr>
<tr>
<td>Residential Network</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total Engagement</strong></td>
<td><strong>141</strong></td>
</tr>
</tbody>
</table>

Contractor Participation

Participation is defined as registered trade allies who have completed and closed out projects in the first quarter of 2019.

Table 2.3: Trade Ally Participation

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th># OF COMPANIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>C&amp;I Network</td>
<td>9</td>
</tr>
<tr>
<td>Residential Network</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Engagement</strong></td>
<td><strong>9</strong></td>
</tr>
</tbody>
</table>

Training Program

In light of COVID-19, the Energy Smart team committed to engaging trade allies in Q1 through a series of interactive webinars which were designed to help trade allies develop a variety of skillsets while Stay-At-Home orders were in place.

- **Commercial Energy Financing**
  On April 14, Energy Smart invited C&I trade allies to a webinar on financing options for commercial energy efficiency upgrades. Representatives from National Energy Improvement Fund (NEIF), the nation's only certified B-Corporation energy efficiency and resiliency lender, detailed various lending options that can help to speed up the adoption of commercial energy efficiency upgrades.

- **Assistance with Diverse Supplier Certifications**
  On April 22, Energy Smart hosted a webinar to connect all residential and C&I trade allies with assistance in applying for diverse-supplier certifications. Representatives from the Small Business Administration and the State Department of Transportation advised trade allies on the steps and resources available to help them obtain those certifications.

- **Technical Reference Manual**
  On April 24, Energy Smart hosted a webinar to educate C&I trade allies about custom measures in addition to those available in the Energy Smart calculator. Energy Smart engineers discussed the program’s Technical Reference Manual and how trade allies can utilize its calculations to bring more energy savings to customers.

- **Get to Know Urban League**
  On May 28, Energy Smart invited all residential and C&I trade allies to learn about resources available from the Urban League of Louisiana. Frank Johnson, Business Advisor of the Urban League of Louisiana’s Contractor’s Resource Center (CRC), provided information about resources to small, disadvantaged business enterprise (DBE) certified, minority and women-owned contracting firms.
• **Selling Energy Smart and Selling Success Stories**

On June 3, Energy Smart hosted a sales training providing tips to C&I trade allies on how to effectively communicate about the Energy Smart program and responding to frequently-asked questions, proposal tips provided by a special guest facility director and tips on using personal stories to establish immediate credibility with potential clients and the public.

• **Making Your Buildings More Sustainable through Arc Software**

On June 30, Energy Smart hosted a webinar introducing Arc software to building managers and trade allies. Arc Skoru software is a green building technology platform that provides scoring data associated with LEED certification and is affiliated with the U.S. Green Building Council. Guest Gautami Palangi, Director of Arc, discussed how building operators can take advantage of this platform to create better buildings which promote human health and well-being. The Arc (arcskoru.com) scoring framework takes in data and benchmarks performance across consumption and emission patterns on a global scale. Energy, water, waste, transportation, air quality and occupant satisfaction are included as metrics. It can be applied toward CSR reports, ESG and green building certification frameworks such as LEED and GRESB. The platform is currently deployed in over 80 countries.
Initiatives

Workforce Development

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

The ULLA serves an integral role in the New Orleans community as an advocate, a service provider and a trusted source of information for communities of color and underserved populations on a variety of topics. As such, the ULLA plays a pivotal role in engaging these communities on behalf of Energy Smart, reaching minority contractors to prepare them to provide energy efficiency services for clients and to prepare them for green industry opportunities in the region. Additionally, ULLA’s Contractor Resource Center provides support and training to local contractors who may not have previous experience performing energy efficiency upgrades or who haven’t worked with a utility incentive program in the past.

Energy Smart coordinates program trainings through the program’s partnership with the Urban League of Louisiana’s Contractor Resource Center that provides year-round training for contractors at their multiple Louisiana locations.

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

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

The Energy Smart team facilitated the connection between a trade ally and YouthForce NOLA in Q1. A trade ally focusing in smart-building technology spoke at a digital YouthForce NOLA “Power Hour” where sixteen college-age trainees in the YouthForce network were able to gain perspective on opportunities in the commercial energy efficiency sector and the skills, education and professional traits necessary to succeed in that field. Energy Smart staff participated in this event by providing an overview of how trade allies interact with the program as well as answering questions from students about potential employment opportunities in energy efficiency.

In Q1 the Energy Smart team reached out to ten workforce development agencies, economic development agencies and representatives of community colleges to inform them of an idea in development called Green Tech Month. This concept, which is a partnership between Energy Smart, the ULLA, and the Louisiana Chapter of the U.S. Green Building Council, is a series of webinars facilitated by Energy Smart and targeted at students, trainees and job seekers to gain knowledge on career paths in green technology. Through discussions with these organizations, the Energy Smart team has been able to garner interest in the event as well as to receive insight from the agencies as to their audience demographics and how the webinar series can be tailored to fit their audience’s interest and needs. The Energy Smart team began coordinating in Q1 with the Urban League of Louisiana on the planning of this event. ULLA will provide assistance in marketing, promotion, and dissemination of resources pertaining to career pathways in green technology to attendees.
Supplier Diversity & Inclusion

Energy Smart partners with multiple small and disadvantaged businesses to help deliver the program. Choosing these partners was part of a conscious decision to create a deliberately dynamic and diverse delivery model and invest in the development of local businesses, providing them with necessary experience to thrive and grow in the energy efficiency sector.

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

In total, Energy Smart spent over $60,000 of non-incentive program funds on diverse suppliers.

At the start of Q1 the Energy Smart program consisted of 110 C&I trade allies, 19 of which possessed diverse-supplier certifications.

Energy Smart actively recruits contractors in the metropolitan area who possess diverse-supplier certifications to consider becoming trade allies with the program. For instance, the Energy Smart team contacts contractors listed through the City of New Orleans Office of Supplier Diversity database. In Q1 Energy Smart increased by 2 its total of trade allies with diversity certifications, and the program will continue those recruitment efforts in Q2.

Trade allies holding diverse-supplier certifications accounted for 16% of C&I project completions and 31% of total C&I kWh savings in Q1.

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

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>INCENTIVES</th>
<th>BUDGET</th>
<th>% TO BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Commercial &amp; Industrial Solutions</td>
<td>$57,195</td>
<td>$1,077,495</td>
<td>5.31%</td>
</tr>
<tr>
<td>Large Commercial &amp; Industrial Solutions</td>
<td>$190,982</td>
<td>$3,304,809</td>
<td>5.78%</td>
</tr>
<tr>
<td>Publicly Funded Institutions</td>
<td>$39,825</td>
<td>$275,268</td>
<td>14.47%</td>
</tr>
<tr>
<td>Commercial &amp; Industrial Construction Solutions</td>
<td>-</td>
<td>$35,438</td>
<td>0.00%</td>
</tr>
<tr>
<td>EasyCool - Small Commercial &amp; Industrial</td>
<td>-</td>
<td>$5,655</td>
<td>0.00%</td>
</tr>
<tr>
<td>Home Performance with ENERGY STAR</td>
<td>-</td>
<td>$325,004</td>
<td>0.00%</td>
</tr>
<tr>
<td>Retail Lighting &amp; Appliances</td>
<td>$49,067</td>
<td>$1,237,392</td>
<td>3.97%</td>
</tr>
<tr>
<td>Multifamily Solutions</td>
<td>-</td>
<td>$106,130</td>
<td>0.00%</td>
</tr>
<tr>
<td>Income Qualified Weatherization</td>
<td>-</td>
<td>$269,967</td>
<td>0.00%</td>
</tr>
<tr>
<td>A/C Solutions</td>
<td>-</td>
<td>$246,461</td>
<td>0.00%</td>
</tr>
<tr>
<td>School Kits &amp; Community Outreach</td>
<td>-</td>
<td>$54,206</td>
<td>0.00%</td>
</tr>
<tr>
<td>Behavioral</td>
<td>-</td>
<td>-</td>
<td>N/A</td>
</tr>
<tr>
<td>Rewards</td>
<td>-</td>
<td>$100,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>EasyCool - Direct Load Control</td>
<td>-</td>
<td>$57,750</td>
<td>0.00%</td>
</tr>
<tr>
<td>EasyCool - Bring Your Own Thermostat</td>
<td>-</td>
<td>$134,290</td>
<td>0.00%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$337,069</strong></td>
<td><strong>$7,229,865</strong></td>
<td><strong>4.66%</strong></td>
</tr>
</tbody>
</table>

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from April 1st through June 30th, 2020.

As of June 30, 2020, ENO Energy Smart account had a negative balance of approximately $363,455. The Energy Efficiency Cost Recovery (EECR) rider went into effect in April 2020. To date, $4,464,425 has been collected through the rider.
## Appendix A: School Kits & Education Summary

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>DATE</th>
<th># OF KITS</th>
<th>ENROLLMENT OFFERING</th>
</tr>
</thead>
<tbody>
<tr>
<td>International School of Louisiana</td>
<td>5/18/2020</td>
<td>43</td>
<td>Charter</td>
</tr>
<tr>
<td>Lycée Francais</td>
<td>5/18/2020</td>
<td>1</td>
<td>Charter</td>
</tr>
<tr>
<td>Energy Wise Alliance</td>
<td>5/27/2020</td>
<td>2</td>
<td>NA</td>
</tr>
<tr>
<td>KIPP Believe</td>
<td>5/27/2020</td>
<td>2</td>
<td>Charter</td>
</tr>
<tr>
<td>Alice M. Harte Charter School</td>
<td>5/27/2020</td>
<td>1</td>
<td>Charter</td>
</tr>
<tr>
<td>Morris Jeff Community School</td>
<td>5/27/2020</td>
<td>20</td>
<td>Charter</td>
</tr>
<tr>
<td>Edward Hynes Charter School</td>
<td>5/27/2020</td>
<td>1</td>
<td>Charter</td>
</tr>
<tr>
<td>International School of Louisiana</td>
<td>6/1/2020</td>
<td>9</td>
<td>Charter</td>
</tr>
<tr>
<td>Morris Jeff Community School</td>
<td>6/1/2020</td>
<td>2</td>
<td>Charter</td>
</tr>
<tr>
<td>Rosenwald Recreation Center</td>
<td>6/4/2020</td>
<td>39</td>
<td>NA</td>
</tr>
<tr>
<td>Sanchez Community Center</td>
<td>6/5/2020</td>
<td>37</td>
<td>NA</td>
</tr>
<tr>
<td>Joe Brown Community Center</td>
<td>6/5/2020</td>
<td>26</td>
<td>NA</td>
</tr>
<tr>
<td>Energy Wise Alliance</td>
<td>6/16/2020</td>
<td>5</td>
<td>NA</td>
</tr>
<tr>
<td>Bricolage Academy</td>
<td>6/29/2020</td>
<td>34</td>
<td>Charter</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>222</strong></td>
<td></td>
</tr>
</tbody>
</table>
## Appendix B: Community Outreach Summary

<table>
<thead>
<tr>
<th>Start Time</th>
<th>Title</th>
<th>Location</th>
<th># of Participants</th>
<th># Leads Generated</th>
<th>Owner</th>
<th>Sub-Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/14/20</td>
<td>Greater New Orleans Housing Authority (GNOHA)</td>
<td>Online</td>
<td>28</td>
<td></td>
<td>Energy Wise</td>
<td>Presentation</td>
</tr>
<tr>
<td>4/15/20</td>
<td>LA Green Corps Training</td>
<td></td>
<td>20</td>
<td></td>
<td>Energy Wise</td>
<td>Training</td>
</tr>
<tr>
<td>4/21/20</td>
<td>LA Green Corps Training</td>
<td></td>
<td>20</td>
<td></td>
<td>Energy Wise</td>
<td>Training</td>
</tr>
<tr>
<td>4/22/20</td>
<td>LA Green Corps Training</td>
<td></td>
<td>20</td>
<td></td>
<td>Energy Wise</td>
<td>Training</td>
</tr>
<tr>
<td>4/23/20</td>
<td>Louisiana Fair Housing Action Center (LAFHAC)</td>
<td>Online</td>
<td>10</td>
<td></td>
<td>Energy Wise</td>
<td>Presentation</td>
</tr>
<tr>
<td>5/12/20</td>
<td>New Orleans Chamber Meeting</td>
<td>Internet</td>
<td>30</td>
<td></td>
<td>Energy Wise</td>
<td>Presentation</td>
</tr>
<tr>
<td>5/14/20</td>
<td>Central Circle Coffee Update</td>
<td>Internet</td>
<td>18</td>
<td></td>
<td>Energy Wise</td>
<td>Presentation</td>
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<td>5/14/20</td>
<td>Carrollton Riverbend Neighborhood Association Meeting</td>
<td>Internet</td>
<td>20</td>
<td></td>
<td>Energy Wise</td>
<td>Presentation</td>
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<tr>
<td>5/20/20</td>
<td>GNO Interfaith Climate Coalition</td>
<td>Internet</td>
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<td>Presentation</td>
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<td>5/26/20</td>
<td>Mayor’s Round Table</td>
<td>Internet</td>
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<td>Presentation</td>
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<td>5/27/20</td>
<td>GNO Interfaith Climate Coalition</td>
<td>Internet</td>
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<td>Energy Wise</td>
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<td>Central Circle Coffee Update</td>
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<td>Energy Wise</td>
<td>Presentation</td>
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<td>Fairgrounds Neighborhood Association Zoom Meeting</td>
<td>Internet</td>
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### Appendix C: Training and Education

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<tr>
<th>DATE</th>
<th>TITLE</th>
<th>AUDIENCE</th>
<th>ATTENDEES</th>
<th>LENGTH</th>
<th>OBJECTIVE</th>
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<tr>
<td>4/2/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Energy Smart PY10 Kickoff</td>
<td>32</td>
<td>90</td>
<td>Kickoff of PY10 to inform trade allies of</td>
<td>Trade allies received updates on new programs and incentive goals by a</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>program goals and offerings</td>
<td>variety of staff</td>
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<tr>
<td>4/6/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Trade Ally Individual Training -- Digital Lumens</td>
<td>1</td>
<td>60</td>
<td>Program Overview and implementation advice</td>
<td>Met with Ben Rukavina to discuss program marketing materials and steps for project submission</td>
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<tr>
<td>4/10/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Trade Ally individual training - - Motion industries onboarding</td>
<td>1</td>
<td>30</td>
<td>Program Overview and implementation advice</td>
<td>Onboarding of a new trade ally -- marketing materials, project submission, and communications</td>
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<tr>
<td>4/14/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Webinar -- commercial energy financing</td>
<td>20</td>
<td>45</td>
<td>Provide information about options for</td>
<td>Representative of NEIF spoke about lending options for commercial energy efficiency projects</td>
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<td>commercial financing</td>
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<td>4/20/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Individual Trade ally training -- new construction training</td>
<td>1</td>
<td>60</td>
<td>Overview of New Construction incentives</td>
<td>Trade ally NOLA Electric learned about new construction offerings along with customer project manager</td>
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<td>4/20/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>New Construction incentive discussion -- kern family</td>
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<td>Overview of New Construction incentives</td>
<td>Part II of new construction training, including additional customer representatives</td>
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<td>4/21/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Trade Ally individual training - - Balthazar Electrics calculator training</td>
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<td>30</td>
<td>Calculator Training</td>
<td>Provided assistance with a calculator overview for a new trade ally</td>
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<td>4/22/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Webinar -- Diverse Supplier Certification Assistance</td>
<td>14</td>
<td>45</td>
<td>Technical Assistance with Diverse Supplier Applications</td>
<td>State and Federal representatives provided information about DBE and other certifications</td>
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<td>C&amp;I Trade Ally Training</td>
<td>Trade ally individual training - - Brotherhood way on SBDI</td>
<td>1</td>
<td>30</td>
<td>Calculator Training</td>
<td>Provided assistance with a calculator overview for a new trade ally</td>
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<td>Date</td>
<td>C&amp;I Trade Ally Training</td>
<td>Trade Ally Individual Training</td>
<td>Trade Ally Training Type</td>
<td>Program Overview and Implementation Advice</td>
<td>Provided Assistance with a Calculator Overview for a New Trade Ally</td>
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<tr>
<td>4/30/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Trade Ally Individual Training</td>
<td>Balthazar Electriks</td>
<td>Calculator Training</td>
<td>Facility Director received program overview of updates to the program</td>
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<td>5/4/2020</td>
<td>Commercial Customer</td>
<td>New Orleans Baptist Theological Seminary</td>
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<td>Program Overview and Calculator Training</td>
<td>Facility Director received program overview of updates to the program</td>
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<td>C&amp;I Trade Ally Training</td>
<td>Trade Ally Individual training - Magnetite</td>
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<td>Program Overview and Implementation Advice</td>
<td>Onboarding of a new trade ally -- marketing materials, project submission, and communications</td>
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<td>5/8/2020</td>
<td>Residential Trade Allies</td>
<td>Residential Trade ally kickoff PY 10</td>
<td>12</td>
<td>Program overview and kickoff</td>
<td>Provide updates to the program for the new year for PY 10</td>
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<td>5/11/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Trade Ally Individual training - Rhodium</td>
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<td>Program Overview and Implementation Advice</td>
<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<td>5/13/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>APTIM Staff Training -- Computrols webinar on re-occupying after COVID</td>
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<td>Internal Staff Training</td>
<td>Gain insight on building facility directors and their energy efficiency goals during COVID</td>
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<td>5/13/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Trade Ally Individual Training -- 3D Service Group</td>
<td>1</td>
<td>Program Overview and Implementation Advice</td>
<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<td>C&amp;I Trade Ally Training</td>
<td>Individual Trade Ally Training -- Site Logic</td>
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<td>Program Overview and Implementation Advice</td>
<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<td>5/20/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Individual trade ally training -- Melink corporation</td>
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<td>Program Overview and Implementation Advice</td>
<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<td>5/22/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Individual trade ally training -- southern style heating</td>
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<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<td>Date</td>
<td>Energy Smart Ally Training</td>
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<td>Duration</td>
<td>Notes</td>
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<td>5/22/2020</td>
<td>Individual trade ally training -- Palco</td>
<td>Program Overview re-education of existing trade ally</td>
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<td>Review of Project submission guidelines for existing trade ally</td>
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<td>5/22/2020</td>
<td>Individual trade ally training -- Natals</td>
<td>Program Overview re-education of existing trade ally</td>
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<td>Review of Project submission guidelines for existing trade ally</td>
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<td>5/26/2020</td>
<td>Individual trade ally training -- Paul Poole</td>
<td>Program Overview with new trade ally</td>
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<td>Onboarding of a new trade ally -- marketing materials, project submission, and communications</td>
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<td>5/28/2020</td>
<td>Training -- Get to Know Urban League</td>
<td>Technical Training on resources available from Urban League</td>
<td>6</td>
<td>Business Advisor with Urban League provided an overview of resources available from Contractor Resource Center</td>
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<td>5/29/2020</td>
<td>Individual Trade Ally Training -- Dorothy with Magnetite Panels</td>
<td>Program Overview and implementation advice</td>
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<td>Onboarding of a new trade ally -- marketing materials, project submission, and communications</td>
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<td>6/2/2020</td>
<td>Commercial customer Port Orleans owner Pat Jackson</td>
<td>Program Overview for a commercial customer</td>
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<td>Discuss prescriptive incentives, SBDI, project submission process, and the searchable database</td>
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<td>6/2/2020</td>
<td>Individual trade ally training -- Chris Nochan of C&amp;O plumbing</td>
<td>Program Overview and implementation advice</td>
<td>1</td>
<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<tr>
<td>6/3/2020</td>
<td>Sales Training -- June 3</td>
<td>Sales Training for Trade allies</td>
<td>20</td>
<td>Sales training focused on telling successful stories and using Energy Smart marketing materials</td>
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<tr>
<td>6/3/2020</td>
<td>Retro-commissioning overview -- Paul Adkins</td>
<td>RCx overview</td>
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<td>Review of RCx updates in PY10 with existing trade ally</td>
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<td>6/8/2020</td>
<td>Commercial Customer</td>
<td>Commercial customer Christian Labat with The Building on OC Haley</td>
<td>Program Overview for a commercial customer</td>
<td></td>
<td></td>
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<tr>
<td></td>
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<td></td>
<td>Discuss prescriptive incentives, SBDI, project submission process, and the searchable database</td>
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<td>6/10/2020</td>
<td>Commercial Customer</td>
<td>Convention Center sustainability staff and electricians</td>
<td>Calculator Training</td>
<td>General Calculator training for project submission</td>
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<td>6/11/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Individual Trade Ally Training -- Ingrid with Citi Approved</td>
<td>Program Overview and implementation advice</td>
<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<td>6/12/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Individual Trade Ally Training -- Computrols</td>
<td>Review of sales training with trade ally</td>
<td>Follow-up on sales training that trade ally attended, focusing on equating energy efficiency with customer goals</td>
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<td>6/15/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Individual Trade Ally Training -- Triple HHH</td>
<td>Program Overview and implementation advice</td>
<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<td>6/15/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>Individual trade ally training -- Salas O'Brien</td>
<td>Program Overview for existing trade ally</td>
<td>Brief overview of project submission guidelines for an existing trade ally</td>
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<td>Enernet LLC</td>
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<td>Onboarding of a new trade ally -- marketing materials, project submission, and communications</td>
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<td>6/17/2020</td>
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<td>Individual Trade Ally Training -- Scott’s Electrical Solutions</td>
<td>Program Overview and implementation advice</td>
<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<tr>
<td>Date</td>
<td>C&amp;I Trade Ally Training</td>
<td>Individual Trade Ally Training -- Moses Engineers</td>
<td>Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips</td>
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<td>6/30/2020</td>
<td>C&amp;I Trade Ally Training</td>
<td>June 30 Arc Software Training</td>
<td>Overview of Arc software, the LEED certification software associated with USGBC and provided by Arc Skoru</td>
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<td></td>
<td></td>
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<tr>
<td>6/30/2020</td>
<td>Commercial Customer</td>
<td>June 30 Arc Software Training</td>
<td>Overview of Arc software, the LEED certification software associated with USGBC and provided by Arc Skoru</td>
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<td></td>
<td></td>
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<tr>
<td>6/30/2020</td>
<td>Internal Staff</td>
<td>June 30 Arc Software Training</td>
<td>Technical training on energy-efficiency software</td>
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</table>

Overview of Arc software, the LEED certification software associated with USGBC and provided by Arc Skoru.
Appendix D: Marketing Collateral

Residential Collateral

April Facebook Ad

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

- Save up to $30 on ecobee smart thermostats

- Celebrate Earth Day with an additional $30 off.

HTTPS://SHOP.ENERGYSMARTNOLA.COM/ THERMOSTATS/

- Spring into water savings and reduce your utility costs with 75% off water-saving products.
  - Spring Savings Sale
  - 75% Off Water-Saving Products

SHOP.ENERGYSMARTNOLA.COM
Shop 75% Off Water-Saving Products.

- Stay cool and save big on your energy bill this summer with $50 off the ecobee Smart Thermostat with Voice Control. Sale ends June 30.
  - SUMMER SALE: GET UP TO $50 OFF ecobee Smart Thermostats.

SHOP.ENERGYSMARTNOLA.COM/
Get $50 Off the ecobee Smart Thermostat with Voice Control
Rebate Forms
Window Air Conditioner Rebate Form

Get a $50 Rebate

Energy Smart Window Air Conditioner Rebate
Complete this form and mail to the address listed on the back with a copy of your dated sales receipt or email to residentialsupport@energysmarttools.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/products/find/product/qualified-room-air-conditioners.

For more information about this and other Energy Smart programs, visit energysmarttools.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:__________________________
Energy 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 (1 or more units) □ Other:__________________________

Square footage to be cooled: ______________________ sq. ft.

Air Conditioner Information:
Make:__________________________ Model:__________________________

Cooling Capacity (BTU/hr):__________________________ Is system reverse cycle: □ Yes □ No

CEER:__________________________ Window or wall installation:__________________________

Lowend: □ Yes □ No

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

Purchaser’s Signature:__________________________ Date:__________________________

Email: residentialsupport@energysmarttools.com

Attention: To process rebate, all 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.

Energy Smart is a comprehensive energy-efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2020 Entergy Services, LLC. All rights reserved.

For more information about this and other Energy Smart programs, visit energysmarttools.com or call 504-229-6868.
Pool Pump Rebate Form

Get a $300 Rebate

Energy Smart In-ground Pool Pump Rebate

Complete this form and mail it to the address listed on the back with a copy of your dated sales receipt or email to residentsalexpert@energysmartnola.com. Limit four rebates per customer per year. See rebate site 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 energystarcertifiedproducts名为poolpumps.

For more information about this and other Energy Smart programs, visit energysmartnola.com or call 504-227-6565.

Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

[Form fields for customer information, rebate details, and signatures]

ENERGY SMART QUARTERLY REPORT – QUARTER 1 PROGRAM YEAR 10 61
Dehumidifier Rebate Form

Get a $25 Rebate

Energy Smart Dehumidifier Rebate

Complete the form and mail to the address listed on the back with a copy of your dated sales receipt or email to residentialapps@energysmarttools.com. Limit four rebates per customer per year. See reverse side for complete forms 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/products/appliances/dehumidifiers.

For more information about this and other Energy Smart programs, visit energysmarttools.com or call 504-239-4848.

Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please mail this application along with a copy of your dated sales receipt to: residentialapps@energysmarttools.com. All rebate forms must be submitted within 25 days of the purchase date. All rebates are given in the form of a check. Please allow 6 weeks for processing.

This offer is available through Dec. 31, 2023, or while funds last.
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@energymartools.com. Limit four rebates per customer per year. See reverse side for complete terms and conditions. Submitted product must be ENERGY STAR® Qualified to receive a rebate.

$400 Rebate on ENERGY STAR Qualified Heat Pump Water Heater

Water heater must be certified as a heat pump ENERGY STAR®-rated water heater product. Certificates can be found on the ENERGY STAR website, energystar.gov/products/water_heaters/heat_pump_water_heaters.

For more information about this and other Energy Smart programs, visit energymartools.com or call 504-123-4567.

Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

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

Purchaser's Name: ___________________________ Email: ___________________________

Entergy Customer's Name: ___________________________ Email: ___________________________

Installation Address: ___________________________ City: ___________ State: ___________ ZIP: ___________

Purchaser's Address: ___________________________ City: ___________ State: ___________ ZIP: ___________

Daytime phone: ___________________________

Type of Residence: □ Single Family (Detached) □ Single Family (Attached) □ Multi Family (2 or more units) □ Other ___________

□ 2nd floor □ 3rd floor

Heat Pump Water Heater Information: Maker: ___________________________ Model #: ___________

How is the residence currently heated and cooled? (check all that apply) □ Heat □ Gas Heated □ Electrically Heated □ Heat Pump System □ Central Air Conditioning □ Yes □ No □ Other ___________

Existing water heater type and age: □ Electric Water Heater □ Gas Water Heater □ Heat Pump Water Heater □ Any Type, Any Age

Installation location: □ Inside Conditioned Space □ Unconditioned Garage □ Unconditioned Basement □ Other (Specify) ___________________________

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

Purchaser's Signature: ___________________________ Date: ___________________________

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

Energy Smart
5001 Airline Drive, Suite 100
New Orleans, LA 70128

All rebate forms must be submitted within 45 days of the purchase date. All rebates are paid in the form of a check. Please allow 6-8 weeks for processing.

This offer is available through ___. 20__ or while funds last.

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0225/01/20
Smart Thermostat Rebate

Get a $100 Rebate

Energy Smart Smart Thermostat Rebate

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

Receive up to $100 rebate on ENERGY STAR® Qualified Smart Thermostats. To search for qualified products and to verify eligibility go to: https://www.energystar.gov/products/heating_cooling/smart_thermostats.

Smart Thermostat Rebate Qualifying Products List

<table>
<thead>
<tr>
<th>BRAND</th>
<th>M</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alem.com</td>
<td>B</td>
<td>A</td>
</tr>
<tr>
<td>Alem.com</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>American Standard</td>
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<tr>
<td>American Standard</td>
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<tr>
<td>Brilburn</td>
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<td>Brilburn</td>
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<td>Brilburn</td>
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<tr>
<td>Bropic</td>
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<tr>
<td>Carrier</td>
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<td>Carrier</td>
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<tr>
<td>Ciel®</td>
<td>T1</td>
<td>T1</td>
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<tr>
<td>Ciel®</td>
<td>T1</td>
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<tr>
<td>Deriva</td>
<td>E1</td>
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<td>ecobee</td>
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<td>ecobee</td>
<td>E1</td>
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</tr>
<tr>
<td>EcoFactor</td>
<td>E1</td>
<td>E1</td>
</tr>
</tbody>
</table>

Please send this application along with required documents to:
Energy Smart
240 Elysian Park Blvd, Suite 106
New Orleans, LA 70126

For more information about this and other programs, visit energystarmode.com or email residentialapps@energystarmode.com. All rebate forms must be submitted within 30 days of the purchase date. (Rebates are given in the form of a check. Please allow 8 weeks for processing. This offer is available through Dec. 31, 2023 or while funds last.)

Entergy New Orleans Residential Electric Customer Information

<table>
<thead>
<tr>
<th>Information</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Square Footage served by the installed thermostats: _______ square feet

By signing below, purchaser authorizes Energy Smart to perform on-site inspections as needed to confirm purchase. A separate rebate must be filled out for each smart thermostat 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: ___________________________
Refrigerator Rebate Form

Get a $50 Rebate

Energy Smart Refrigerator Rebate

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

$50 Rebate on ENERGY STAR Qualified Refrigerators

To search for qualified products and to verify eligibility, go to energystar.gov/appliance/purchaseresources/qualified-products/energy-star-refrigerators/results. Compact refrigerators and freezers less than 2.6 cubic feet do not qualify.

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

Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required:

Purchaser's Name: __________________________ Email: __________________________

Entergy Customer: __________________________ 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 (3 or more units) ☐ Other __________________________

☐ Own ☐ Rent

Refrigerator Information: Make: __________________________ Model #: __________________________ Year: ______ Made in: ☐ Yes ☐ No

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

Product Type: ☐ Top Freezer ☐ Side by Side ☐ Bottom Freezer ☐ Single Door ☐ Other (Specify): __________________________

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

Purchaser’s Signature: __________________________ Date: __________________________

Please send this application along with a copy of your dated sales receipt to: ResidentialApps@energysmartnola.com

Entergy Smart
364 Orleans St. #200
New Orleans, LA 70112-3202

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC, and Entergy Services, LLC. All rights Reserved.
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@energysmartools.com. Limit four rebates per customer per year. See reverse side for complete terms and conditions. Submitted product must be ENERGY STAR® Qualified to receive a rebate.

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

To search for qualified products and verify eligibility, go to energystar.gov/products/product_search/water-coolers.

For more information about this and other Energy Smart programs, visit energysmartools.com or call 504-229-6668.

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: __________

Purchase’s Address: _____________________________ City: __________ State: __________ Zip: __________

Daytime phone: _____________________________

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

☐ Own ☐ Rent

Water Cooler Information: Brand: _____________________________ Make: _____________________________ Model: _____________________________

Product Type: ☐ Hot & Cold ☐ $50 Rebate ☐ Cook & Cold ☐ $25 Rebate ☐ Cold Only ☐ $25 Rebate

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

Purchaser’s Signature: _____________________________ Date: _____________________________

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

Energy Smart
8501 Airline Road Blvd, Suite 140
New Orleans, LA 70136-3930

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

This offer is available through Dec. 31, 2020 or while funds last.
**Income Qualified Weatherization 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:_________________

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

How is the residence primarily heated and cooled:

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

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

Choose one: □ Send rebate check to me. Please attach copies of dated invoices for the work including installation and materials costs. □ I authorize direct payment of the rebate in the amount of $_________ to the trade(s) 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(s) only use only)

<table>
<thead>
<tr>
<th>Service Date</th>
<th>Total Insulation Cost</th>
<th>Total Insulation Sq. Ft.</th>
<th>$ Rebate per Sq. Ft. (per heating fuel type)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Gas-Heated</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Heat Pump</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Electric Strip or Furnace</td>
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<tr>
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</tbody>
</table>

|                      |                      |                          |                                            |
|                      |                      |                          |                                            |

Service Date:_________________

**Air Infiltration and Reduction**

<table>
<thead>
<tr>
<th>Service Date</th>
<th>Total Air Sealing Cost</th>
<th>Number of Windows</th>
<th>$ Rebate per Window</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

|                      |                      |                          |                                            |
|                      |                      |                          |                                            |

Service Date:_________________

Please send this application along with required documents to:

EnergySmart
82 Elmwood Park Blvd, Suite 140
New Orleans, LA 70125-3328

For more information about this and other energy efficiency programs, visit energysmartnola.com

Call 504-299-5666 / Email: residentialapps@energysmartnola.com

Rebate form must be submitted within 60 days of service. All rebates are paid 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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ENERGY SMART QUARTERLY REPORT – QUARTER 1 PROGRAM YEAR 10

67
**Income Qualified Weatherization
Attic Insulation and Air Infiltration Reduction Rebate Form**

Available for Entergy New Orleans Customers

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

Trade Ally’s Company Name: (please print) __________________________

Trade Ally’s Mailing Address: ______________________________________

City: __________________ State: ________ ZIP: ______

Trade Ally’s Signature: __________________ Date: __________

Primary Contact: ________________________________________________

Contact Person Email: __________________ Contact Person Phone: ______

How did you hear about the program?  
☐ Bill Insert  ☐ Door-to-Door Canvassing  ☐ Email  ☐ Event  ☐ Friends/Family  ☐ Mailer

☐ Search Engine  ☐ Social Media  ☐ Calling Campaign  ☐ Utility Website  ☐ Other __________________

**Terms and Conditions**

**Rebate Offer:**  
Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between April 1, 2020 and Dec. 31, 2020. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to ensure 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 45 days from the date all required information is received to process your rebate.  

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

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

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

Send signed application and all required documents to:  

**Energy Smart**  
912 Elmwood Park Blvd, Suite 140  
New Orleans, LA 70125-5304  
Phone: 504-239-6468  
Email: residentialapps@energymartnola.com

For more information about this and other energy efficiency programs, visit energymartnola.com, email info@energymartnola.com or call 504-239-6468.

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# HPwES Attic Insulation Rebate Form

## Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

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

### Customer Information:
- **Customer Name:**
  - Account Holder on record: ___________
  - Account Number: ___________
  - Meter Number: ___________
- **Customer Address:** ___________
  - City: ___________
  - State: ___________
  - ZIP: ___________
- **Customer Email Address:** ___________
  - Customer Phone Number: ___________

### Type of Residence:
- ☐ Single Family
- ☐ Multi-family (5 or more units)
- ☐ Other ___________
  - Owner, ☐ 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 (Draum, Baseboard, etc.)
- ☐ Heating: Heat Pump System (air source, Mini-Split, etc.)
- ☐ Heating: Gas Heated
- ☐ Cooling: Air Conditioned (Central or Room A/C)
- ☐ Cooling: 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
(Only for trade ally use)

<table>
<thead>
<tr>
<th>Total Insulation Cost</th>
<th>Total Insulation Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting Value of Insulation</td>
<td>Final Value of Insulation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Starting Value</th>
<th>$/REBATE Sq. Ft. (per heating fuel type)</th>
</tr>
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<tbody>
<tr>
<td>$0.10 per Sq. Ft.</td>
<td>$0.00 per Sq. Ft.</td>
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<td>$0.20 per Sq. Ft.</td>
<td>$0.10 per Sq. Ft.</td>
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<tr>
<td>$0.30 per Sq. Ft.</td>
<td>$0.20 per Sq. Ft.</td>
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<table>
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<tr>
<th>Total rebate Amount</th>
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<tbody>
<tr>
<td>Insulation Sq. Ft.</td>
<td>$</td>
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**Service Date:** ___________

### Air Infiltration and Reduction

<table>
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<tr>
<th>Total Air Sealing Cost</th>
<th>Number of Stories</th>
<th>☐ 1</th>
<th>☐ 2</th>
<th>☐ 3</th>
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</thead>
</table>

| Home Sealing (pick one) | Normal | ☐ Wal | ☐ Exp

<table>
<thead>
<tr>
<th>Starting CFM/H</th>
<th>Final Improved CFM/H</th>
<th>CFM/H Reduction</th>
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</thead>
<tbody>
<tr>
<td>☐ Gas Heated</td>
<td>$0.00 per CFM/H</td>
<td>$0.00 per CFM/H</td>
</tr>
<tr>
<td>☐ Heat Pump</td>
<td>$0.00 per CFM/H</td>
<td>$0.00 per CFM/H</td>
</tr>
<tr>
<td>☐ Electric Strip or Furnace</td>
<td>$0.00 per CFM/H</td>
<td>$0.00 per CFM/H</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Rebate Amount</th>
<th>☐ Gas Heated</th>
<th>☐ Heat Pump</th>
<th>☐ Electric Strip or Furnace</th>
</tr>
</thead>
</table>

**Call 504-239-5668 / Email residentialapps@nergysmartnola.com**

Relate rebate must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.

This offer is available through Dec. 31, 2020 or until funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com or call 504-239-5668

*EnergySmart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC, AWWA Energy Services, LLC. All rights reserved*
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 Email Address: ___________________________ Customer Phone Number: ___________________________
Customer Address: ___________________________ City: ___________________________ State: ___________________________ ZIP: ___________________________

Type of Residence: □ Single Family □ Multi-family (5 or more units) □ Other:

Choose one: □ Send rebate check to me. □ A/C Solutions: A/C Tune-Up Rebate Form

Customer’s Signature: ___________________________ Date: ___________________________

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

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

Service Date: ___________________________

<table>
<thead>
<tr>
<th>Type of System</th>
<th>Cost / Rebate</th>
<th>System Performance</th>
<th>Refrigerant Charge Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary System</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Air Conditioning</td>
<td>Tune-up Cost: $_________</td>
<td>SEER: _________</td>
<td>Refrigerant charge: ____ lbs. (a to b)</td>
</tr>
<tr>
<td>□ Heat Pump</td>
<td>Rebate Amount: $_________</td>
<td>Metric: _________</td>
<td>Amount of charge added: ______ oz. (up to d)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BtuHrs Total: _________ Pre: _________ Post: _________</td>
<td>Amount of charge removed: ______ oz. (up to e)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>EER: _________ Pre: _________ Post: _________</td>
<td>Heating Efficiency: (HSPF) of heat pump: _________</td>
</tr>
</tbody>
</table>

| Secondary System       |               |                    |                          |
| □ Air Conditioning     | Tune-up Cost: $_________ | SEER: _________ | Refrigerant charge: ____ lbs. (a to b) |
| □ Heat Pump            | Rebate Amount: $_________ | Metric: _________ | Amount of charge added: ______ oz. (up to d) |
|                        |                | BtuHrs Total: _________ Pre: _________ Post: _________ | Amount of charge removed: ______ oz. (up to e) |
|                        |                | EER: _________ Pre: _________ Post: _________ | Heating Efficiency: (HSPF) of heat pump: _________ |

Rebate for Single Family (Up to $25 per System): _________ Rebate for Multi-family (Up to $50 per System): _________

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

Trade Ally’s Name: (please print): ___________________________ Service Date: ___________________________
Mailing Address: ___________________________ City: ___________________________ State: ___________________________ ZIP: ___________________________
Trade Ally’s Signature: ___________________________ Date: ___________________________
Primary Contact Person: ___________________________ Primary Contact Person Email: ___________________________ Contact Person Phone: ___________________________

Please send this application along with required documents to: Call: 504-229-5068 / Email: residentialapps@energysmarttola.com
Energy Smart 134 Elmwood Park Blvd, Suite 100
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. New Orleans, LA 70123
This offer is available through Dec 31, 2020 or while funds last.

For more information about this and other energy efficiency programs, visit energysmatrtola.com or call 504-229-4468.
Energy Smart is a cooperative energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. All Rights Reserved.
## A/C Solutions: A/C Tune-Up Rebate Form

Available for Entergy New Orleans Customers

<table>
<thead>
<tr>
<th>Checklist Items marked as &quot;NO&quot; have been corrected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thermostat has been checked for proper operation.</td>
</tr>
<tr>
<td>Air filter has been inspected.</td>
</tr>
<tr>
<td>Condensate drain has been inspected.</td>
</tr>
<tr>
<td>Evaporator coil has been inspected.</td>
</tr>
<tr>
<td>Evaporator fan and motor has been inspected.</td>
</tr>
<tr>
<td>All accessible refrigerant lines have been inspected.</td>
</tr>
<tr>
<td>Condenser coil has been inspected.</td>
</tr>
<tr>
<td>Condenser fan motor has been inspected.</td>
</tr>
</tbody>
</table>

### How did you hear about the program?

- □ Bill Insert
- □ Door-to-Door Canvassing
- □ Email
- □ Friends/Family
- □ Mailer
- □ Search Engine
- □ Social Media
- □ Other

### Terms and Conditions

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

**Participation Requirements:**
Failure to provide any of the required information will prevent processing of your application. The dated sales receipt must match the date of service listed on the rebate program procedures. Requirements and rebate levels are subject to change or cancellation without notice and are subject to available rebate funds. Misrepresentation of installation location or measure eligibility may result in forfeiture of the rebate. Please allow up to 8 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 prepared and completed projects. This inspection will be scheduled with the applicant.

### Please send this application along with required documents to:

Energy Smart
524 Elmwood Park Blvd, Suite 120
New Orleans, LA 70123

**Call:** 504-229-6868 / Email: residentialeapps@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 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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

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Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.
Choose one: I participated in Home Performance with ENERGY STAR®, I participated in Multifamily Solutions.

Customer Name: ___________________________ Account Number: _______ Meter Number: _______
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: I authorize direct payment of the rebate in the amount of $__________ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Customer’s Signature: ______________________ Date: _______

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

Duct Efficiency Improvement Rebate

<table>
<thead>
<tr>
<th>Cooling Capacity (Tons)</th>
<th>Test-In (CFM 25%)</th>
<th>Test-Out (CFM 25%)</th>
<th>Reduction (CFM 35%)</th>
<th>Total Duct Sealing Cost</th>
<th>Duct Sealing Rebate</th>
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<tr>
<td>Primary System</td>
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<td>Secondary System</td>
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Duct Sealing Rebate Amount = Reduced CFM 35% x Rate Below
($1.50 Elec Furnace or Heat Pump; $0.75 Gas Heated/Others)
Pre- and post-duct leakage to outside testing (duct pressurization and blower door) or total duct leakage (duct pressurization only) is required for qualifying jobs. Test-in value is lesser of A) 35% nominal total system airflow or B) actual tested leakage, whichever is less. System must show a 35% CFM 35% improvement from lesser test-in value to qualify. Only available for existing non-gutted homes.

HVAC System Characteristics

Approximate Age of the HVAC System: _______ (Primary System) _______ (Secondary System)
Primary Heating System: □ Electric Furnace □ Heat Pump □ Gas Furnace □ Other (Please Specify)
Secondary Heating System: □ Electric Furnace □ Heat Pump □ Gas Furnace □ Other (Please Specify)

Heating Efficiency: HSEF if heat pump / ATUC if furnace
Cooling Efficiency: SEER

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

Trade Ally’s Name: __________________________ (please print)
Mailing Address: ____________________________
City: _______ State: _______ ZIP: _______
Trade Ally’s Signature: _____________________ Date: _______
Primary Contact Person: _____________________
Contact Person Email: _______________________
Contact Person Phone: _______________________

Please send this application along with required documents to:
Energy Smart
324 Elwood Rd Blk, Suite 101
New Orleans, LA 70123

For more information about this and other energy efficiency programs, visit 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. All rights reserved.

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

Available for Entergy New Orleans Customers

How did you hear about Entergy New Orleans?  
☐ Bill Insert  ☐ Door-to-Door Canvassing  ☐ Email  ☐ Event  ☐ Friends/Family  ☐ Mailer

Energy Smart?  
☐ Search Engine  ☐ Social Media  ☐ Calling Campaign  ☐ Utility Website  ☐ Other __________

Terms and Conditions

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

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

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

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

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

Send signed application and all required documents to:

Energy Smart
524 Elmwood Park Blvd, Suite 140
New Orleans, LA 70123
Phone: 504-299-4868
Email: residentialapps@energysmartnola.com

For more information about this and other energy efficiency programs, visit energysmartnola.com or call 504-299-4868.

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

Please send this application along with required documents to:

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

Call: 504-299-4868 / Email: residentialapps@energysmartnola.com

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

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit energysmart.multifamily.energysmartfeedback.com. Please call 504-229-8862 if you have any questions. Be sure to tell your friends and family about participating in Energy Smart.

<table>
<thead>
<tr>
<th>Please rate the questions below on a scale of 1 to 10. 1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.</th>
<th>Lowest</th>
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<tr>
<td>Overall, how satisfied are you with the Multifamily Solutions offering?</td>
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<tr>
<td>How satisfied were you with the professionalism of the energy advisor?</td>
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<tr>
<td>How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?</td>
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<tr>
<td>How satisfied were you with the safety measures taken by the energy advisor (used ladder, wore gloves, had on safety glasses, etc.)?</td>
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<tr>
<td>How satisfied were you with how neat and clean the energy advisor left the site?</td>
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<tr>
<td>How satisfied are you with the energy-efficient products installed?</td>
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<tr>
<td>How likely is it that you would recommend the offering to a friend or colleague?</td>
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</table>

☐ 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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Income-Qualified Weatherization Customer Survey

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

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit energysmart.ipw.energysmartfeedback.com. Please call 504-229-6668 if you have any questions. Be sure to tell your friends and family about participating in Energy Smart.

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

1 = Highly Unsatisfied/Strongly Disagree, 10 = Highly Satisfied/Strongly Agree.

<table>
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<tr>
<th>Question</th>
<th>Scale</th>
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<tr>
<td>Overall, how satisfied are you with the Income-Qualified Weatherization offering?</td>
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<td>How likely are you to implement changes recommended by the energy advisor?</td>
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☐ Yes, I would like to receive emails about other Energy Smart offerings.

Email: __________________________________________

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

Name of your energy advisor: _______________________

Additional feedback:

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

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit energysmart.hpwes.energysmartfeedback.com. Please call 504-229-6660 if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

<table>
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<tr>
<th>Please rate the questions below on a scale of 1 to 10.</th>
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<tr>
<td>Overall, how satisfied were you with the Home Performance with ENERGY STAR offering?</td>
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<td>How likely is it that you would recommend the program to a friend or colleague?</td>
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☐ Yes, I would like to receive emails about other Energy Smart offerings.

Email ____________________________

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

Name of your energy advisor: ____________________________

Additional feedback:

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A/C Tune-up Survey

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

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit energysmart.actuneup.energysmartheedback.com. Please call 504-829-6668 if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Please rate the questions below on a scale of 1 to 10. 1 = Highly Unsatisfied/Strongly Disagree, 10 = Highly Satisfied/Strongly Agree.

<table>
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<tr>
<th>Question</th>
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<tr>
<td>Overall, how satisfied are you with the A/C Tune-up offering?</td>
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<td>How satisfied were you with the professionalism of the contractor?</td>
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<td>How satisfied were you with the contractor’s knowledge and ability to answer your questions?</td>
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<td>How satisfied were you with the safety measures taken by the contractor (used ladder, wore gloves, had on safety glasses, etc.)?</td>
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<td>How satisfied were you with the quality of service provided by your contractor?</td>
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</table>

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

Please provide additional feedback.

Name of your contractor: ____________________________

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2020 Entergy Services, LLC. All Rights Reserved.
Es el momento de poner toda su energía en ahorrar dinero.

¿Listo para obtener Energy Smart?
Visite energysmartnola.com, llame al 504-239-6686 o envíe un correo electrónico a info@energysmartnola.com para obtener más información.

Obtenga Energy Smart y ahorre

¿QUÉ ES ENERGY SMART?
EnergySmart ayuda reducir su factura de electricidad de Entergy New Orleans. Le ofrece un certificado integral de su casa para mejorar la eficiencia energética y la durabilidad a través de mejoras. Es el lugar donde:

• Evaluaciones energéticas gratuitas con medidas de instalación directas (lámparas de LED, ahorro de energía en calefacción, etc.)
• Apoyo del equipo para buscar y desarrollar proyectos de ahorro de energía y eficiencia en su ubicación a tiempo
• Ahorro de calefacción en membresías individuales de $0.50

• Equipos existentes por equipos con calificación: Energy Star.
A/C central: Un mentado de hasta $30 por sistema
Bomba de calor de agua de $15 por sistema
Bomba de calor: Un mentado de hasta $240 por sistema
A/C de reemplazo: Un mentado de hasta $240 por sistema
Calefacción de gas: Un mentado de hasta $15
Bombas de calor para agua: Un mentado de hasta $60 por sistema
Asesoramiento del A/C: Un mentado de hasta $30 por sistema
Instalación de una bomba de calor: $100 por sistema
Subsidio de calefacción: Un mentado de hasta $240 por usuario

¿POR QUÉ ELEGIR ENERGY SMART?
Ahorros: Gane valores Crosby en efectivo por ahorrar energía.
Opiniones: Los miembros están disponibles para escuchar y recibir opiniones para mejorar la eficiencia energética.
Familiaridad: Trabaja directamente con la comunidad participante para escuchar y recibir opiniones.
Calidad: EnergySmart ayuda a las municipalidades a trabajar sobre cómo nos gustaría que el dinero se gane para administrar un trabajo de la eficiencia.

EnergySmart reduce este costo total inicial de 100,500 a $20. Dependiendo de la dependencia del proyecto en su hogar, EnergySmart puede ahorrar más de 5000 por las mejores energías de su hogar. La mejor medida de ahorrar $30 por mes o más en su factura anual de energía.

¿POR DÓNDE EMPIEZAS?
1. Llame al 504-239-6686 o visite energysmartnola.com para más detalles y recibir lo que sea más conveniente para usted.
2. Hable en contacto con Energy Smart para programar una evaluación de energía gratuita en su hogar.
3. Implemente mejoras de eficiencia energética.
4. Reciba asesoramiento de Energy Smart.
5. Empiece a ahorrar dinero y energía.
Đảm bảo sức sử dụng năng lượng của bạn để tiết kiệm tiền.

Quy vị sẵn sàng sử dụng Energy Smart chưa?
Tới trang màng energymartnola.com
Gọi số 504-229-6868
Email info@energymartnola.com

Sử dụng Energy Smart và Tiết Kiệm

ENERGY SMART LÀ GÌ?
Energy Smart giúp cải thiện hiệu quả sử dụng năng lượng của ngôi nhà và các thiết bị điện tử, nhằm tiết kiệm chi phí.

ENERGY SMART CÓ Ý HỌC VÀ Ý NGHĨA ĐẾN NHƯ SAO?

TAI SAO NÊN CHỌN ENERGY SMART?

TOI CÒ THỂ BÁT DÀU THẾ NÀO?

1. Go 504-229-6868 hoặc tìm một website energymartnola.com để tìm kiếm hiểu hơn về cách tiết kiệm tiền.
2. Liên hệ với Energy Smart để biết thêm thông tin chi tiết.
3. Thử nghiệm các giải pháp tiết kiệm năng lượng.
4. Truy cập trang web của Energy Smart.
Home Performance with ENERGY STAR®

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

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

- **Smart Thermostats**
  - Usually a follow-up measure installed at a later date.

- **Smart Power Strips**

- **Low-Flow Showerheads**
  - Electric water-heated areas only.
  - Handheld showerheads cannot be replaced.

- **Hot Water Pipe Insulation**
  - Electric water-heated areas only.
  - Limit of 10 ft. of pipe insulation at the heater source only.

- **Low-Flow Bathroom Aerators**
  - Electric water-heated areas only.
  - Specialty faucet types cannot be replaced.

- **Low-Flow Kitchen Aerators**
  - Electric water-heated areas only.
  - Specialty faucet types cannot be replaced.

---

**About the Assessment**

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

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

---

For more information about this and other energy efficiency offerings, visit energysmartoma.com, email info@energysmartoma.com, or call 504-829-6666.

---

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

**Number of LED bulbs installed is dependent on availability.**
Energy Smart Step-By-Step Guide
More Opportunities to Save

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

Service Rebates
[Work must be completed by a participating trade ally, except for lighting discounts.]

In-Store Lighting Discounts
- Visit energysmartnola.com for a list of participating retailers.

Central A/C Replacement
- Up to $300 Mail-In Rebate per unit.

Attic Insulation
- Up to $4.45 per square foot.

Central A/C Duct Sealing
- Up to $1.20 per CFM$50 reduction.

Home Air Sealing
- Up to $1.20 per CFM$50 reduction.

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

Purchase Rebates

ENERGY STAR Window A/C Units
- $50 Mail-In Rebate

ENERGY STAR Refrigerators
- $50 Mail-In Rebate

ENERGY STAR Pool Pumps
- $35 Mail-In Rebate

ENERGY STAR Heat Pump Water Heaters
- $400 Mail-In Rebate

ENERGY STAR Dehumidifiers
- $50 Mail-In Rebate

ENERGY STAR Water Coolers
- Up to $50 Mail-In Rebate

ENERGY STAR Smart Thermostats
- Up to $100 Mail-In Rebate

Please show up to 3 months from the date of purchase and information is received to process your rebate. Please allow the program team to perform site inspections of the appliances installed or work performed. A rebate check will be mailed to the purchaser listed on the rebate forms. Email address will only be used to notify you of your rebate status. Visit energysmartnola.com for more information and to learn more about program rebates.

To find a participating trade ally to work with you on your weatherization projects or a retailer where you can purchase products eligible for a rebate, call 504-239-6668 or visit energysmartnola.com.

Energy Smart is a comprehensive energy-efficiency program developed by the New Orleans City Council with funding from Entergy New Orleans, Inc. and the Energy Institute. Entergy New Orleans, Inc. and the Energy Institute are all rights reserved.
Customer Authorization Form

Please print clearly

Customer Name: ____________________________

Property Address: ____________________________________________________________

Telephone: ____________________________

Alternate Telephone: ____________________________

Email Address: ____________________________

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

By signing this Authorization, I give permission to Franklin Energy Services, LLC and Enertouch, Inc. d/b/a Franklin Energy Demand Response (“Franklin Energy”), an independent contractor of Entergy New Orleans, LLC, to enter noted Property to perform a Home Energy Assessment and Improvements Evaluation (the “Evaluation”).

Based upon observations made during the Evaluation, Franklin Energy may conduct and/or install any, all or none of the following energy-saving home improvements (hereinafter, the “Work”):

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

Combustion Test

Carbon Monoxide Level: ____________________________

PASS [ ]

FAIL [ ]

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

Customer Consent

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

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

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

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC, 2016 Entergy Services, LLC. All Rights Reserved.
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 energysmarttools.com, email info@energysmarttools.com or call 504-339-4454.

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85
Broken Item Leave Behind

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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Certificate of Completion

Home Performance with ENERGY STAR®

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

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

Location:

Date Completed:

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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Labels

Energy Efficiency Kit Label

Energy Smart
Energy Efficiency Kit

Install today to save today.

[Logos: EnergySmart & Entergy]
Energy Smart
LED Bulb Kit
Install today to start saving.

EnergySmart
A New Orleans Program

energySMARTnola.com • 504-229-6868
Energy Smart
LED Light Bulb

EnergySmart
A New Orleans Program

Entergy®

energysmartnola.com
504-229-6868
Dear Energy Smart & Trade Ally,

The Energy Smart Trade Ally Bonus project is now open! This custom-based award is designed to incentivize Trade Allies who complete Energy Smart projects.

The Prescriptive Trade Ally Bonus will be available until December 31, 2020. For more information about the Prescriptive Trade Ally Bonus, please contact Kevin Fitzwilliam at kevin.fitzwilliam@apptic.com or by phone at 504-377-5905.

Thank you,

Energy Smart
# Smart Thermostat Rebate Form

## Small Business Smart Thermostat Rebate

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

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

## Energy Smart Small Business Electric Customer Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchaser's Name</td>
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<tr>
<td>Phone Number</td>
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<tr>
<td>Email</td>
<td></td>
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<tr>
<td>Installation Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
</tr>
<tr>
<td>ZIp</td>
<td></td>
</tr>
<tr>
<td>Purchase's Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
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<td>ZIp</td>
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## Existing Thermostat

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<tr>
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<tbody>
<tr>
<td>Type</td>
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<td></td>
</tr>
<tr>
<td>Gas Heated</td>
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<tr>
<td>Electrically Heated</td>
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</tr>
<tr>
<td>Heat Pump System</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unknown</td>
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<tr>
<td>Air Conditioned</td>
<td></td>
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</tr>
<tr>
<td>Central or Heat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unknown</td>
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## Smart Thermostat Replacement

<table>
<thead>
<tr>
<th>Model</th>
<th>Serial Number</th>
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<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Total Square Footage

- Square Footage: ____________

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

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>BRAND</th>
<th>MODEL NUMBER</th>
</tr>
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<tbody>
<tr>
<td>Baxi-Tado</td>
<td>EB-STATE5-P</td>
</tr>
<tr>
<td>ADC-T500</td>
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</tr>
<tr>
<td>American Standard</td>
<td>ACOUNT84AS55DB</td>
</tr>
<tr>
<td>Gold 824</td>
<td></td>
</tr>
<tr>
<td>Braeburn 7220</td>
<td></td>
</tr>
<tr>
<td>Braeburn 7205</td>
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<td>Braeburn 7200</td>
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<tr>
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<tr>
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<td>Derrive IntelliSync</td>
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<table>
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<th>BRAND</th>
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<td>EcoFactor</td>
<td>Simple $100 B</td>
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<td>ST55U, ST55</td>
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<td>ST75U, ST75</td>
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<td>ST75WU, ST75W</td>
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<td>Hive</td>
<td>SLT4</td>
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<tr>
<td>Honeywell</td>
<td>Lyric</td>
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<td>TH620WF</td>
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<td>TCC</td>
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<td>GEO</td>
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<td>GEOx</td>
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<td>PROSTAT</td>
<td>PRS7525WF</td>
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<tr>
<td>Trane</td>
<td>TCONT84AS52DB</td>
</tr>
<tr>
<td>Venstar</td>
<td>T2000</td>
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<tr>
<td>Venstar</td>
<td>T2000</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

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

Lower your monthly utility bill. Buy a smart thermostat. Start saving with Energy Smart. visit www.energysmartnola.com/smart-tstats
Smart Thermostat Facebook Ad – Ran 5/11 – 6/30/2020

Small Business Solutions Landing Page
Energy Smart understands that small businesses need to be energy efficient to save energy and money.

To help you on your journey toward saving energy and money, Energy Smart is offering Energy Smart Kits to small business customers FREE energy efficiency kits. This kit contains essential energy-saving items such as LED light bulbs, energy-efficient lights, and high-quality fans.

Included in the kit:
- Small Business Energy Resources
- Small Business Save Plans
- Small Business Tax Plans
- Small Business Loan Offers

By helping you save energy and money on energy efficiency, we hope you join us. Your help is needed every week to help us live up to your expectations.

But don't delay, energy smart can evolve your energy for businesses that will help you conserve energy and money.

Ready to get Energy Smart?

SIGN UP HERE

Energy Smart is a comprehensive energy efficiency program supported by Aransas, Port Aransas, Alice, and Port Aransas, Texas.

For more information, visit EnergySmartTexas.com

Energy Smart is sponsored by Aransas, Port Aransas, Alice, and Port Aransas, Texas.

This material has been prepared and reviewed by Energy Smart to ensure accuracy and compliance with applicable energy programs and laws.
Small Business Energy Efficiency Kit Insert

ENTERGY NEW ORLEANS SMALL BUSINESS CUSTOMER

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

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

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

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

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

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

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

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Free energy efficiency kits | for small business customers | compliments of Energy Smart.
Ad www.energysmartnola.info
Free energy efficiency small business kits packed with energy-saving measures for restaurants, retail and offices such as LED light bulbs, aerators and LED exit signs.

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


SAVE energy. SAVE money.
Order your kit here.
Small Business Kit Facebook Post Copy B – Ran 5/11 – 6/30/2020

Entergy New Orleans small business customers. Get a FREE energy efficiency kit packed with energy-saving tips.

LEARN MORE

New Construction Landing Page

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

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

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

For more information, click here.
Higher Education Cohort Webinar Invitation – Sent 4/10/2020

Energy Smart kicked off its new three-year program cycle on April 1, 2020. To learn about the new Commercial and Industrial offerings for the next cycle and how they can benefit your institutions, please join our webinar on April 28 from 3 to 4:30 p.m.

Webinar Details
April 28
3 - 4:30 p.m.
Join Microsoft Teams Meeting
+1 346-249-3218
Conference ID: 273 440 228#

To RSVP for this event, click here.

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

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

Thank you,
The Energy Smart Program
Prescriptive Overview

COMMERCIAL & INDUSTRIAL PRESCRIPTIVE INCENTIVES

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

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

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

1. INITIATE Participant identifies project.
2. ESTIMATE Trade ally estimates incentive using prescriptive calculator.
3. EXECUTE Trade ally orders and installs materials.
4. SUBMIT Participant submits approval package post-installation. Program performs engineering review.
5. RECEIVE PAYMENT Program may perform post-inspection; distributes incentive.

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

1. INITIATE Participant identifies project.
2. ESTIMATE Trade ally estimates incentive using prescriptive calculator.
3. SUBMIT PRE-APPROVAL Participant submits required documents to program. Program may schedule site visit.
4. EXECUTE Once approved, materials are ordered and installed.
5. REVIEW Program performs post-installation engineering review.
6. RECEIVE PAYMENT Program schedules site visit and distributes incentive.

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

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Small Business Kit Box Stickers

ENERGY EFFICIENCY KIT FOR RETAIL
Install to start saving today.

ENERGY EFFICIENCY KIT FOR RESTAURANTS
Install to start saving today.

ENERGY EFFICIENCY KIT FOR BUSINESS
Install to start saving today.
### Prescriptive Incentive List

<table>
<thead>
<tr>
<th>Measure</th>
<th>Requirements</th>
<th>Small Commercial Solutions</th>
<th>Large Commercial &amp; Industrial</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HID LED Screw-in Replacing Incandescent/CFL</td>
<td></td>
<td>$2</td>
<td>$2</td>
<td>per lamp</td>
</tr>
<tr>
<td>HID LED Screw-in Replacing Incandescent/CFL</td>
<td></td>
<td>$4</td>
<td>$4</td>
<td>per lamp</td>
</tr>
<tr>
<td>HID LED Screw-in Replacing Incandescent/CFL</td>
<td></td>
<td>$6</td>
<td>$6</td>
<td>per lamp</td>
</tr>
<tr>
<td>LED Exit Sign</td>
<td>&lt; 5 watts, must meet state fire marshal codes and be UL rated.</td>
<td>$10</td>
<td>$10</td>
<td>per lamp</td>
</tr>
<tr>
<td>LED Exit Upgrade to Linear x ft.</td>
<td></td>
<td>$7</td>
<td>$7</td>
<td>per lamp</td>
</tr>
<tr>
<td>LED Exit Upgrade to Linear x ft.</td>
<td></td>
<td>$10</td>
<td>$10</td>
<td>per lamp</td>
</tr>
<tr>
<td>LED Exit Upgrade to Linear x ft.</td>
<td>DLC listed (for retrofitting and replacing existing fixtures. Quantity # of units is based on number of existing lamps being replaced.</td>
<td>$15</td>
<td>$15</td>
<td>per lamp</td>
</tr>
<tr>
<td>LED Exit Upgrade to Linear x ft.</td>
<td></td>
<td>$20</td>
<td>$20</td>
<td>per lamp</td>
</tr>
<tr>
<td>LED Exit Upgrade to Linear x ft.</td>
<td></td>
<td>$3</td>
<td>$3</td>
<td>per lamp</td>
</tr>
<tr>
<td>LED Exit Upgrade to Linear x ft.</td>
<td></td>
<td>$2</td>
<td>$2</td>
<td>per lamp</td>
</tr>
<tr>
<td>LED Exit Upgrade to Linear x ft.</td>
<td></td>
<td>$5</td>
<td>$5</td>
<td>per lamp</td>
</tr>
<tr>
<td>Commercial Duct Sealing</td>
<td>Eligible for system with central air conditioning with less than 5% of ducts in the conditioned space.</td>
<td>$100</td>
<td>$100</td>
<td>per 6 in. leakage reduction</td>
</tr>
<tr>
<td>High Efficiency Air-Cooled Chiller</td>
<td>- Air-Cooled Chiller (&lt; 20 tons), min. 97% full load EER, min. 9.8 HRI EER</td>
<td>$45</td>
<td>$45</td>
<td>per ton</td>
</tr>
<tr>
<td>High Efficiency Positive Displacement Water-Cooled Chiller</td>
<td>- Water Cool. Chiller (&gt; 20 tons), min. 97% full load WWHN out, min. 9.8 HRI EER</td>
<td>$90</td>
<td>$90</td>
<td>per ton</td>
</tr>
<tr>
<td>High Efficiency Centrifugal Water-Cooled Chiller</td>
<td>- Water Cool. Chiller (&lt; 20 tons), min. 97% full load WWHN out, min. 9.8 HRI EER</td>
<td>$15</td>
<td>$15</td>
<td>per ton</td>
</tr>
<tr>
<td>Commercial AC Tune-Up</td>
<td>Must include refrigerant charge adjustment.</td>
<td>$40</td>
<td>$40</td>
<td>per ton</td>
</tr>
<tr>
<td>Commercial Heat Pump Tune-Up</td>
<td>Must include refrigerant charge adjustment.</td>
<td>$20</td>
<td>$20</td>
<td>per ton</td>
</tr>
<tr>
<td>Refrigeration</td>
<td>ECH/Chiller for Freezer or Cooler. Applicable to refrigerated cooler and freezer fans.</td>
<td>$10</td>
<td>$10</td>
<td>per unit</td>
</tr>
<tr>
<td>Evaporator Fan Controller for Freezer or Cooler</td>
<td>Controller must turn on fan when the system’s thermostat is calling for the compressor to operate.</td>
<td>$60</td>
<td>$60</td>
<td>per motor controlled</td>
</tr>
<tr>
<td>Anti-Sweat Heater Controls for Freezer or Cooler</td>
<td>Controller must sense low point temperatures of room exterior environment and vary power supplied to heater accordingly.</td>
<td>$30</td>
<td>$30</td>
<td>per linear ft. of room.</td>
</tr>
<tr>
<td>Refrigerated Over Night Covers</td>
<td>Applicable for retrofit only (not applicable for new cases with integrated night covers).</td>
<td>$40</td>
<td>$40</td>
<td>per linear ft. of case</td>
</tr>
<tr>
<td>ENERGY STAR Solid Door Refrigerator</td>
<td>ENERGY STAR certified.</td>
<td>$94</td>
<td>$94</td>
<td>per unit</td>
</tr>
<tr>
<td>Strip Curtains for Walk-In Coolers</td>
<td>Applicable to coolers with damaged strip curtains or without preexisting strip curtains.</td>
<td>$4</td>
<td>$4</td>
<td>per sq. ft. of door</td>
</tr>
<tr>
<td>Strip Curtains for Walk-In Freezers</td>
<td>Applicable to freezers with damaged strip curtains or without preexisting strip curtains.</td>
<td>$8</td>
<td>$8</td>
<td>per sq. ft. of door</td>
</tr>
<tr>
<td>Commercial Kitchen</td>
<td>ENERGY STAR Commercial Electric Fryer. Electrically heated and ENERGY STAR certified.</td>
<td>$129</td>
<td>$129</td>
<td>per unit</td>
</tr>
<tr>
<td>ENERGY STAR Commercial Electric Steam Cooker</td>
<td>Electrically heated and ENERGY STAR certified.</td>
<td>$1,809</td>
<td>$1,809</td>
<td>per unit</td>
</tr>
<tr>
<td>ENERGY STAR Electric Connection Oven</td>
<td>Electrically heated and ENERGY STAR certified.</td>
<td>$129</td>
<td>$129</td>
<td>per unit</td>
</tr>
<tr>
<td>ENERGY STAR Electric Grillade</td>
<td>Electrically heated and ENERGY STAR certified.</td>
<td>$65</td>
<td>$65</td>
<td>per linear ft. of unit</td>
</tr>
</tbody>
</table>

ENERGY SMART PREScriptive Incentive Rates

As of July 1, 2020 (may change at program discretion)
| High Efficiency dC Unit | $55.00 | $65.00 | per ton |
| High Efficiency Air Pump Unit | $17.00 | $18.00 | per unit |
| Exhaust Fan, Commercial Dishwasher | $54.00 | $64.00 | per unit |
| Pre-Rinse Spray Valve | $35.00 | $35.00 | per unit |
| Computer Power Management | $22.00 | $22.00 | per unit |
| Window Film | $4.00 | $4.00 | per sq. ft. of window area |
| Advanced Power Strips | $3.00 | $3.00 | per unit |
| Refrigerated Vending Machine Controls | $150.00 | $150.00 | per unit |
| Non-Refrigerated Vending Machine Controls | $4.00 | $4.00 | per unit |
| Low Flow Faucet Aerators | $6.00 | $6.00 | per unit |
| Low Flow Shower Heads | $6.00 | $6.00 | per unit |

For information about this and other Energy Smart offerings, visit energysmartnola.com or call 504-229-8686.
ENERGY SMART NEW CONSTRUCTION OFFERING

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

PROJECT ELIGIBILITY
- New building/ground-up construction.
- Addition or expansion of an existing building.
- Gut rehabs that include replacement of all electrical systems, including HVAC, lighting or process equipment.
- “Warm Shell” projects, where the building envelope, central mechanical system and core lighting systems are included in the design and construction, but future buildout work or tenant improvements are permitted separately.

BASELINE DETERMINATION
The baseline will be established by identifying the highest baseline from the following:
- Local energy or building code at time of project initiation.
- Baseline for state-owned buildings is 30% improvement vs. Louisiana building code at time of project initiation.
- Current design if building design is complete at the time of project initiation.

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

INCENTIVE OFFERINGS

Visit energysmartnola.com to find a registered trade ally.
OFFERING INFORMATION

Energy Smart is available to all Entergy New Orleans electric customers including:
Small Businesses | Nonprofit Organizations | Large Commercial and Industrial Facilities | Publicly Funded Institutions

PRESCRIPTIVE
- Prescriptive incentives are paid a predefined amount per unit based on deemed energy efficiency savings.
- Incentives are capped at the incremental measure cost.

WHOLE BUILDING PERFORMANCE
- Whole Building Performance incentives are available for projects that perform energy modeling resulting in holistic design and construction energy efficiency improvements.
- Projects must reduce overall building electrical usage by at least 30% from the modeled and constructed building relative to a minimally code compliant baseline building.
- Projects can receive incentives at tiered level relative to the overall building efficiency achieved:
  - <20% energy savings: $0.03/KWh
  - 20-30% energy savings: $0.05/KWh
  - >30% energy savings: $0.08/KWh
- Incentives are capped at $50,000 per project.

CUSTOM
- Custom incentives are available for all other measures beyond prescriptive and interior and exterior lighting.
- Custom incentives require pre-approval prior to the purchase or installation of equipment.
- Applications must include a detailed energy savings analysis or energy model to document kWh reduction.
- Applications for custom incentives will undergo technical review to verify energy savings and cost-effectiveness.
- Qualifying measures will be paid $0.05 per kWh reduced.
- Incentives are capped at the incremental measure cost.

INTERIOR AND EXTERIOR LIGHTING
- Lighting incentives are available for installed lighting power density (LPD) that consumes lower watts per square foot than the maximum watts allowed.
- Projects must reduce the lighting power density by at least 10% from the baseline.
- Projects can receive $0.15 per watt below the approved wattage baseline.
- Incentives are capped at the incremental measure cost.

NEW CONSTRUCTION GUIDELINES & APPLICATION PROCESS

1. APPLY
   - Customer submits application during the design phase of the new construction project.

2. SET BASELINE
   - Program determines design baseline for calculating energy savings and incentives.

3. SUBMIT PRE-APPROVAL
   - Program approves custom incentives prior to the purchase and installation of equipment.

4. EXECUTE
   - Once approved, materials are ordered and installed.

5. REVIEW
   - Program performs post-installation engineering review after submission of the final incentive application and required completion documents.

6. RECEIVE PAYMENT
   - Incentives will be paid upon receipt of certificate of occupancy.

Customers must adhere to the incentive process and requirements based on incentive offering requirements.
Incentives are available for eligible equipment purchased and/or installed after April 1, 2020.
Equipment must be installed and operational upon submission of the final incentive application.
The final incentive application and completion documents must be submitted within 90 days of construction completion, or December 31, 2023, whichever is sooner.
Incentives will be capped according to their incentive measure type and at no more than measure cost.

For information about this and other Energy Smart offerings, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6668.
New Construction Guidelines

NEW CONSTRUCTION GUIDELINES

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

PROJECT ELIGIBILITY
- New building/ground-up construction.
- Addition or expansion of an existing building.
- Gut rehabs that include replacement of all electrical systems, including HVAC, lighting or process equipment.
- "Warm Shell" projects, where the building envelope, central mechanical system and core lighting systems are included in the design and construction, but future buildout work or tenant improvements are permitted separately.

BASELINE DETERMINATION
The baseline will be established by identifying the highest baseline from the following:
- Local energy or building code at time of project initiation.
- Baseline for state-owned buildings is 30% improvement vs. Louisiana building code at time of project initiation.
- Current design if building design is complete at the time of project initiation.
- The Energy Smart team will have the discretion to determine the building design baseline for any situation that does not fall into one of these categories.

NEW CONSTRUCTION GUIDELINES & APPLICATION PROCESS
1. Apply: Customer submits application during the design phase of the new construction project.
2. Set Baseline: Program determines design baseline for calculating energy savings and incentives.
3. Submit Pre-Approval: Program approves custom incentives prior to the purchase and installation of equipment.
4. Execute: Once approved, materials are ordered and installed.
5. Review: Program performs post-installation engineering review after submittal of the final incentive application and required completion documents.
6. Receive: Payment Incentivés will be paid upon receipt of certificate of occupancy.

*Customers must adhere to the incentive process and requirements based on incentive offering requirements.
*Incentives are available for eligible equipment purchased and/or installed after April 1, 2010.
*Equipment must be installed and operational upon submittal of the final incentive application.
*The final incentive application and completion documents must be submitted within 90 days of completion completion, or December 30, 2022, whichever is sooner.
*Incentives will be capped according to their incentive measure limits and at no more than their measure cost.

INCENTIVE OFFERING DETAILS
Prescriptive
* Prescriptive incentives are paid a predefined amount per unit based on deemed energy efficiency savings.
* Incentives are capped at the incremental measure cost.

Interior and Exterior Lighting
* Lighting incentives are available for installed lighting power density (LPD) that consumes lower watts per square foot than the maximum wattage allowed.
* Projects must reduce the lighting power density by at least 10% from the baseline.
* Projects can receive $0.35 per watt below the approved wattage baseline.
* Incentives are capped at the incremental measure cost.

Custom
* Custom incentives are available for all other measures beyond prescriptive and interior and exterior lighting.
* Custom incentives require pre-approval prior to the purchase or installation of equipment.
* Incentives will undergo technical review to verify energy savings and cost-effectiveness.
* Qualifying measures will be paid $0.108 per kWh reduced.
* Incentives are capped at the incremental measure cost.

Whole Building Performance
* Whole Building Performance incentives are available for projects that perform energy modeling, resulting in holistic design and construction energy efficiency improvements.
* Projects must reduce overall building electrical usage by at least 10% from the modeled and constructed building relative to a minimally code-compliant baseline building.
* Projects can receive incentives at tiered levels relative to the overall building efficiency achieved.
- 20-29% energy savings: $0.25x/kWh
- 30-39% energy savings: $0.15x/kWh
- Incentives are capped at $85,000 per project.

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Commercial Real Estate Overview

ENERGY SMART COMMERCIAL REAL ESTATE OFFERING

Energy Smart provides valuable cash incentives to help reduce utility costs for Entergy New Orleans commercial real estate customers within their multi-tenant office buildings. With energy costs representing approximately one-third of a building’s operating costs, implementing energy efficiency upgrades in these properties can result in direct savings to your bottom line as well as increasing the value and occupancy rate of your buildings and enhancing your tenants’ comfort levels.

Incentives are available for equipment upgrades that result in verifiable electric usage reduction, such as:

- Lighting & Lighting Controls
- Chillers
- HVAC Upgrades & Heat Pump
- Motors
- Retro-commissioning

Participants can receive up to 100% of the project cost. $50,000 for lighting only upgrades per site, per year. $100,000 for non-lighting-only upgrades per site, per year. $150,000 total for combined lighting & non-lighting upgrades per site, per year.

Customer Cap: $500,000 across all projects and accounts per year

ENERGY STAR® calculates that a 10% decrease in energy use could lead to a 1.5% increase in net operating income. For example, in a 250,000-square-foot office building that pays $2 per square foot in energy costs, a 10% reduction in energy consumption can translate into an additional $50,000 of NOI. At a cap rate of 8%, this could mean a potential asset value boost of $625,000.

Visit energysmartneworleans.com to find a registered trade ally.
The Energy Smart Program can assist commercial real estate facilities with 250,000+ square footage with the following:
- Help identify energy efficiency opportunities and facilitate engineering reviews.
- Provide application assistance.
- Assist with base building and tenant area projects.
- Market energy efficiency upgrades to building tenants.
- Develop ROI analytics.
- Benchmarking assistance via the Energy Smart Energy Advisor Support Service.

Sample of Commercial Real Estate measures and incentives available:

<table>
<thead>
<tr>
<th>MEASURE</th>
<th>INCENTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LED Exit Signs</td>
<td>$15</td>
</tr>
<tr>
<td>Retrofitting T8/T12/T12 Lighting with LEDs</td>
<td>up to $100 per lamp</td>
</tr>
<tr>
<td>LED Replacement of HID Fixtures</td>
<td>up to $500 per fixture</td>
</tr>
<tr>
<td>Interior Lighting Controls</td>
<td>$91 - $150 per sensor/control unit</td>
</tr>
<tr>
<td>High Efficiency A/C and Heat Pump Unit Replacement</td>
<td>$85-$120 per ton</td>
</tr>
<tr>
<td>High Efficiency PTAC/PTHP Unit Replacement</td>
<td>$20-$35 per ton</td>
</tr>
<tr>
<td>High Efficiency Air and Water-Cooled Chillers</td>
<td>$10-$15 per ton</td>
</tr>
<tr>
<td>Low-Flow Sink Aerator and Shower Heads</td>
<td>$5 per unit</td>
</tr>
</tbody>
</table>

Denver
| Custom application measure paid at $12/kWh |

Electricity in commercial buildings:

- Space Heating: 23%
- Cooling: 17%
- Refrigeration: 14%
- Office Equipment: 12%
- Office: 11%
- Water Heating: 11%
- Lighting: 11%
- Cooking: 11%
- Ventilation: 11%
- Other: 11%
- Computing: 11%

For information about this and other Energy Smart offerings, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.
Facility Director Webinar Invite – Sent 4/19/2020

Energy Smart, Entergy New Orleans’ energy efficiency program, recently launched its new three-year program. This new program year brings many exciting changes to the Energy Smart program.

Energy Smart works to incentivize customers to make energy efficiency upgrades that can save on their utility costs.

If you are interested in learning about the program and the valuable cash incentives available for your facilities, then mark your calendar and plan on attending this Energy Smart webinar.

**Webinar Details**

- **May 6, 2020**
- **9 - 10:30 a.m.**
- **Join Microsoft Teams Meeting**
  - +1 346-240-3218
  - Conference ID: 962 799 379#

To register, click [here.](#)

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

Thank you,

The Energy Smart Program

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Our mailing address is:

Energy Smart
900 Camp Street, Suite 364
New Orleans, LA 70130

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You can update your preferences or unsubscribe from this list.
Earth Day Content

2020 Earth Day Content –
4/8/2020

Copy Option 1:

April 22 marks the 50th anniversary of Earth Day, and Energy Smart wants to help you join in the celebration. And what better way to celebrate than by conserving energy today for a clean energy future.

While the program has currently suspended site assessments and all pre- and post-installation verifications due to the COVID-19 pandemic, New Orleans business customers are encouraged to start the application process to take advantage of energy-saving upgrades to their facilities once the public health pandemic has passed. The Energy Smart Program works with business owners, facility managers and trade ally contractors to identify energy efficiency opportunities and provides valuable cash incentives in the process.

Business participants can receive up to $150,000 per site, per year for equipment upgrades that result in verifiable electric usage reduction such as:

- Lighting and lighting controls
- Chillers
- HVAC upgrades and heat pump
- Motors

Energy-efficient upgrades can help businesses:

- Lower maintenance costs with longer-lasting, high-quality technology
- Increase comfort for customers and employees
- Increase occupancy rates
- Increase asset value

In addition to the many commercial offerings, residential customers can get valuable rebates on a variety of upgrades. Visit the new Energy Smart Marketplace for energy-efficient products to help you save energy.

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

Get Energy Smart and conserve on Earth Day and every day.
Looking for ways to celebrate Earth Day on April 22 and every day after? Energy Smart has simple energy and cost-saving tips for your home or business that will help you start today.

- Use energy-saving power strips to reduce standby power usage from electronics.
- Install smart thermostats and occupancy sensors for an efficient way to save energy and give you more control of your energy use.
- Reduce water usage by using aerators on showerheads and kitchen faucets, without sacrificing water pressure.

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans. The program incentivizes Entergy New Orleans customers to perform energy-saving upgrades in their homes and businesses. Our team works with residents, business owners, facility managers and trade ally contractors to identify opportunities and provide cash incentives for completing eligible upgrades with measurable and verifiable energy savings.

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

Get Energy Smart and conserve on Earth Day and every day.
Commercial Real Estate Landing Page
Commercial Real Estate Inquiry Form

Name* 
First Name  
Last Name 
Title:* 
Phone number:* 
Email:* 
Property Name:* 
Property address:* 
Address Line 1  
City  
State  
ZIP Code 
Nature of Inquiry:* 

Submit Form
Trade Ally Tier Logos
Appendix E: Program Photos

Pastor Manning from Greater New Orleans Interfaith Climate Coalition Speaks in a coordinating call to make local churches Energy Smart on 5/20/2020

Preparing LEDs for giveaways at food banks on 5/6/2020
Fairground Neighborhood Association asks questions to Energy Smart staff on 6/15/2020

School kits that were returned from Lusher are redistributed to a school meal site at Joe Brown Park on 6/5/2020
School kits that were returned from Lusher are redistributed to a school meal site at Rosenwald Recreation Center on 6/4/2020

School kits that were returned from Lusher are redistributed to a school meal site at Sanchez Community Center on 6/5/2020